

*MACEDON RANGES
FAMILY VIOLENCE
NETWORK*

16 DAYS OF ACTIVISM REPORT

NOV/DEC 2019



PREPARED BY
Carolyn Neilson
Central Victorian Primary Care Partnership

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Room 9, Ground Floor, Workspace Australia,
Halford Street,
PO BOX 687 Castlemaine 3450
T: 03 5472 5333
F: 03 5472 5461
E: admin@centralvicpcp.com.au
W: <http://centralvicpcp.com.au/>



Acknowledgements

Macedon Ranges Shire is on Dja Dja Wurrung, Taungurung and Wurundjeri Countries. We would like to pay our respects to their Elders past, present and emerging.

We would like to pay tribute to the many survivors of family violence whose bravery, experience and stories inform service responses, initiatives and events. We acknowledge that family violence is a very prevalent issue in our community and that we can all do something to prevent it if we all work together.

FAMILY VIOLENCE PREVENTION

Macedon Ranges



A LITTLE BIT ABOUT THE MACEDON RANGES FAMILY VIOLENCE NETWORK

The Macedon Ranges Family Violence Network (MRFVN) is a voluntary collaboration of 12 diverse regional and local organisations. The MRFVN is a sub-committee of the Macedon Ranges Local Safety Committee. The MRFVN has been working together since 2016 to address family violence in the Macedon Ranges Shire by improving family violence prevention, early intervention and response.

They recognise that the majority of family violence is experienced by women where men are the perpetrators and their work is informed by the latest international evidence that shows that there are certain factors that consistently predict – or drive – higher levels of violence against women.

These include:

- beliefs and behaviours that are disrespectful to and about women
- low support for gender equality; and
- adherence to rigid or stereotypical gender roles, relations and identities

The network is working to build a community where women and children feel safe, respected, valued and are treated as equals in private and public life.

Raising awareness

16 DAYS OF ACTIVISM

CHALLENGING GENDER BASED VIOLENCE AGAINST WOMEN

The 16 days of activism is a global movement raising awareness of and challenging gender based violence against women. It runs from 25th November International Day of Elimination of Violence Against Women (IDEVAW) to International Human Rights Day on the 10th December. This year the theme of the Victorian State Government movement was *Respect Women: Call It Out*.

The MRFVN are committed to using the 16 Days of Activism platform to raise awareness of family violence. Zonta Club of Kyneton, a member of MRFVN, requested a vigil with orange statues honouring those women and children who have lost their lives to family violence in Australia in 2019. MRFVN also wanted an event that would enable people to take a stand in a public, visual and creative way - hence the decision to organise the 1 Billion Rising Dance.

The 1 Billion Rising Dance is a global dance movement that challenges gender based violence against women. It was developed in 2012 and quickly had 1 billion people around the world dancing together on significant days like IDEVAW. <https://www.onebillionrising.org/about/dance/>

The Our Watch 'Change the Story Framework' provides social change techniques that are effective in preventing violence against women and children. The launch of 16 days of activism with the statues, guest speakers and 1 Billion Rising Dance and subsequent 16 days of activism social media campaign used these proven techniques:

- Direct participation programs
- Community mobilization and strengthening
- Communications and social marketing
- Civil society advocacy.

"It's mostly about feeling safe and supported where there is resistance, and working out how not to make myself a target whilst still being supportive of others."



LOCAL NEED PUT INTO ACTION

THE MRFVN 16 DAYS ACTIVITIES

The MRFVN organised a number of activities to raise awareness of family violence:

- a launch of the 16 days of activism: vigil, 1 Billion Rising Dance
- a social media campaign aligned with the Respect Victoria campaign: #MRcallitout, #CALLITOUT, #16DAYSOFACTIVISM,
- Portraits for Respect displayed at the Kyneton Maternal Child Health and Romsey Neighbourhood House
- a collective poster advertising all the various 16 days of activism activities happening in the Shire including those of individual organisations (appendix 1)
- Communication strategy that included media releases and radio interview (ABC)
- Presenting the family violence prevention work to the Victorian State Minister for Prevention of Family Violence Gabrielle Williams and MP for Macedon Mary Anne Thomas, hosted by Zonta Club for Kyneton

THE LAUNCH

The launch was held at the the Kyneton Mechanics Institute Grasslands. It included guest speakers, a vigil, placing orange statues representing the 63 women and 21 children who had died as a result of family violence this year and a flash mob performing the 1 Billion Rising Dance.

