



# 2019

**ANNUAL REVIEW**

**CARLTON  
RESPECTS**

Proud major partner





# Gender equality for the prevention of violence against women.



Carlton Football Club acknowledges the traditional owners of country across Australia, on which we work and play our great game. We pay our respects to them and their cultures; and to elders past, present and emerging.

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Support from



Major partner



Workplace Charter partner



Education partner





If you or someone you know is impacted by sexual assault, domestic or family violence, please call 1800RESPECT on 1800 737 732 or visit [1800respect.org.au](https://1800respect.org.au). In an emergency, call 000.

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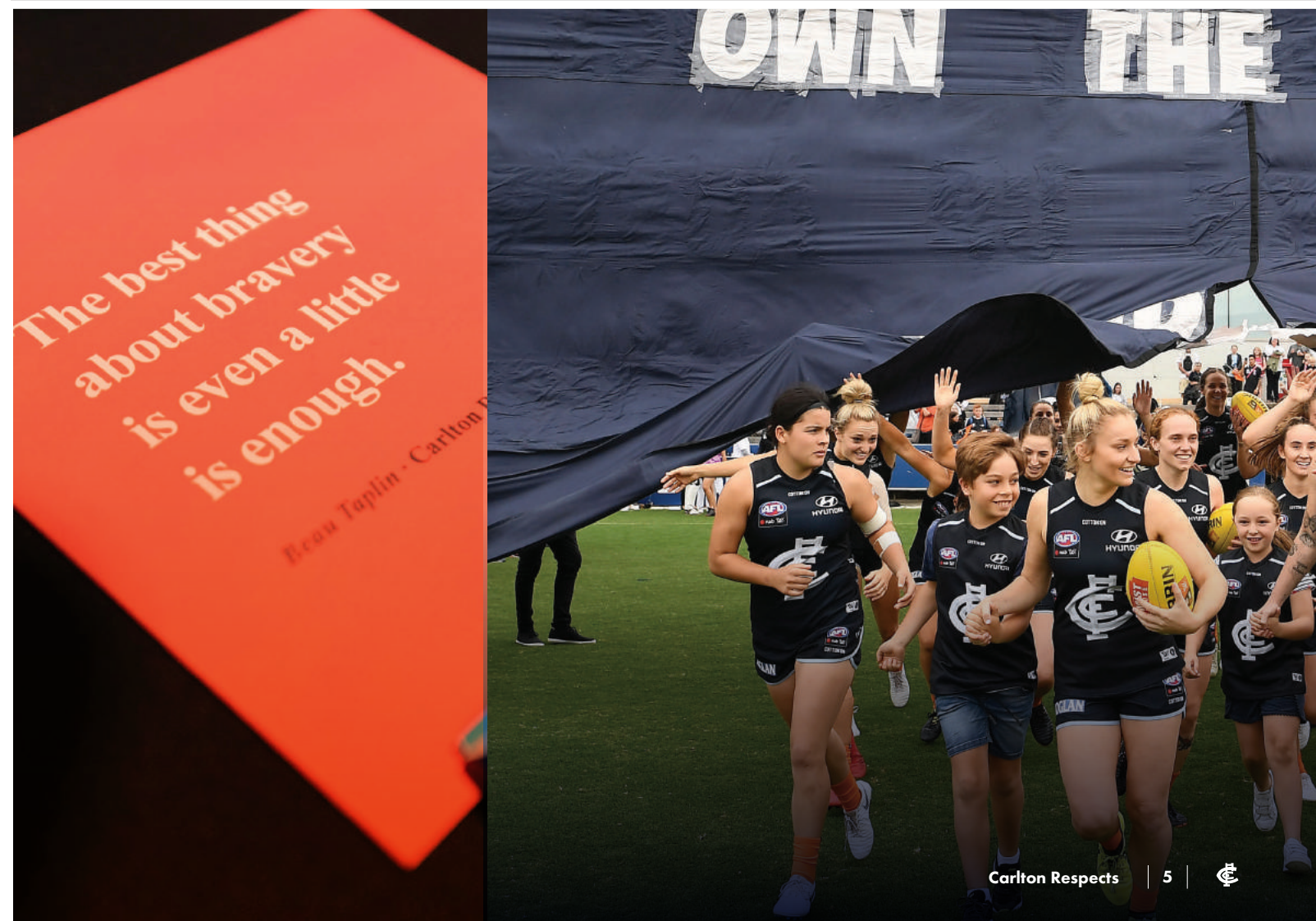
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# Foreword

**The Carlton Football Club takes immense pride in the work that we do, both on and off the field. We are privileged to be in the position to start conversations and bring about meaningful, long-lasting social change in the community through the platform of football.**

Carlton Respects launched in 2016 in order to promote gender equality for the prevention of violence against women. Carlton Respects was developed with the support of Our Watch, the foremost organisation established to drive nationwide change in the culture, behaviours and power imbalances that lead to violence against women and their children.

The core objective of Carlton Respects is the primary prevention of violence against women through education in schools, the workplace and the wider community. Through Carlton Respects, we aim to challenge gender norms and promote gender equality to bring about attitudinal and behavioural change.

The Carlton Respects Schools Program continues to grow, reaching 36 schools throughout 2019. The addition of the Primary School program this year saw participation rise from 1,390 students in 2018 to 4,000 in 2019. The Carlton Respects Workplace Charter was also introduced this year to engage workplaces in the conversation around gender equality. Through the Carlton Respects awareness raising campaigns, a total of 1.5 million people were reached across social media.

