

16 Days of Activism Against Gender-based Violence Clothesline Project – Glenelg Shire



What is 16 Days of Activism?

The 16 Days of Activism Against Gender Based Violence is a global campaign occurring annually in November since 1991. The campaign calls for action in the prevention and elimination of gender-based violence and violence against women. Endorsed by the United Nations, The Centre for Women's Global Leadership initiated the international campaign to challenge women's rights abuses at local, national, regional and international levels.

The campaign begins on Monday 25th November (*International Day for the Elimination of Violence against Women*) ending on Tuesday 10th December (*International Human Rights Day*).

Marketing material, FB graphics, posters and e mail signatures can be found in the Respect Victoria toolkit: [16 Days of Activism Toolkit 2024](#) | [Respect Victoria](#)

In Victoria the campaign is led by Respect Victoria [Home | Respect Victoria](#) and Safe and Equal [Safe and Equal | Standing strong against family violence](#).

Why?

To stand united in:

- Raising awareness of gender-based violence and the various ways it exists within Australian society.
- Raising awareness to who is working to prevent and eliminate gender-based violence in Glenelg.
- Allowing and empowering women to speak out about their experiences and providing safe and appropriate supports to manage disclosures of gender-based violence.
- Encouraging men to be an ally and call out sexism and disrespect toward women.

In the workplace:

- Support staff awareness of family violence policies.
- Promote staff awareness of family violence, leave and supports available to staff.
- Promote the creation of an equitable workplace by raising awareness of gender equality.
- Support a public stance alongside partner agencies during the 'Walk against Family Violence.'
- Provide a platform for community groups, organisations, schools, and businesses to participate in the 16 Days of Activism Campaign.

Clothesline Instructions

This pack contains, a 'clothesline', pens/pencils, t shirt template and pegs. Inspiration for messaging can be tailored to your organisation, members, customers, community group, sporting club etc.

Participants are asked to have a conversation with staff, members and participants about the importance of this campaign and then develop pledges for the prevention of violence against women. These can be from the perspective of the organisation or group and its respective service or may be more personalized. You may think about tailoring messaging to a specific group within our community acknowledging that gender-based violence can be experienced in different ways for diverse community groups.

Using the template provided, write down the pledges/messages and decorate the T shirt template for display on the 'clothesline' in your organisation's customer service area, front window, lunchroom etc. Use the activity to capture images that can be shared on social media and websites.

The Clothesline Project Background

Traditionally, doing the laundry was seen as “women’s work”. Many women were known to communicate with each other over the back fence whilst hanging out the washing. Often, it was the only way women could communicate with each other in their community.

The Clothesline Project began in 1990 by a group of women after hearing of the 51, 000 women who had been killed by their male partners during the time of the Vietnam war. This statistic encouraged the women to speak out and raise awareness to the issue of violence against women. The idea came about to hang colour-coded T-shirts on a public clothesline to gain recognition of the issue. Women were given the opportunity to tell their stories by decorating t-shirts with words and art. This project has since become a worldwide campaign which intends to honor survivors and act as a memorial for victims.

Read more about the project here: <https://www.clotheslineproject.info/>

Facts and Statistics

- Women are at a greater risk of family, domestic and sexual violence than men.
- 85% of Australian women have been sexually harassed in their lifetime.
- 1 in 4 women in Australia have experienced emotional abuse by a current or former partner since age 15.
- 1 in 5 women in Australia have experienced sexual violence since the age of 15.
- Studies show that men who witness their fathers using violence against their mothers and men who experienced some form of violence at home as children, were more likely to report perpetrating intimate partner violence in their adult relationships.
- 1 in 4 women have experienced sexual harassment in the workplace.
- Only 18% of people who experienced workplace sexual assault sought advice or support.
- Less than 40% of women who experience violence seek any sort of help.
- Particular groups of women are at greater risk of gender-based violence, such as: young women, pregnant women, women with disabilities, Indigenous women and ethnic minorities, LGBTQI+ women and women living through humanitarian crises.
- Although men are more likely to experience violence from strangers and in a public place, women are more likely to know the perpetrator, with the violence usually taking place in their own home.
- Intimate partner violence is the greatest health risk factor for women aged 25-44.
- Violence against women is estimated to cost the Australian economy \$22 billion a year.

Statistics <https://safeandequal.org.au/understanding-family-violence/statistics/>

Theme

Orange is the universal colour for ending violence against women, symbolizing a brighter future, free from violence. ‘Orange the World’ was developed by the United Nation Secretary-General UNiTE to End Violence against Women, making Orange the colour of this campaign globally.

Risks and Challenges

Recognising the lived experience of members of our community, we must deliver this campaign sensitively and provide necessary supports to those who require it. By raising awareness of gender-based violence, we may see an increase in disclosures and therefore need to be able to respond appropriately. **In all promotional tools, emails, intranet and social media posts, support services and resources will be made available (e.g. phone numbers, website links, people to speak to and services to access).** List of support lines and networks.

It should also be acknowledged that some individuals may be resistant to the notion of ‘violence against women’ due to its perceived exclusion of men. It is important when delivering this campaign that we are providing information relating to the gendered nature of certain types of violence. International Men’s Day held on November 19th and other campaigns which recognise violence against men are great opportunities to raise awareness for and support men impacted by violence.