PREPARATION OF THE LAUNCH

The preparation for the launch and 16 days of activism included:

- The orange statues, representing the victims of family violence were designed by Zonta Club of Kyneton and made by the Kyneton Men's Shed.
- Planning statues secure configuration in the park.
- Four 1 Billion Rising Dance classes with Sarah Cook of Movement Zone. One class held at Gisborne Secondary College who are a lead Resilient Respectful Relationships Program school in the Shire and three held at the Kyneton Mechanics Institute targeting community, secondary schools in the Shire and MRFVN organisation members and their networks

- Engagement with five secondary schools in the Shire- Kyneton Secondary College, Gisborne Secondary College, Braemar, Sacred Heart College, Sunbury and Macedon Ranges Specialist School to encourage them to attend the dance classes and the launch



Launch speakers: L to R: Mayor Janet Pearce (Macedon Ranges Shire Council); Taungurung Elder Aunty Jackie Stewart; MC Eloise Forbes (Zonta Club of Kyneton), Makenna Bryon (Women's Health Loddon Mallee), Carolyn Neilson (MRFVN)

- Engagement with businesses and community organisations regarding promotion of the 16 days of activism, their attendance at the dance classes and launch and their engagement with the social media campaign
- The launch speakers included Taungurung elder Aunty Jackie Stewart doing a welcome to country, Macedon ranges Shire Council Mayor Janet Pearce who opened the launch, MC Eloise Forbes from Zonta Club of Kyneton, Women's Health Loddon Mallee (WHLM) Makenna Bryon and MRFVN coordinator Carolyn Neilson.

COMMUNICATION STRATEGY

The communications strategy was multifaceted and included:

- dance classes information (1Billion Rising dance), posters, social media posts and pre and post event media releases
- key messages communications with guest speakers
- development of 16 days social media campaign (#MRcallitout, #CALLITOUT, #16DAYSOFACTIVISM)
- Inviting local and regional media to the Launch - develop and send media releases
- Development and distribution of 16 days of activism poster to promote all the various 16 days of activism activities happening in the Shire including those of individual organisations

ON LAUNCH DAY

There was a moving vigil including a minute's silence honouring the 63 women and 21 children who had died by the 25th November this year in Australia as a result of family violence and placing of 3 large and 30 small orange statues representing those women and children in the Kyneton Mechanics Institute Grasslands.

The names of the women victims were read out. This information is accessed through the organisation Destroy The Joint who collate, hold and release this information with consent from the victim's families. The statues stayed at the Kyneton Mechanics Institute grasslands until the 6th December when they were then moved to be used by the Romsey Neighbourhood House in their Human Chain 16 days of activism event.

"A very moving and considered event"

Launch attendee

"I felt touched and proud to be a part of this movement I thought it was a really well-organised event and a great collaboration between the partners"



The vigil: Carolyn Neilson (Chair, MRFVN)



The orange statues placed in the Kyneton Mechanics Institute honouring the 63 women and 21 children who had died by the 25th November this year in Australia as a result of family violence

The launch ended in a burst of community rising, uniting and resisting gender based violence in the form of a flash mob of 30 people with lots of heart and soul performing the 1 Billion Rising Dance. The performance was so moving and meaningful there was an encore with other people joining in.

The dancers included local Kyneton Secondary College students, community members and local community and government organisational representatives and dancers who attended in solidarity from Castlemaine.

A Centre for Non Violence (CNV) support worker was present at the launch and a Cobaw Community Health support worker attended the dance classes in case anyone required support or wished to disclose their lived experience of family violence.

"The dance felt empowering, joyous and hopeful."

"I left feeling hopeful and uplifted."



Performance of 1 Billion Rising Dance

WAS THE 16 DAYS OF ACTIVISM SUCCESSFUL?

