

# **illuminate to eliminate: end violence against Women and Girls**

## **Vision:**

Commencing on the 25 November, PVAW will be shining a light on the 43\* women killed by violence this year in Australia. Through a simple, yet powerful display, together we can remember and pay homage to these women.

We will **illuminate** the national epidemic of Domestic Abuse that Australia is experiencing and **eliminate** the silent acceptance of abuse in our homes, on our streets and in our workplaces.

For 16 days, in workplace kitchens across the country, we will create a powerful tribute and provide a daily reminder of important Domestic Abuse statistics. This will raise awareness and encourage thought, discussion and action.

We honour the women who have tragically lost their lives to violence and hope that they now rest in peace.

## **Key Outcomes:**

1. Participation in at least 100 workplace kitchens
2. A key domestic abuse statistic viewed by 100 workplace's employees (the number of employees to be noted and shared) for 16 days

## **Support material:**

1. Honour scroll of the women in Australia violently taken
2. Answers for the "what about" questions
3. How can I make a difference? notes
4. Support/help line contact details
5. An image/statistic for display each day of the campaign
6. Campaign launch speaking notes
7. Campaign wrap-up speaking notes

## **Instructions:**

1. Purchase your Flameless Candle(s) (Bunnings have a set of 3, remote control for <\$25)
2. Print the support material items
3. Set up your display, ensuring items 1 – 4 above remain visible at all times
4. Change out item 5 each day, or if space permits, add a new one each day
5. Maybe launch the campaign with a Morning Tea? Refer to the speaking notes, item 6 above
6. Wrap-up the campaign on day 16, Thursday 10 December. Refer to the speaking notes item 7 above
7. We would love a photo of your display/launch with the location and company posted to PVAW, Western Australia's facebook (<https://www.facebook.com/pvawwestaus/>) or Twitter (@PVAW\_WA), #illuminatePVAW. Let's spread the word far and wide
8. Please post any FAQs to the PVAW facebook page and we will respond as soon as possible (bearing in mind that we are run by a few volunteers who all have other full-time work)

**illuminate to eliminate:  
end violence against Women and Girls**

**Information, Services and Supports**

If you are triggered by anything in this display, or anyone you know is experiencing family, domestic or sexual abuse there is help available.

If you or someone you know is in immediate danger, please call 000.

For a comprehensive list of State and national helplines, please visit the Western Australian State Government's Family and Domestic Violence Help and Advice page <https://www.dcp.wa.gov.au/CrisisAndEmergency/FDV/Pages/Helpandadvice.aspx>

**Everyone (Australia)**

The National Sexual Assault, Family and Domestic Violence Counselling Service is a free and confidential telephone and online counselling service for any person regardless of age or gender, who has experienced or is at risk of domestic and family violence and/or sexual assault, and their family and friends.

1800RESPECT (1800 737 732) or [www.1800RESPECT.org.au](http://www.1800RESPECT.org.au)

**Women seeking support**

The Women's Domestic Violence Helpline is a 24-hour helpline – telephone 9223 1188 or free call 1800 007 339.

**Sexual violence**

The Sexual Assault Resource Centre is a 24-hour emergency line – telephone (08) 6458 1828 or free call 1800 199 888.

**Young people**

Kids Helpline is Australia's free private and confidential 24/7 phone and online counselling service for children and young people aged 5 to 25 years – telephone 1800 551 800.

**Men seeking support**

Western Australia: The Men's Domestic Violence Helpline is a 24-hour helpline that provides information and support for men who have experienced family and domestic violence or who are concerned about their violent or abusive behaviour.

Telephone 9223 1199 or free call 1800 000 599.

National: MensLine Australia provides a counselling service that assists men to manage family and relationship difficulties, including issues of violence.

Free call 1300 789 978 or visit [www.mensline.org.au](http://www.mensline.org.au)

# **illuminate to eliminate: end violence against Women and Girls**

## **FAQs**

### ***Q1. What about the men experiencing domestic abuse?***

A1. Yes, men experience domestic abuse also, please refer to the support numbers provided if help is needed. However, this particular campaign is about violence against women and girls. Given that you have an interest in this issue, maybe you can hook into appropriate campaigns to further your cause or maybe start your own project?

