

MEDIA KIT

2024



VIOLENCE AGAINST WOMEN
**LET'S STOP IT
AT THE START**



Australian Government

[Q respect.gov.au/translated](https://respect.gov.au/translated)

CAMPAIGN INTRODUCTION

- **Stop it at the Start** is an award-winning national campaign aimed at preventing violence against women and children.
- The multi-phase campaign is currently in **Phase 5**, which focuses on **The Hidden Trends of Disrespect**. This Phase spotlights the new and powerful influences online and in the real world impacting young people and their attitudes towards gendered disrespect.
- Many online platforms serve **disrespectful content** which can **contribute to gender inequality** and **violence-supportive attitudes** in young people. This exposure can easily affect young minds, ultimately shaping the type of person and partner they become.
- As parents, carers and adult role models, it can be difficult to censor or moderate the content young people may be exposed to. Taking the first steps to understand and talk about it can help young people to make decisions about the content they engage with and **reject disrespectful influences**.



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MEDIA'S ROLE

As key influencers, the media plays a vital role in the **Stop it at the Start** campaign. This includes:

- Helping audiences understand the issue of violence and disrespect against women.
- Spreading awareness about the new online **Hidden Trends of Disrespect** influencing young people and encouraging adults to further educate themselves about them.
- Crafting informative, resonant and impactful narratives to spark greater interest and conversations within communities.
- Informing community members about the suite of translated tools and resources available to help culturally and linguistically diverse (CALD) adults discuss these issues with each other and the young people in their lives.
- Translated resources available in Arabic, Filipino (Tagalog), Hindi, Hazaragi, Korean, Mandarin, Nepali, Punjabi, Simplified Chinese, Thai, Traditional Chinese and Vietnamese.

RESPECT.GOV.AU

- [Respect.gov.au](https://respect.gov.au) is the official website launched by the Australian Government dedicated to the *Stop it at the Start* campaign. The website provides individuals with access to all campaign resources, including [translated resources](#) for culturally and linguistically diverse (CALD) community members in Arabic, Filipino (Tagalog), Hindi, Hazaragi, Korean, Mandarin, Nepali, Punjabi, Simplified Chinese, Thai, Traditional Chinese and Vietnamese.
- [Respect.gov.au](https://respect.gov.au) also hosts an interactive educational tool, called [The Algorithm of Disrespect](#), which allows the user to experience the average young person's online experience. It is designed to inform and educate adults on the new Hidden Trends of Disrespect.

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MEDIA GUIDELINES

Due to the sensitivity of the campaign and the importance of ensuring careful communication that avoids harmful stereotypes or language, a Media Guidelines document has been created to assist you in effectively conveying the key messages to your community audiences.

- [Arabic](#)
- [Filipino \(Tagalog\)](#)
- [Hazaragi](#)
- [Hindi](#)
- [Punjabi](#)
- [Korean](#)
- [Nepali](#)
- [Simplified Chinese](#)
- [Thai](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

Click on your preferred language to view this resource



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CAMPAIGN RESOURCES

A suite of translated tools and resources have been created to support parents, families, and other role models to learn more about the new and powerful influences of disrespect young people see every day and guide them accordingly.

- [The Issue Explained](#)
- [The Hidden Trends of Disrespect Guide](#)
- [Pocket Guide to Respectful Conversations](#)
- [Campaign Videos](#)
 - The Hidden Trends of Disrespect – 60 second ad
 - The Hidden Trends of Disrespect: Teen Boys – 30 second ad
 - The Hidden Trends of Disrespect: Influences – 30 second ad
 - The Hidden Trends of Disrespect: Phone Snatch – 30 second ad
 - The Hidden Trends of Disrespect: Influencer – 15 second ad
 - The Hidden Trends of Disrespect: Signs – 15 second ad
- Social tiles and post copy

To view or download translated resources, materials or tools please visit: www.respect.gov.au/translated

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THE ISSUE EXPLAINED

The Issue Explained aims to:

- Give an overview of the core issue of disrespect and violence against women in Australia.
- Highlight the importance of shaping attitudes and behaviours of young people from an early age.
- Introduce what the hidden trends of disrespect are.