- All those who completed the launch evaluations thought the launch objectives of raising awareness of gender based violence and challenging it were achieved
- 50% reported that after attending the launch they felt more likely to challenge gender based violence. Others reported they felt more likely to challenge gender based violence but recommended further capacity building on how to do this effectively and safely
- 80 community members attended the launch which seemed a reasonable number for a public event linked to a challenging issue such as family violence and where people are invited to challenge gender based violence in a way that takes them out of their comfort zone, ie dancing
- The collective poster promoting all events in the Macedon Ranges Shire including those events of individual organisations seemed popular amongst the MRFVN, enhanced good will amongst the MRFVN organisations and anecdotally was an effective communications tool
- The 16 days of activism enabled building of relationships with the Romsey and Lancefield Neighbourhood Houses, Office of Macedon MP Mary-Anne Thomas, Kyneton Secondary College and Kyneton Men's Shed
- The dance classes provided a safe space for conversations regarding the link between gender inequality and family violence and for women with lived experience to safely disclose and be supported.
- 30 dancers performed the 1 Billion Rising Dance in public
- 9, 289 people were reached by the social media campaign over the 16 days of activism: 7, 290 by face book and 1,999 by twitter
- There were 3 media articles in a local newspaper Midland Express, an article and video on the ABC website/facebook and an interview on regional ABC (appendix 2)

The Portraits for Respect were exhibited at Romsey Neighbourhood House and Kyneton Maternal Child Health Centre. The Portraits for Respect exhibition has been effective tool to start conversations regarding the link between family violence and gender inequality, especially with new parents at the Kyneton Maternal Child Health Centre. It has also improved the Romsey Neighbourhood House's profile in terms of being a trusted safe place for women with lived experience of family violence.

9,289

people reached by
social media over
the 16 days of
activism campaign



Launch participants at resource and information table



1 Billion Rising Dance flash mob

WHY IT WAS SUCCESSFUL

Feedback and reflections from participants and MRFVN indicated that the 16 days of Activism was successful and that the foundations have been laid to build on for the future. The reasons for the success included:

- The collaborative efforts of the MRFVN that enabled a wider impact for the launch and the 16 days of activism activities within the Macedon Ranges Shire
- Courage shown by the MRFVN to commit to the 1 Billion Rising Dance when it was unknown what the commitment of the community, organisations and their networks would be to performing the dance
- The professional capacity of Sas Cook the dance teacher to teach this dance and hold a space that was transformative
- All speakers spoke powerfully, with strength, conviction and authenticity
- The dance movement being a visual activity was a powerful action that really brought home the message to stand against violence toward women and children
- It was also powerful and personal reading out the name of the victims, cementing the need to keep working intensely to eradicate gender based violence

"I felt touched and proud to be a part of this movement I thought it was a really well-organised event and a great collaboration between the partners"

- A minute's silence for victims of family violence and also during the welcome to country, provided gravity and an opportunity for reflection.
- It was joyful, which encouraged reflection upon the significance of community – the power of numbers and connection, and the potential of a society where gender based violence doesn't occur
- You could see that the dancers were committed and very supported by each other
- Having students, the future generation, from the high school was great.
- Have an Aboriginal Elder talk was excellent and worked well.
- It was a very public event that made people wonder what was going on and hopefully endeavour to find out more.
- The statues were really moving and held a place for reflection.
- It was encouraging to have men participating in the dance



From left: Simone Holden (Dept of Education and Training); Carolyn Neilson (Central Victorian Primary Care Partnership), Eloise Forbes (President Zonta Club for Kyneton), Jenny Kerr (Zonta), Gabrielle Williams (Victorian Minister for Prevention of Family Violence), Mary Anne Thomas (MP for Macedon), Margaret Dearicott (Zonta), Rhonda Walker OAM, (Zonta), Dr Annamarie Perlesz (Zonta)

INTO THE FUTURE



Evidence captured in the surveys demonstrated a need to:

- Build on opportunities to build community capacity regarding how to safely and at an individual and community level challenge gender based violence against women
- Engage with the broader community to enhance their attendance and engagement in these sorts of events and more generally in the MRFVN work
- Potentially incorporate stories, art, poetry etc in events like this
- Consider doing the vigil in the evening to engage with the commuter sector of the community

"It has probably put the importance of challenging gender based violence back in the fore front of my mind – it was an activator and also helped me feel more supported to do so"

- Review how we engage with local secondary schools to improve their engagement in these events that can build on the Resilient Respectful Relationships program being delivered to them .
- We were thankful to the school students and school nurse and teaching aid of Kyneton Secondary College for their commitment to attending the dance classes and dancing at the launch
- There are conversations happening with Sas Cook the dance teacher and Mount Alexander Family Violence Network (MAFVN) regarding an ongoing and expanding regional programme of the 1 Billion Rising Dance as a medium to challenge gender based violence
- There is commitment among MRFVN organisations and their networks to more collaboratively plan and communicate MRFVN and their respective 16 days of activities in the future
- There was a plan to distribute hard copies of the social media campaign messages to interested businesses and organisations for them to display during the 16 days but this did not happen because of lack of time. This will be revisited next year.

