

THE UNSAID
SAYS A LOT

Trans and Gender Diverse Awareness Campaign

Stakeholder Pack



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A photograph of four young women of diverse backgrounds laughing joyfully together against a clear blue sky. The women are wearing black and red athletic-style shirts. The image is framed by a bright blue border.

WE'RE GLAD YOU'RE ON THE TEAM
WE'RE ALL IN THIS TOGETHER
YOU BELONG WITH US

Introduction

Introduction

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LGBTIQA+ communities continue to experience high levels of discrimination, stigma and unequal treatment despite increasing acceptance of LGBTIQA+ people and their visibility in the media and popular culture. This increases the likelihood of experiencing various health issues, including emotional distress, depression and anxiety.¹

As part of its first whole-of-government LGBTIQA+ strategy, the Victorian Government has committed to 'deliver a state-wide campaign to celebrate and raise awareness of LGBTIQA+ experiences, including diverse communities'. This campaign will focus on the experiences of trans and gender diverse communities in Victoria.

In an Australian first, a group of community leaders and members of trans and gender diverse communities have come together to develop the campaign, 'The Unsaid Says A Lot'. The campaign will bring public attention to discrimination that trans and gender diverse communities face - with 3 in 4 trans and gender diverse people being treated unfairly because of their gender identity.²

The Unsaid Says A Lot campaign is supported by leaders from trans and gender communities, as well as representatives from peak organisations including Transcend, Transgender Victoria, Zoe Belle Gender Collective and Inclusive Rainbow Voices.

This campaign is a priority action under the *Pride in our Future 10 year LGBTIQA+ strategy 2022-2032* to shift perceptions across mainstream society of trans and gender diverse communities. The aim is that these efforts will lead to greater acceptance and reduce discrimination towards Victoria's trans and gender diverse communities.

This campaign also complements other priorities undertaken by the Victorian Government to celebrate LGBTIQA+ communities so all people can participate freely and equally in society.

To help achieve this perception shift, we need support from allies like you to help engage a broad audience, across communities, within businesses and amongst sporting organisations.

A range of advertising materials have been produced, and point to resources available that we hope you will share with your friends, family, colleagues, community and teammates across the channels that are available to you.

¹ Smith, E., Jones, T., Ward, R., Dixon, J., Mitchell, A., & Hillier, L. (2014). *From Blues to Rainbows: Mental Health and Wellbeing of Gender Diverse and Transgender Young People in Australia*. Melbourne: The Australian Research Centre in Sex, Health and Society

² Hill, A. O., Bourne, A., McNair, R., Carman, M. & Lyons, A. (2021). *Private Lives 3: The health and wellbeing of LGBTQ people in Victoria: Victoria summary report*. ARCSHS Monograph Series No. 130. Melbourne, Australia: Australian Research Centre in Sex, Health and Society, La Trobe University.

Foreword

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Vicki Ward
Minister for Equality

"In our everyday lives, it's easy to show others kindness and respect, including towards trans and gender diverse people. Small actions make a big difference. When we include everyone, we build safer, fairer communities where people feel they belong. 'The Unsaid Says A Lot' is a nation-leading campaign reminding us that it's not hard to play our part. Equality is not negotiable in Victoria, and together we can continue to make our state a place where everyone feels welcome."



Joe Ball
Commissioner for LGBTIQ+ Communities

"This campaign shows us how it feels to live as a trans and gender diverse person, and the simple acts and small kindnesses that make a difference. Perhaps you relate to having felt judged by someone, or alternatively accepted. In today's world, trans and gender diverse people are under intense scrutiny. Sometimes this even escalates to hate and violence. We all deserve to be safe, to experience acceptance and kindness and that is our hope for this campaign."



Harvey Zielenski
Film director

"I was thrilled to be asked to be a part of this Trans and Gender Diverse awareness campaign because it's so important and I was incredibly happy that it was being done, but also happy that it was being done with such rigorous consultation and so delicately and sensitively. I just wanted to kind of value add to that and make it as impactful as possible. While I of course wish that we lived in a world where campaigns like this weren't needed, right now it's so important that this is happening because the statistics around what trans people are up against day in, day out are unacceptable."

Key messages

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- The Victorian Government is launching a nation-leading campaign to raise awareness and improve understanding of the experiences of trans and gender diverse people.
- More than 3 in 4 trans and gender diverse people were treated unfairly because of their gender identity in the preceding 12 months, research from 2020 shows. This contributes to higher rates of depression, anxiety and suicide in LGBTIQ+ people than in the general population.
- The campaign concept draws on the fact that 93 per cent of communication is non-verbal - facial expressions, body language, gestures, eye contact and space can say exactly what people want to say, without saying it.³
- The Unsaid Says A Lot helps people feel what it's like for a trans or gender diverse person experiencing discrimination, even if nothing is said, as well as show positive actions viewers can take on their journey to LGBTIQ+ allyship.
- The Victorian Government has invested \$1.2 million over four years into the development of awareness-raising campaigns as an early action from *Pride in our Future: Victoria's LGBTIQ+ strategy 2022-32*.
- We're encouraging everyone living in Victoria, and across Australia to find out more, think about how they act, and embrace the wonderful diversity of our state / country.
- There are a range of resources and educational materials available to help people living across Australia better understand and be an ally for trans and gender diverse people. Visit vic.gov.au/theunsaid to learn more.