Click on your preferred language to view this resource

- [Arabic](#)
- [English](#)
- [Filipino](#)
- [Hazaragi](#)
- [Hindi](#)
- [Korean](#)
- [Nepali](#)
- [Punjabi](#)
- [Simplified Chinese](#)
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THE HIDDEN TRENDS OF DISRESPECT GUIDE

The Hidden Trends of Disrespect aims to:

- Give an overview of the forms and types of negative content emerging online.
- Explain how social media algorithms work and how these can lead to greater exposure to negative and disrespectful content.
- Provide practical steps for parents to help young people navigate disrespectful content online.

Click on your preferred language to view this resource

- [Arabic](#)
- [English](#)
- [Filipino](#)
- [Hazaragi](#)
- [Hindi](#)
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- [Thai](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



THE POCKET GUIDE TO RESPECTFUL CONVERSATIONS

[The Pocket Guide to Respectful Conversations](#) aims to:

- Provide a practical guide for adult influencers to initiate a conversation on this sensitive topic.
- Give helpful tips on beginning the conversation and listening actively to establish trust with young people.
- Highlight the importance of keeping the conversation going and maintaining open and respectful lines of communication.

- [Arabic](#)
- [Filipino](#)
- [Hazaragi](#)
- [Hindi](#)
- [Korean](#)
- [Nepali](#)
- [Punjabi](#)
- [Simplified Chinese](#)
- [Thai](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

Click on your preferred language to view this resource



CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: 60 SEC AD



Click on your preferred language to view this resource

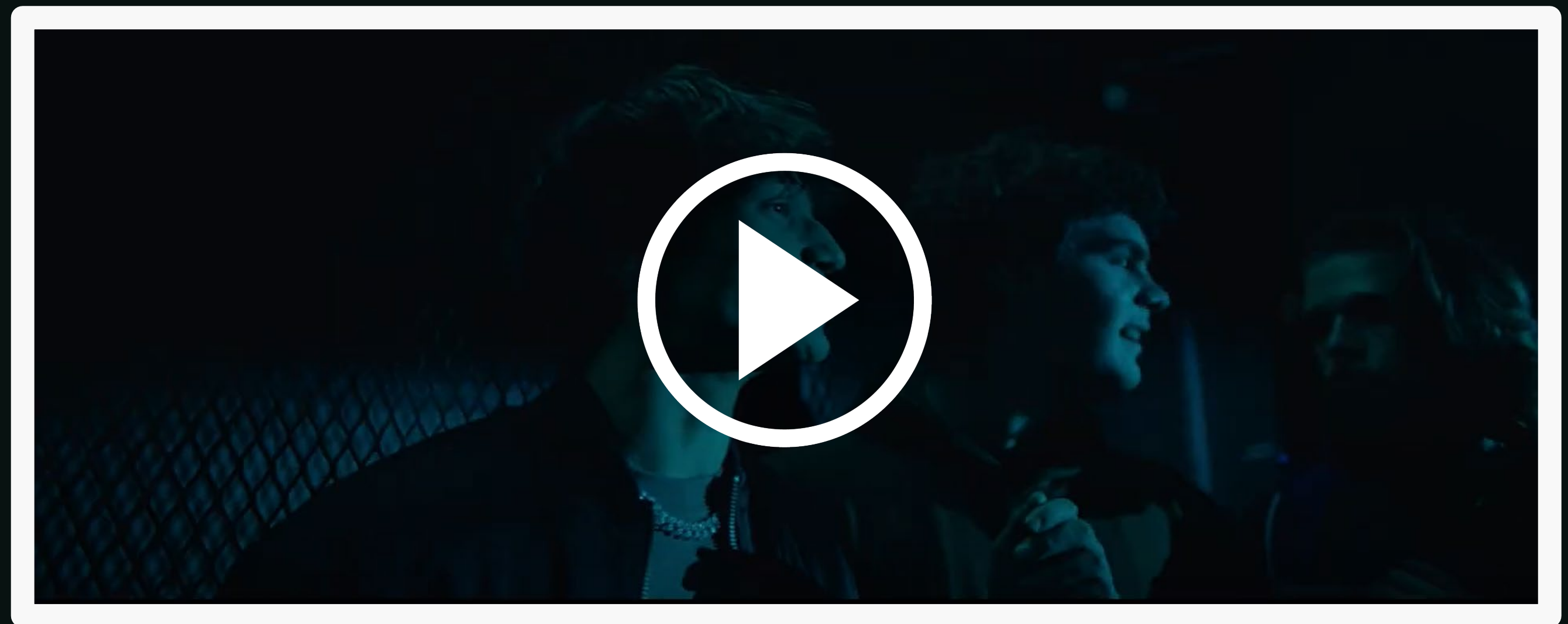
- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: TEEN BOYS – 30 SEC AD