### ***Q2. I am worried that my daughter/sister/friend/colleague is in violent relationship, what can I do?***

A1. Ring 1800RESPECT, they will help you. This is a complex issue with many layers and you/they need the best and most appropriate support.

### ***Q3. Why don't they just leave?***

A1. Research has shown that it takes on average seven times to leave before it is permanent. Leaving is a complex process with just **some** barriers listed below compounding into a difficult decision that must be carefully planned:

- lack of safe affordable accommodation
- limited or no access to money
- feelings of shame, humiliation, embarrassment within the community, family
- fear of what the perpetrator might do (justifiable, as research shows this to be the most dangerous period)
- hope and belief that the abuse will stop as promised
- overwhelmed of what the future looks like
- lack of support to build a new future
- ...

### ***Q4. What about the women who are indigenous, LGBTQI, elderly, disabled, non-English, speaking?***

A1. Yes, we recognise this additional layer of complexity and acknowledge that these broader social issues of discrimination and marginalisation have to be addressed if we are to prevent abuse

**illuminate to eliminate:  
end violence against Women and Girls**

**What can I do to make a difference?**

1. Support local initiatives
2. Learn more, look, be aware of harassment and violence
3. Speak up, call out inappropriate behaviour/jokes
4. Contact community and corporate leaders and ask what they are doing to help address this issue
5. Be a Role Model for your family, friends, colleagues, what is your circle of influence?
6. Listen to women when they feel safe to share their experiences
7. Talk to your children — both boys and girls. It's very important that we educate our kids about their behaviour at an early age.
8. Self-reflect, check your own biases
9. Contact us with your ideas to make a difference
10. Note how these issues are reported in the media, we follow the "Fixed It" campaign, in which headlines of male violence against women are "fixed". Let the media outlet know if their headline or article is suspect:

~~Woman dies in hospital, baby fighting for life following Keilor Downs incident~~  
**Man arrested after Keilor Downs incident leaves woman dead, baby fighting for life**

FixedIt: who's missing from this headline?

<https://janegilmore.com/category/fixedit/>

If you think someone is experiencing domestic abuse:

1. **Ask**, do they feel safe in their relationship?
2. **Refer**, them to 1800 RESPECT
3. **Follow up**, are they feeling safe and supported?

# **illuminate to eliminate: end violence against Women and Girls**

## **illuminate to eliminate - launch speaking notes**

Thank you for attending this very important morning tea, the launch of the **illuminate to eliminate** campaign, an initiative of PVAW (Preventing Violence Against Women).

You will notice the display set up with electric candles? We want to shine a light and in honour of the many woman killed by violence in Australia in 2020. As at today, we remember **xx** women. We remember their children, family, friends and colleagues. Like a pebble in a pond, the grief ripples outwards and affects many... **XX** women, let that sink in...

Violence and domestic abuse is a national epidemic that we have only in the past handful of years started speaking about publicly. Like all positive long-lasting social change, it takes many parts working together to bring about. Think back to stopping smoking, not drinking and driving, encouraging more physical activity... what was previously generally accepted, how did it change and become the “new norm”?

Remember the research, legislative changes, promotion activities, determined advocates, corporations, strong leadership?

We have many pieces of the puzzle that still need to engage fully in order to create the new norm that Violence against Women and Girls is unacceptable in all its insidious forms.

Whatever you think about Domestic Abuse, this campaign asks daily “have you thought about this?”

We aim to give you a better understanding about this prevalent and preventable scourge each time you come in here for a cuppa, and remind you that in Australia, so far this year, week 48, **XX** women’s lives have been brutally taken.

Thank you.

# **illuminate to eliminate: end violence against Women and Girls**

## **illuminate to eliminate - wrap-up speaking notes**

Thank you for your support and feedback during the past 16 days, we greatly appreciate you taking the time to participate.

Most distressing of all, is that since we started on 25 November, we have added **YY** women to the list...

Please pause for one minute to remember the **ZZ** women whose lives have been so tragically taken.

We hope for those for whom this issue is/was a reality, that this campaign has not been too confronting and overwhelming. **Please reach out for support.** You are stronger than you ever thought and there is a positive future.

