



Toolbox Talk

16 Days of Activism to End Gender Based Violence

Content Warning: This toolbox talk will discuss domestic, family, and digital violence and may be triggering. If you require support, please visit our [support page](#).

About the Campaign

The United Nations' 16 Days of Activism against Gender-Based Violence is a global campaign dedicated to raising awareness of the impact of gender-based violence. The campaign commences on **25 November** with the **International Day for the Elimination of Violence Against Women** and concludes on **10 December** with **Human Rights Day**.

Gender-based violence includes all forms of violence against people based on their gender or violence that affects people of a particular gender disproportionately.

Gender-based violence causes severe harm to families and communities. Campaigns like this one highlight the need for us to understand, increase awareness and empower individuals to take action when confronted with inappropriate behavior.

The goal of this campaign is to generate conversation, increase awareness and empower individuals to embrace respectful behaviors and actions.

Locally, [UN Women Australia](#) is continuing to spread the message of **'Safe. Everywhere. Always.'**

This year marks the **30th anniversary of the Beijing Declaration and Platform for Action**, and the campaign focuses on one of the fastest-growing forms of abuse: **digital violence**.

2025 Theme: "UNiTE to End Digital Violence Against All Women and Girls"

While the global theme highlights women and girls, it's important to recognise that **digital abuse can affect anyone, regardless of gender**. Digital safety is central to equality and human rights.

What is Digital Abuse?

Digital tools are increasingly being misused to stalk, harass, and abuse individuals. Common forms include:

- **Image-based abuse** (non-consensual sharing of intimate images)
- **Cyberbullying, trolling, and online threats**
- **Online harassment and sexual harassment**
- **AI-generated deepfakes**
- **Hate speech and disinformation**
- **Doxxing** (publishing private information)
- **Online stalking and surveillance**
- **Online grooming and exploitation**
- **Catfishing and impersonation**

These acts often escalate offline, causing long-term harm to survivors.

Why is Digital Abuse Hard to Stop?

- Weak regulation and lack of legal recognition
- Limited accountability from tech platforms
- Anonymity of perpetrators and cross-border abuse
- AI amplifying harmful content
- Normalisation of violence in online spaces
- Limited support systems for survivors



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How Can You Take Action?

- Learn and share information from the campaign
- Support local services for survivors
- Host or join **digital safety sessions**
- Promote **allyship campaigns** that challenge harmful online norms
- Advocate for stronger laws and platform accountability
- Display **orange**, the colour of hope and a future free from violence
- Join the conversation on social media using **#NoExcuse** and **#ACTtoEndViolence**.

Want to get involved? Check out the local events, training and other opportunities across some of the states:

- WA Department of Communities – [16 Days in WA events](#)
- Respect Victoria - [Respect Victoria](#)
- Work Up Queensland – [16 Days of Activism: Celebrating Queensland Activists](#)
- City of Sydney NSW – [Watson: 16 Days of Activism](#)
- City of Adelaide SA – [Community Programs](#)



Support services

Programmed is committed to providing an inclusive workplace where our employees are supported when they need it most. We encourage anyone who may find themselves in a situation where they experience domestic and family violence to seek support through our [Domestic and Family Violence Support program](#).

A range of support resources are also available through our free and confidential [Employee Assistance Program](#). The login details to access the EAP's online resources are: username: *programmedgroup*; password: *EAP*

Become a Local Diversity Day Champion

If you're passionate about celebrating diversity and want to champion it at your local branch or office, we encourage you to sign up as a Local Diversity Day Champion. This role allows you to help celebrate significant diversity days in a meaningful way within your team, whether through organising events, hosting activities, or fostering discussions.

You'll receive information and resources to make these celebrations inclusive and engaging, while working alongside local leadership teams to ensure greater participation. If you're passionate about promoting diversity, sign up today via the below QR code and help make a difference!

