

**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*, the latest 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 Monday 17 February – 15 June 2025 and will reach Australians through out-of-home street posters, online, across socials and digital radio.

# 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](https://linkedin.com/company/our-watch)



**ourwatch**

[instagram.com/ourwatch](https://instagram.com/ourwatch)



**OurWatchAus**

[facebook.com/OurWatchAus](https://facebook.com/OurWatchAus)



**OurWatchAus**

[twitter.com/OurWatchAus](https://twitter.com/OurWatchAus)



**OurWatchAus**

[youtube.com/@OurWatchAus](https://youtube.com/@OurWatchAus)

# Campaign posters

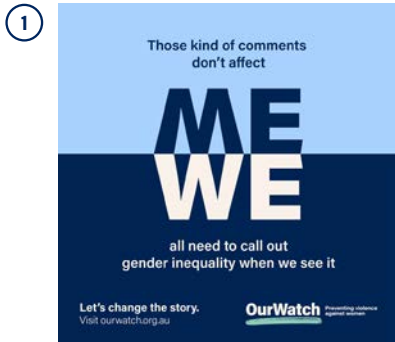
There are six different campaign posters.



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.

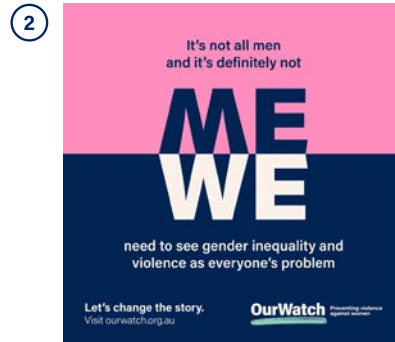


## CAPTION SUGGESTION

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](https://ourwatch.org.au/mewe)



## CAPTION SUGGESTION

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

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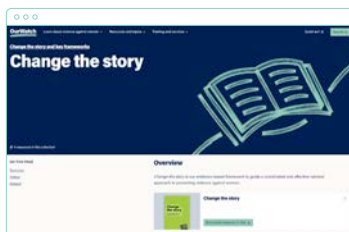
AVAILABLE SIZES: 1 x 1, 4 x 5 and 9 x 16  
**DOWNLOAD SOCIAL MEDIA ASSETS**

# Useful information



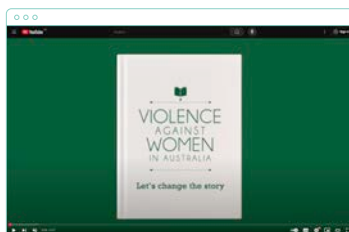
## Our Watch *Me/We* campaign landing page:

[ourwatch.org.au/mewe](http://ourwatch.org.au/mewe)



## Our Watch *Change the story* framework:

[ourwatch.org.au/change-the-story/change-the-story-framework](http://ourwatch.org.au/change-the-story/change-the-story-framework)



## Our Watch *Change the story* video:

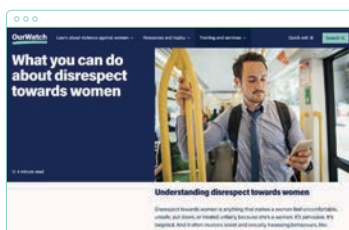
[Let's change the story: Violence against women in Australia](http://ourwatch.org.au/change-the-story)

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](http://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](http://ourwatch.org.au/what-you-can-do-about-disrespect)

# Help and support services

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





# Thank you for your support!

Please contact us if you have any questions  
[campaignenquiries@ourwatch.org.au](mailto:campaignenquiries@ourwatch.org.au)

[ourwatch.org.au](http://ourwatch.org.au)

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