³ Silent Messages: Implicit Communication of Emotions and Attitudes (Albert Mehrabian, 1981)

What's in the pack?

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This pack contains the following resources:

- Campaign video
- Campaign posters
- Social media materials
- Newsletter and EDM template

YOU'RE SAFE

WELCOME TO THE NEIGHBOURHOOD

I'LL GIVE YOU A HAND

YOU'LL FIT RIGHT IN

What you can do

What you can do

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There are some actions you can take to support and raise awareness of the trans and gender diverse experience, and their right to equality and safety – as addressed in the The Unsaid Says A Lot campaign.

This stakeholder kit provides a range of written and visual materials that can be downloaded and shared with your networks, using the most appropriate channels available to you.

Some options could include posting on your social media channels, distributing assets via internal email and intranet platforms, displaying campaign materials on digital screens in your office, printing posters, or screening the campaign video and hosting a talk in a team meeting.

We're also keen to discuss any opportunities for bespoke communications opportunities - and would love to discuss any other ideas you have.

THERE'S NOTHING TO WORRY ABOUT

Campaign video

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This video demonstrates the power of non-verbal communication, raising awareness of its importance within trans and gender diverse communities and to encourage Victorians to become allies.



Languages available are:

- English
- Vietnamese
- Arabic
- Simplified Chinese
- Traditional Chinese

[Download here](#)

Video cutdowns

THE UNSAID
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These videos demonstrate the power of non-verbal communication, raising awareness of its importance within trans and gender diverse communities and to encourage Victorians to become allies.

 [Download here](#)



Footy scene



Moving in scene



Tram scene

Campaign posters

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These posters provide a range of different scenarios that trans and gender diverse people face everyday, showcasing both positive and negative situations and their impacts.

Languages available are:

- English
- Vietnamese
- Arabic
- Simplified Chinese
- Traditional Chinese

 Download here



Social media materials - 4:5

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These materials, which include post copy and images, provide different scenarios that are faced by trans and gender diverse communities as shown by The Unsaid Says A Lot campaign.

Suggested social media copy:

Headline:

The Unsaid Says A Lot.

Body copy:

3 in 4 trans and gender diverse people have been treated unfairly because of their gender identity. Each silent gesture, every unspoken word, carries weight. So, think about what you're really saying.

