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MEDIA RELEASE

Hindmarsh Shire promotes gender equality through Call It Out Awareness Campaign

Hindmarsh Shire Council completed the last of its Community Awareness BBQ's last Thursday 5 December in Nhill to promote gender equality and the need for men (and women) to 'Call It Out' when they see disrespectful behaviour directed towards women.

Initiated by Respect Victoria, the 2019 Call It Out campaign identifies poor behaviour towards women as one of the most well know drivers of family violence and asks men to 'Call It Out' when they see someone making a sexist joke, demeaning a family member or putting them down, or controlling their partners finances or movements.

To start the discussion within Hindmarsh Shire, Council provided free breakfasts in each of the four towns across the Shire, with BBQs held in Federal St Rainbow, Menzies Square Jeparit, Lloyd St Dimboola before concluding in Goldsworthy Park, Nhill.

Attendance at each of the BBQs across the Shire was excellent with many people taking the opportunity – despite the mostly unseasonably cold weather - to enjoy a free breakfast whilst showing their support for this important campaign.

Hindmarsh Shire Mayor, Cr Rob Gersch, said "At each of the BBQs, conversation focused on how best to tackle the issue of gender based violence and ways of 'Calling It Out'."

He continued on to say "it is important that we continue these conversations throughout the year and feel confident to speak up."

This initiative was made possible with funding from the Victorian Government.

Greg Wood
Chief Executive Officer