For everyone else, we trust that you have a better understanding of the complexities of the issue. Critically, if you now feel strongly that you want to help create the new norm, you have the ways and means to do so – refer to the “What can I do to make a difference?” page.

Referring back to our words on 25 Nov, we have many pieces of the puzzle that still need to engage fully in order to create the new norm that Violence against Women and Girls is unacceptable in all its insidious forms.

In the words of Margaret Mead (cultural anthropologist)

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Thank you.

**illuminate to eliminate:  
end violence against Women and Girls**

25 Nov, Wednesday – Day 1



For more information visit: <http://www.un.org/en/events/endviolenceday/>

**illuminate to eliminate:  
end violence against Women and Girls**

26 Nov, Thursday - Day 2:



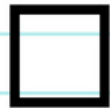


**illuminate to eliminate:  
end violence against Women and Girls**

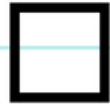
27 Nov, Friday - Day 3:

**DOMESTIC VIOLENCE IS THE GREATEST HEALTH  
RISK FACTOR FOR WOMEN AGES 25-44**

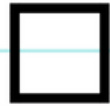
**It is a GREATER HEALTH RISK**



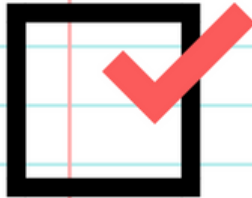
**SMOKING**



**ALCOHOL**



**PHYSICAL  
INACTIVITY**



**DOMESTIC VIOLENCE**



Statistic source: AIHW 2018. Family, domestic and sexual violence Australia

**illuminate to eliminate:  
end violence against Women and Girls**

28 Nov, Saturday – Day 4



**DOMESTIC AND FAMILY VIOLENCE IS  
THE PRINCIPLE CAUSE OF  
HOMELESSNESS  
FOR WOMEN AND THEIR CHILDREN.**

Statistic source: White Ribbon



**illuminate to eliminate:  
end violence against Women and Girls**

29 Nov, Sunday – Day 5



**illuminate to eliminate:  
end violence against Women and Girls**

30 Nov, Monday – Day 6



**ONE IN FIVE WOMEN EXPERIENCE  
HARASSMENT WITHIN THE  
WORKPLACE**

Statistic source: White Ribbon



**illuminate to eliminate:  
end violence against Women and Girls**

01 Dec, Tuesday – Day 7



# **YOUNG WOMEN (18 – 24 YEARS)**

**experience significantly higher rates of physical and sexual violence than women in older age groups.**

---

Statistic source: Our Watch

**illuminate to eliminate:  
end violence against Women and Girls**

2 Dec, Wednesday – Day 8



Approximately  
**1.4 million** Australian women  
are living in an abusive  
relationship, or have been so in  
the past. Of these women,  
about **800,000** are  
in the paid workforce.

Statistic Source: Male Champions of Change

**illuminate to eliminate:  
end violence against Women and Girls**

03 Dec, Thursday – Day 9



**Indigenous women are**  
**34 times**  
**more likely to be hospitalised due to family violence related assaults than non-Indigenous people.**