Click on your preferred language to view this resource

- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



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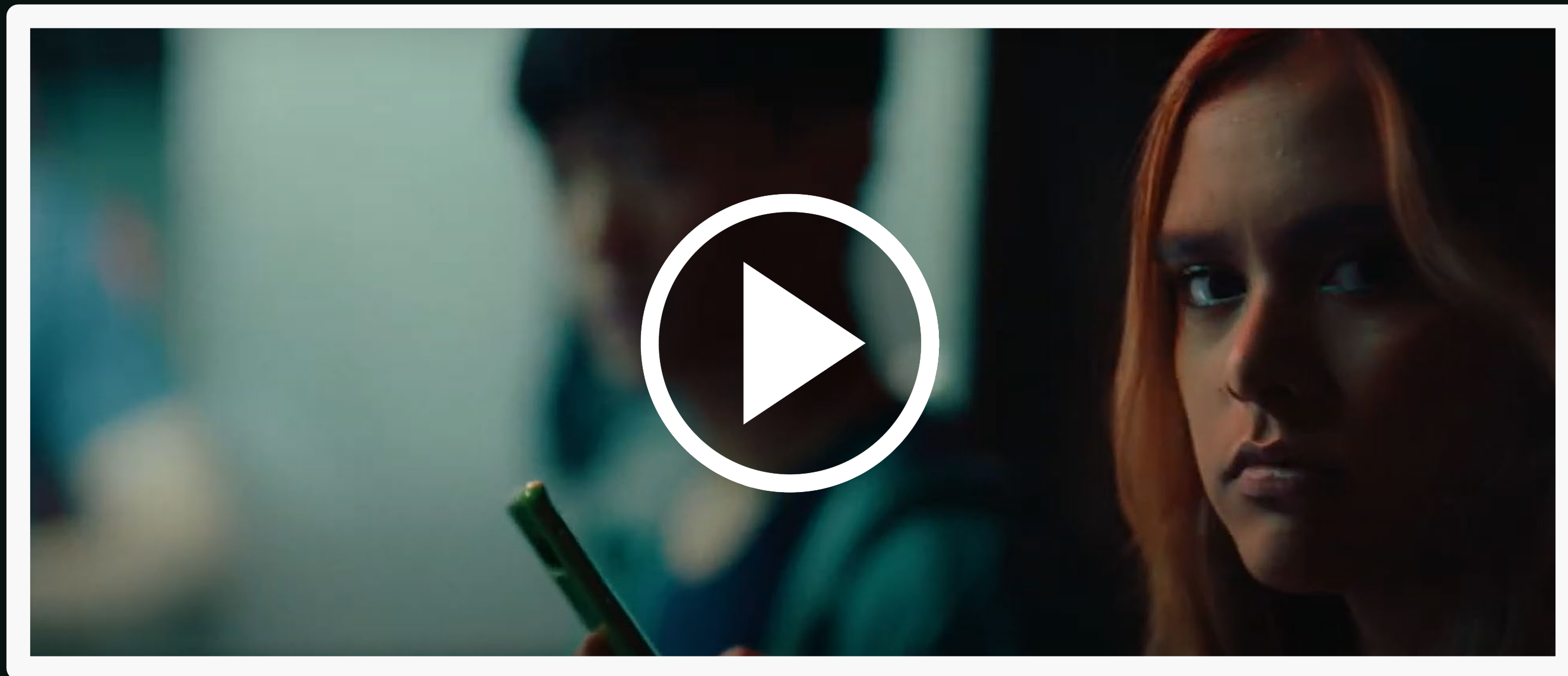


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CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: INFLUENCES – 30 SEC AD



Click on your preferred language to view this resource

- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

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CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: PHONE SNATCH – 30 SEC AD

