

ME
WE

Campaign

Stakeholder Pack

ME/WE (CHANGE THE STORY) CAMPAIGN 2025

OurWatch

Preventing violence
against women

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Introduction

Join *Me/We*, a nationwide campaign from Our Watch to increase the understanding of the link between gender inequality and violence against women among Australian adults. *Me/We* highlights how sexism, disrespect and harmful gender norms create an environment where violence is normalised or dismissed.

Our Watch is calling on all of Australia to take collective responsibility for changing these behaviours and ensuring a safer, more equal society.

The campaign will be in market from Wednesday 5 November 2025 to Friday 30 January 2026 and will reach Australians through out-of-home street posters, online, across socials, digital and radio.

What we've learned

This is the third time Our Watch has run *Me/We*. The campaign has delivered **measurable shifts in understanding and attitudes** of the link between violence against women and gender inequality.

Results from *Me/We* included:



154 million Impressions

More than 154 million impressions across all channels including Google Display, YouTube, Meta, Spotify, TikTok, and Reddit, with particularly strong engagement on TikTok and Reddit.



OOH reached 26 million

Out-of-home advertising reached 26 million people.



Changing attitudes

The campaign was also effective in changing attitudes, with **56% of viewers agreeing** that there is a link between gender inequality and violence against women, and **53% of viewers feeling more strongly about speaking up** about gender inequality after seeing the campaign.

For the final run of *Me/We*, we have refined the campaign's reach and reinforced messaging about the link between gender inequality and violence against women.

What you can do

Download the *Me/We* campaign materials and share with your networks to support the campaign.

Post on your social media channels, distribute assets via internal email and intranet platforms, display campaign materials on digital screens in your office, print posters or simply reshare and engage with posts from Our Watch social media channels.

Follow us online



Our Watch

linkedin.com/company/our-watch



ourwatch

instagram.com/ourwatch



OurWatchAus

facebook.com/OurWatchAus



OurWatchAus

twitter.com/OurWatchAus



OurWatchAus

youtube.com/@OurWatchAus

Campaign posters

There are six different campaign posters.



SIX DIFFERENT POSTERS AVAILABLE
[DOWNLOAD CAMPAIGN POSTERS](#)

Social media assets

These materials, which include post copy and images for Instagram, Twitter and Facebook, provide you with multiple options for sharing across your digital platforms.

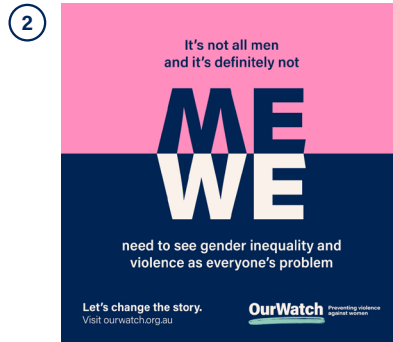


CAPTION SUGGESTION

Even if you're not affected personally, we need all of us to speak up against disrespect when we see it.

Together, let's change the story.

To find out more, visit ourwatch.org.au/mewe



CAPTION SUGGESTION

It's up to all of us to speak up against gender inequality and disrespect towards women.

Together, let's change the story.

To find out more, visit ourwatch.org.au/mewe



CAPTION SUGGESTION

Even if it's not happening to you, preventing violence against women is our responsibility. It's up to all of us to call out gender inequality when we see it.

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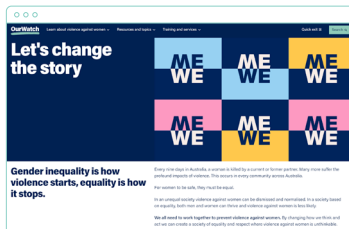
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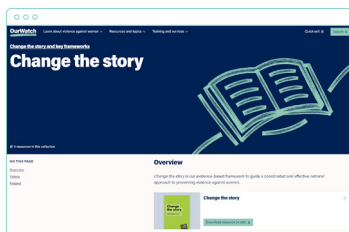
AVAILABLE SIZES: 1 x 1, 4 x 5 and 9 x 16
DOWNLOAD SOCIAL MEDIA ASSETS

Useful information



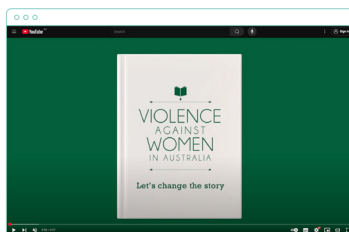
Our Watch *Me/We* campaign landing page:

ourwatch.org.au/mewe



Our Watch *Change the story* framework:

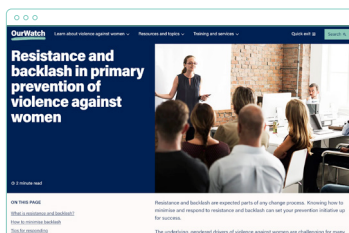
ourwatch.org.au/change-the-story/change-the-story-framework



Our Watch *Change the story* video:

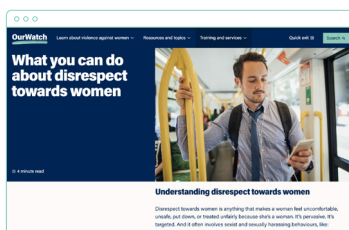
[Let's change the story: Violence against women in Australia](http://ourwatch.org.au/change-the-story)

The *Change the story* video explains the connection between gender inequality and violence. Watch it to understand how we can shift the narrative and work together to end violence against women.



Resistance and backlash in primary prevention of violence against women

ourwatch.org.au/resistance-and-backlash-in-primary-prevention



What you can do about disrespect towards women

ourwatch.org.au/what-you-can-do-about-disrespect

Help and support services

CATEGORY	ACTION	REFERRAL / CONTACT
Immediate threat to safety	Encourage reporting incident or seeking immediate help	Police 000
DISCLOSURE: Experience of violence personally or concerned for another person	Encourage talking to a counsellor for advice	1800RESPECT 1800 737 732 1800respect.org.au
DISCLOSURE: Self-harm	Encourage talking to a counsellor	Lifeline 13 11 14 lifeline.org.au
DISCLOSURE: Perpetration of violence	Encourage talking to a counsellor	Men's Referral Service 1300 766 491 ntv.org.au/mrs
Cyber-bullying, image-based abuse or illegal and harmful content	Encourage reporting to eSafety	eSafety esafety.gov.au/report



Thank you for your support!

Please contact us if you have any questions
campaignenquiries@ourwatch.org.au

ourwatch.org.au

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