16 days of activism Against gender based violence

november 25–dec 10

What's happening in Macedon Ranges Shire?

SOCIAL MEDIA TAGS

#MRcallitout

#CALLITOUT

#16DAYSOFACTIVISM



Macedon Ranges Family Violence Network

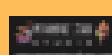
LAUNCH OF 16 DAYS OF ACTIVISM PREVENTION OF VIOLENCE AGAINST WOMEN

Monday 25th November 12.30–1.30pm

Kyneton Mechanics Institute Grasslands

- a vigil to honour the women and children who have died as a result of family violence in Australia in the last year
- orange statues representing those women and children placed in the KMI Grasslands
- a flash mob performing the 1 Billion Rising Dance, a global prevention of violence against women dance movement

For information Fax 0439550904 or RhianDeas-Talbot@cobaw.org.au



Living in a Gendered World

A community storytelling night, Bluestone Theatre

Thursday 5 December 7.30pm – 9.30pm

This free event will be an opportunity for participants from the Living in a Gendered World program to perform a short, personal story of their experiences of gender.

To register or for more information: mnc.vic.gov.au/gendered-world or phone 5422 0206.



Respect Women: Call It Out

campaign promotes and raises awareness of how to be an active bystander.

Over the 16 days, Council will post different scenarios online where people can be an active bystander and invite the community to tell us what they would do. There will also be a physical display installed at the Kyneton Sports and Aquatic Centre. There will be prize draws for taking part with prizes including a 6-month gym/swim membership, a 6 month Hanging Rock pass, and tickets to see comedian Ross Noble.

For more information: www.mnc.vic.gov.au/16days

For media/communications enquiries: comm@mnc.vic.gov.au

PORTRAITS for RESPECT

Kyneton Maternal Child Health Centre
Romsey Neighbourhood House

Portraits of local people taking a stand against gender based violence against women



HUMAN CHAIN FROM ROMSEY TO

LANCEFIELD

8th Dec



Standing together in solidarity against violence

Meeting Point: Corner of Boundary Rd and Melbourne

Lancefield Rd at 12pm

Bookings: 54296724/54291214

www.trybooking.com/BGNNU



WHAT WE CAN DO AS A COMMUNITY

Challenge sexist jokes, discrimination and disrespect wherever we see it

Challenge traditional gender stereotypes and roles

Support equality in the home, workplace and community

Sisters U Night

Friday 29th November

Romsey Neighbourhood House

\$20

5.30–9.30pm pampering expo, mini workshops

7 pm guest speakers

Bookings 54296724, www.trybooking.com/BGRFX



RESPECT WOMEN

CALL IT OUT

SUPPORT FOR WOMEN–SAFESTEPS (24HRS)–1800015188
CENTRE FOR NONVIOLENCE 0354303000
SUPPORT FOR CHILDREN–KIDS HELPLINE (24HRS)–1800551800
SUPPORT FOR MEN–MEN'S REFERRAL SERVICE–1300766491

MIDLAND EXPRESS

NEWS

Tuesday, October 22, 2019-11

Premium produce enterprise boost

State government funding of \$570,000 has been announced for the Hub for Premium Produce. Working collaboratively with the Central Highlands Regional Partnerships and the Hepburn Council led a... to explore

NEWS

'1 Billion Rising' dance has been taught and performed as a form of activism against gender-based violence.

Resist. e. Dance

Rise, unite, resist

A flash mob of 30 people perform the 1 Billion Rising Dance in Kyneton.

This year's International Day of Elimination of Violence Against Women on November 25 saw 80 community members attend the Macedon Ranges Family Violence Network launch of its 16 days of activism against gender-based violence. The event was held at the Kyneton Mechanics Institute reserve in what was a strong show of support for respecting women and calling out gender inequality. The 16 days of activism is a global movement raising awareness against women. It runs from November 25 to International Human Rights Day on December 10. This year the theme of the state government movement is Respect Women: Call It Out. The launch started with a welcome to country by Taungurung elder Aunty Jackie Stewart, then attendees heard guest speakers: Macedon Ranges mayor Janet Forbes, Women's Health Loddon Mallee Makenzie Bryon and MRFVN coordinator Carolyn Neilson. They spoke passionately of the link between family violence and gender inequality and the gendered drivers of violence against women that needed to be challenged.