Click on your preferred language to view this resource

- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



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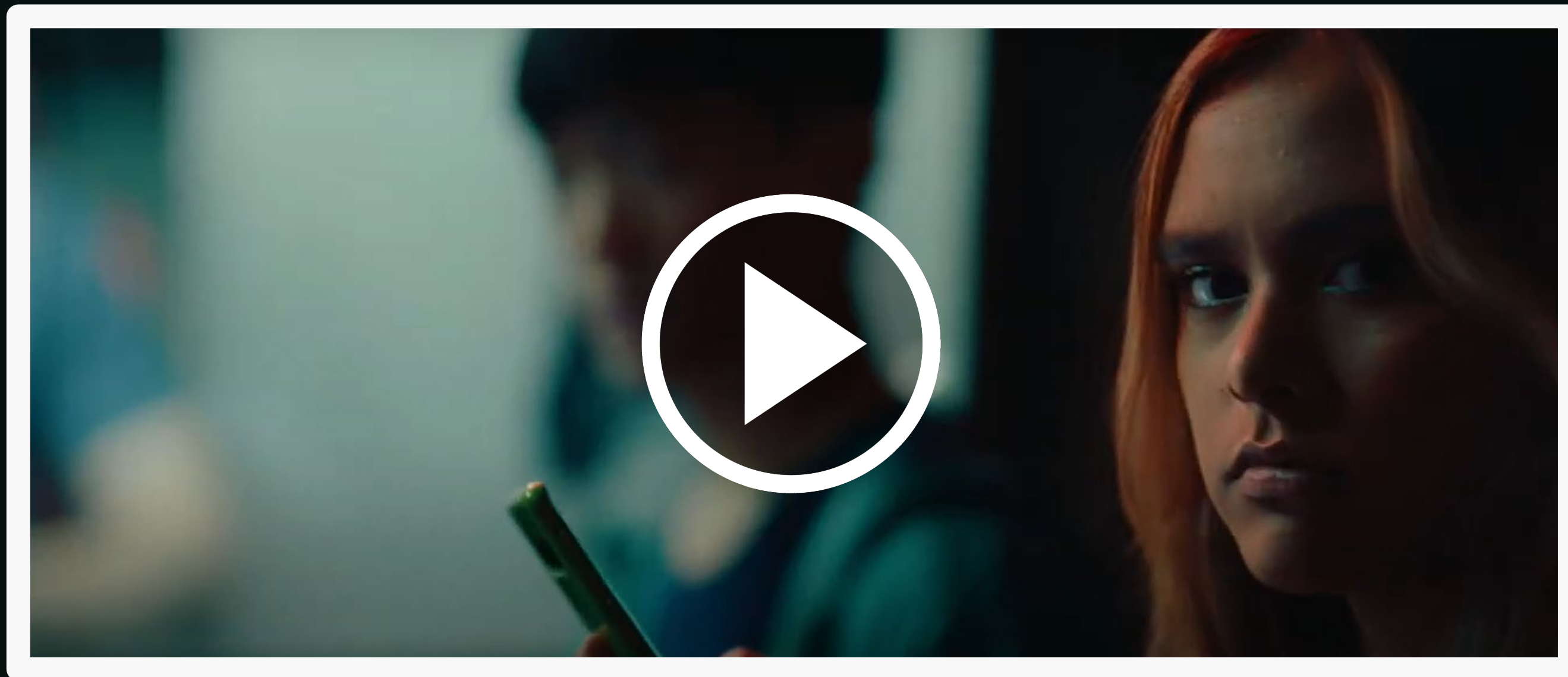


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CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: INFLUENCER – 15 SEC AD