Statistic source: National Community Attitudes to Violence Against Women Survey



**illuminate to eliminate:  
end violence against Women and Girls**

04 Dec, Friday – Day 10





**illuminate to eliminate:  
end violence against Women and Girls**

05 Dec, Saturday – Day 11



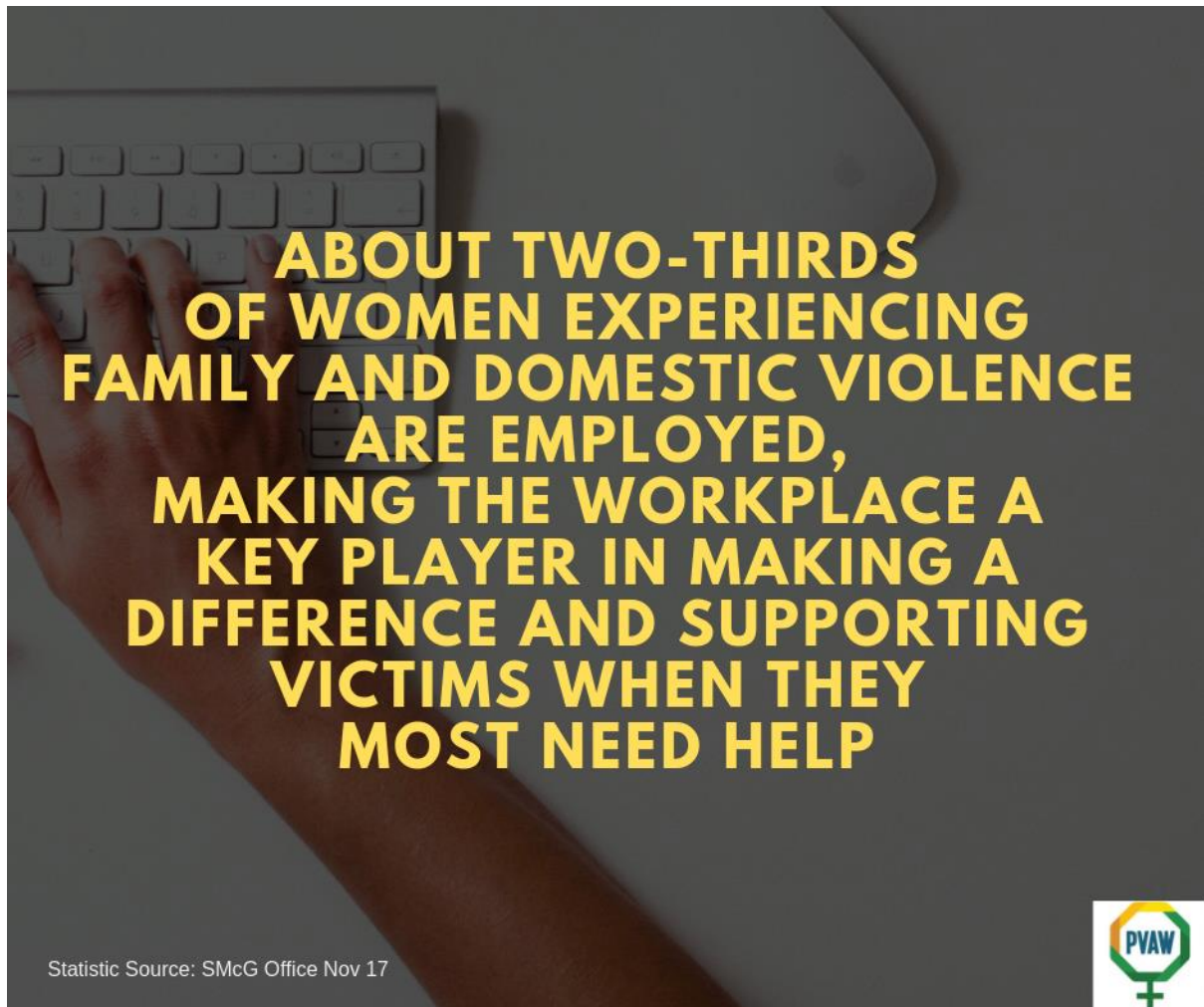
**illuminate to eliminate:  
end violence against Women and Girls**

06 Dec, Sunday – Day 12



**illuminate to eliminate:  
end violence against Women and Girls**

07 Dec, Monday – Day 13



Statistic Source: SMCg Office Nov 17



**illuminate to eliminate:  
end violence against Women and Girls**

08 Dec, Tuesday – Day 14

**LESS THAN 20% OF  
WOMEN EXPERIENCING  
VIOLENCE FROM AN  
INTIMATE PARTNER  
ARE LIKELY TO REPORT  
TO POLICE**

Statistic Source: SMC Office Nov 17



**illuminate to eliminate:  
end violence against Women and Girls**

09 Dec, Wednesday – Day 15

Of those women who  
experience violence,  
more than half have  
children in their care

Source of Fact: Our Watch



**illuminate to eliminate:  
end violence against Women and Girls**

10 Dec, Thursday – Day 16



**SUPPORTING**

---

**10 DECEMBER  
HUMAN RIGHTS  
DAY**

For more information visit: <http://www.un.org/en/events/humanrightsday/>