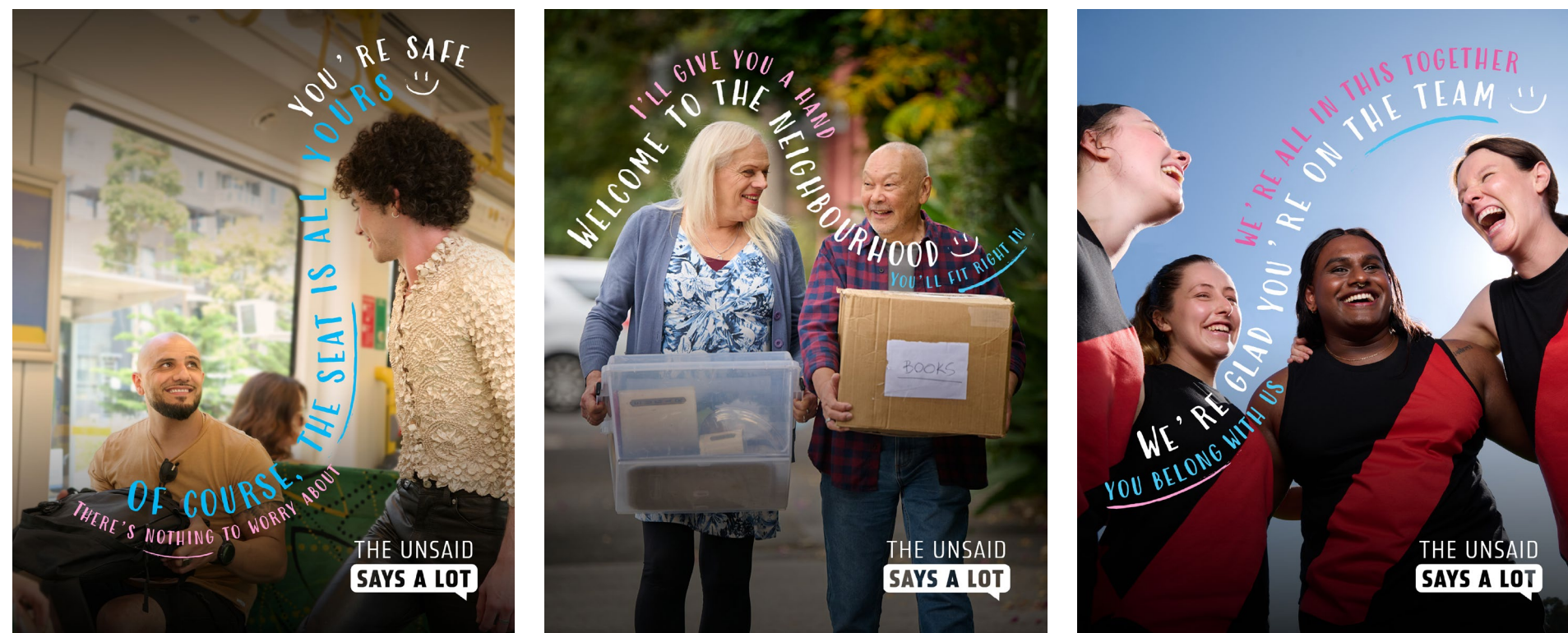
Learn more at vic.gov.au/theunsaid

Languages available are:

- English
- Vietnamese
- Arabic
- Simplified Chinese
- Traditional Chinese

↓ Download here

We recommend that you actively monitor and moderate your social media channels for public comments about this campaign. If you are unable to monitor or moderate your social media channels, we recommend either using channels that don't allow comments (e.g. Instagram or Facebook stories) or turning off comments where the platform allows.



Social media materials - 1:1

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These materials, which include post copy and images, provide different scenarios that are faced by trans and gender diverse communities as shown by The Unsaid Says A Lot campaign.

Suggested social media copy:

Headline:

The Unsaid Says A Lot.

Body copy:

3 in 4 trans and gender diverse people have been treated unfairly because of their gender identity. Each silent gesture, every unspoken word, carries weight. So, think about what you're really saying.

Learn more at vic.gov.au/theunsaid

Languages available are:

- English
- Vietnamese
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↓ Download here

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Social media materials - 9:16

THE UNSAID
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These materials, which include post copy and images, provide different scenarios that are faced by trans and gender diverse communities as shown by The Unsaid Says A Lot campaign.

Suggested post copy:

- Learn more about the trans & gender diverse communities at vic.gov.au/theunsaid
- Trans & gender diverse people deserve to be safe
- Add a "Learn More" button

We recommend that you actively monitor and moderate your social media channels for public comments about this campaign. If you are unable to monitor or moderate your social media channels, we recommend either using channels that don't allow comments (e.g. Instagram or Facebook stories) or turning off comments where the platform allows.

 Download here



Newsletter template

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This template contains information about The Unsaid Says A Lot campaign, which you can refer to and tailor to suit your audience when distributing information to your network via email newsletters, articles or blog content.

Subject/headline: Spotlight on the The Unsaid Says A Lot, Trans and Gender Diverse campaign

Hi [insert name],

The LGBTIQ+ communities continue to face high levels of discrimination, stigma, and unequal treatment in Victoria, and across Australia.

Despite increased acceptance and visibility of LGBTIQ+ people in media and popular culture, the LGBTQIA+ communities continues to experience exclusion, as well as low health, economic and social outcomes.

More than 3 in 4 trans and gender diverse people have been treated unfairly because of their gender identity in the past 12 months, research from 2020 shows.

In response to this inequality, the Victorian Government is launching a nation-leading campaign to raise awareness and improve understanding of the experiences of trans and gender diverse Victorians.

Designed by representatives from trans and gender diverse communities, the 'Unsaid Says A Lot' campaign highlights the impact of non-verbal communication and shows the negative effect non-verbal cues can have on trans and gender diverse people.

The campaign aims to shed light on the discrimination faced by trans and gender diverse Victorians, and celebrate the vibrant diversity of our LGBTQIA+ communities. Together we can help to shift perception of trans and gender diverse communities in mainstream society, inspire greater acceptance and reduce discrimination.

To do this, we need help from allies like you to help spread the word by liking and sharing the campaign materials. Learn more at vic.gov.au/theunsaid

We all must play our part in making Victoria a more equal and safer place for LGBTIQ+ communities.

 [Download here](#)

Resources

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Use these resources to learn more about trans and gender diverse communities:

Australian GLBTIQ+ Multicultural Council - www.agmc.org.au

Australian Professional Association for Trans Health - www.auspath.org.au

Inclusive Rainbow Voices - www.irv.org.au

Minus18 - www.minus18.org.au

Pride in Sport - www.prideinsport.com.au

Proud 2 Play - www.proud2play.org.au

Queerspace - www.queerspace.org.au

Switchboard - www.switchboard.org.au

Transcend - www.transcend.org.au

Transhub - www.transhub.org.au

Transgender Victoria - www.tgv.org.au

Zoe Belle Gender Collective - www.zbgc.org.au

WE'RE ALL IN THIS TOGETHER

Thank you

Thank you for your support.

Please contact us if you have any questions or would like to provide feedback.

E-mail: equality@dffh.vic.gov.au

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