There was then a moving vigil honouring the 63 women and 21 children who have died this year in Australia as a result of family violence, placing of orange statues representing those women and children in the 16 days of activism.

The flash mob was then practised the 1 Billion Rising Dance under the instruction of the fantastic Sas Cook who runs Movement Zone dance studio in Castlemaine and who is passionate about social justice.

The 1 Billion Rising Dance was developed in 2012 and quickly had one billion people around the world dancing together on significant days like IDEVAW.

All are welcome to attend the launch and show their solidarity for this global movement.

ABC Central Victoria
@abccentralvictoria

16 DAYS OF ACTIVISM

The Macedon Ranges community launched its 16 days of activism with a flash mob this week to challenge the drivers of family violence. The launch coincided with the International Day for Elimination of Violence Against Women and will run until Human Rights Day, on December 10. Women's Health Loddon Mallee Makenzie Bryon said gender inequality and family violence were directly linked.

"We understand that unequal power relations between men and women is what causes inequalities in our society and results in violence against women," she said.

"So these differences in gender roles create the inequalities and unless it's challenged over time, just become accepted. And before we know it, there is a real systemic inequality."

On average, one woman a week is murdered by her current or former partner. The Australian Institute of Health and Welfare states one in six live with.

A flash mob of secondary school students, family violence advocates and community members performed the 1 Billion Rising Dance, a dance that has attracted one billion people since it was first performed in 2012. Centre for Non-Violence client services worker Nikki Wingard said not many people were aware of the services available to them if they were facing family violence.

"16 days of activism is important because it promotes the Centre for Non-Violence and Colaba Community Health which are the services in the area. People experiencing family violence can get support," she said.

"In the Macedon Ranges we provide crisis support, housing, and therapeutic support. We provide counselling, children's counselling, court support and general education on family violence."

To find more events running over the 16 days of activism, contact the Central Victorian PCP.

- ABC Central Victoria

NEWS

Go orange!

Register your business or organisation with Mount Alexander Shire Council, collect your free decorator pack and 'orange' up your shopfront or cafe tables for the 16 Days of Activism Against Gender Based Violence, November 25-December 10.

Everyone registered will be put into a draw to win free advertising thanks to our sister paper the *Castlemaine Mail* and *MainFM* 94.9.

The wonderful volunteers at the Mount Alexander Animal Welfare Opportunity Shop in Johnstone Street have already decked out their window in an array of orange items in support of the campaign.

MainFM sponsorship and fundraising coordinator Sue McLenahan, MAAW volunteer Ray Marsh and *Castlemaine Mail* editor Lisa Dennis are pictured with the display.

Once your window is ready, put some photos up on your social media using the #RespectMIAlex.

Sixteen days of activism

This International Day of Elimination of Violence Against Women, November 25, will see the Macedon Ranges Family Violence Network launch its 16 days of activism at the Kyneton Mechanics Institute reserve.

The 16 days of activism is a global movement raising awareness of and challenging gender-based violence against women. It runs from November 25 to International Human Rights Day on December 10. This year the theme of the movement is Respect Women: Call It Out.

The launch will include guest speakers, a vigil honouring those women and children who have died this year in Australia as a result of family violence, placing of orange statues representing those women and children in the KMI reserve, then a flash mob performing the 1 Billion Rising Dance - a global dance movement that challenges gender-based violence against women. The statues will remain in the grasslands until Friday December 6.

The flash mob has been practised the 1 Billion Rising Dance under the instruction of the fantastic Sas Cook who runs Movement Zone dance studio in Castlemaine and who is passionate about social justice.

The 1 Billion Rising Dance was developed in 2012 and quickly had one billion people around the world dancing together on significant days like IDEVAW.

All are welcome to attend the launch and show their solidarity for this global movement.

Central Victorian PCP
Published by Hootsuite [?] - December 7, 2019

So, how do you #CallItOut?

Over the last four days of the #16daysofactivism we will share suggestions with you of ways to call out disrespectful behaviour.

#Respect

Workplace Gender Equality Agency Respect Victoria safe steps Family Violence Response Centre Domestic Violence Resource Centre Victorian Women's Health Loddon Mallee Centre for Non Violence

How to...Call it out.

Tell them how that comment made you feel. Use "I" instead of "you" so they don't get defensive.

#callitout
#16daysofactivism

How to...Call it out.

"How would you feel if that was your sister or daughter?"

RESPECT WOMEN
CALL IT OUT

#callitout
#16daysofactivism