Click on your preferred language to view this resource

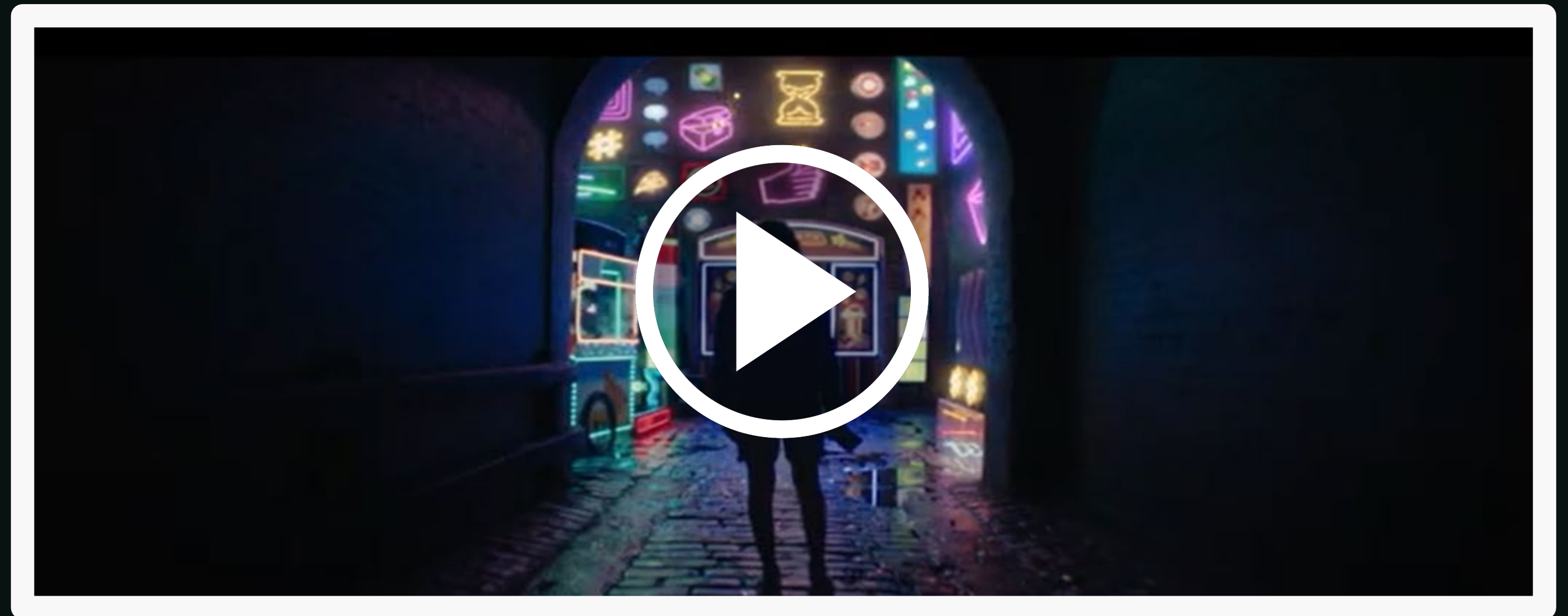
- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

CAMPAIGN VIDEOS

THE HIDDEN TRENDS OF DISRESPECT: SIGNS – 15 SEC AD

Click on your
preferred
language to view
this resource

- [Arabic](#)
- [English](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)



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SOCIAL TILES

There are 3 social tiles and adjoining posts available for you to share across your channels:

Click on your preferred language to view this resource

THE ISSUE EXPLAINED

- Arabic
- Filipino
- Hazaragi
- Hindi
- Korean
- Nepali
- Punjabi
- Simplified Chinese
- Thai
- Traditional Chinese
- Vietnamese



HIDDEN TRENDS

- Arabic
- Filipino
- Hazaragi
- Hindi
- Korean
- Nepali
- Punjabi
- Simplified Chinese
- Thai
- Traditional Chinese
- Vietnamese



POCKET GUIDE

- Arabic
- Filipino
- Hazaragi
- Hindi
- Korean
- Nepali
- Punjabi
- Simplified Chinese
- Thai
- Traditional Chinese
- Vietnamese



SOCIAL POSTS

We have created some media post options for you to use when using any of the social tiles provided in the previous slide. They are translated and available for use in all the campaign languages.



Click on your preferred language to view this resource

- [Arabic](#)
- [Filipino](#)
- [Hazaragi](#)
- [Hindi](#)
- [Korean](#)
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MULTICULTURAL INFLUENCER COLLECTIVE

- The Multicultural Influencer Collective (MIC) consists of respected community leaders, social workers and activists who have extensive experience working to tackle the issues of violence against women and gender inequality. The MIC members will use their influential voices to help drive greater campaign awareness among CALD communities.
- The MIC members will be available as campaign spokespersons and subject matter experts, helping highlight key aspects of the campaign while supporting the in-language campaign voice – providing information, addressing concerns and building trust within the communities.
- The MIC members can be involved in the below activities:
 - Media release quotes.
 - In-language media interviews.
 - Case studies.
 - CALD community sessions and events – as speaker or participant.

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THANK YOU

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