We look forward to the continued growth of Carlton Respects into 2020 and beyond, with the continued support of our partners, the Carlton Football Club and the AFL community.

Cain Liddle | CEO



**“If we’re able to impact the community and bring about change on such an important issue, then that’s beyond football”**

DARCY VESCIO | AFLW PLAYER



# The Significance

Why invest in the cause for gender equality?  
It is widely recognised that violence against women is a critical issue in this country, with one woman killed on average every week as a result of domestic violence.



## Vulnerable Groups

Aboriginal and Torres Strait Islander women are

**32 times as likely**

to be hospitalised for family violence compared to non-Indigenous adults.<sup>1</sup>

Women with disabilities

**2.5% of women**

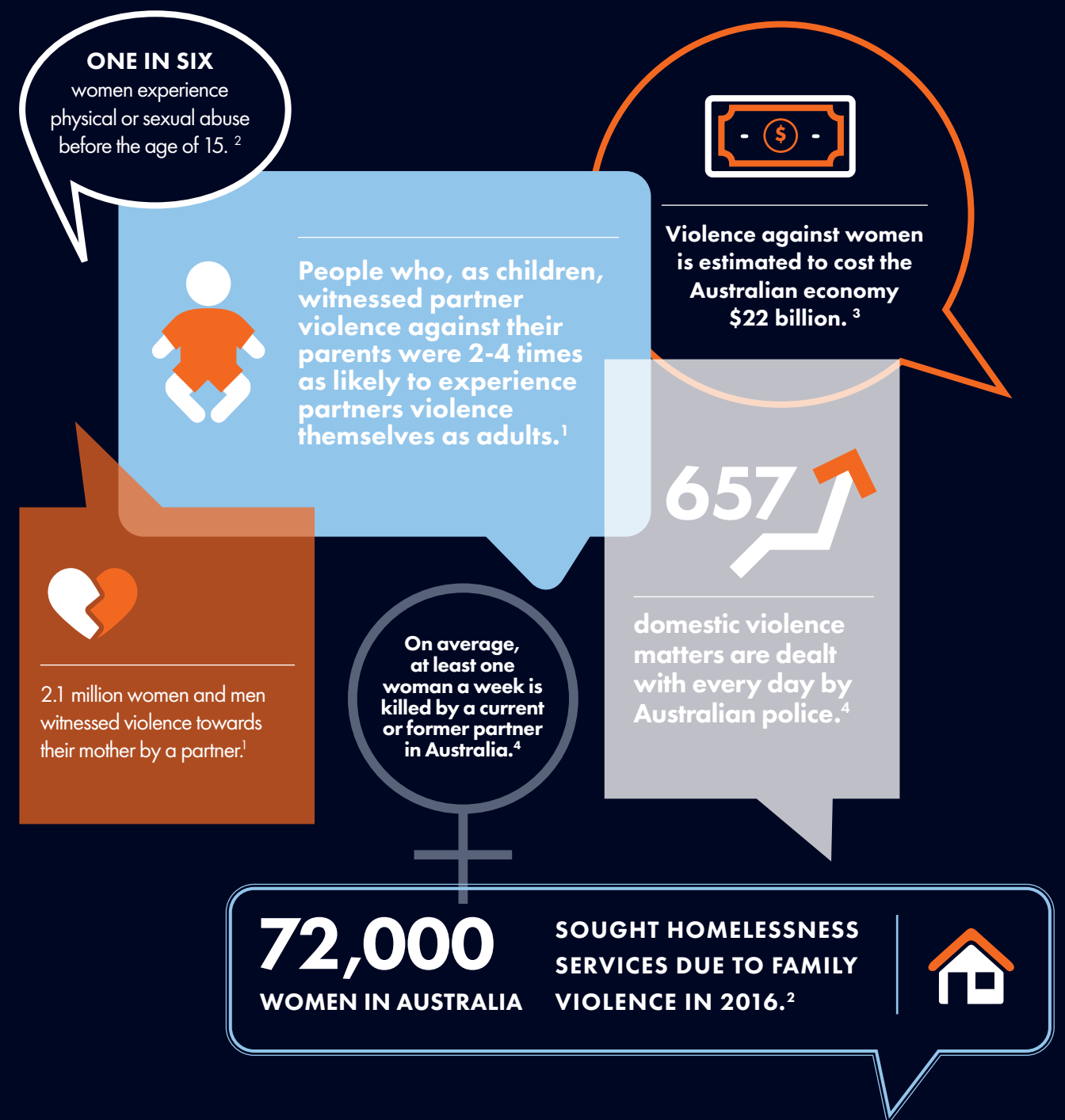
with disability had experienced partner violence in the previous 12 months, compared with just 1.3% of women without disability.<sup>2</sup>

Women in rural and remote Australia are

**24 times as likely**

to be hospitalised for family violence compared to non-Indigenous adults.<sup>1</sup>

The following data provides further insight into the prevalence of violence against women and highlights why it is crucial that further action is taken to end the cycle of abuse.



Data has been prepared by the Carlton Football Club from publicly available materials and material provided by Our Watch and the Australian Institute of Health and Welfare.



# Schools Program

The Carlton Respects Schools Program, developed in 2016 with advice from Our Watch and La Trobe University, seeks to educate young Australian students about respect and equality.

The program is delivered to school students in grades five to eight in Melbourne's northern corridor in four sessions conducted once a week, for four weeks.

The Carlton Respects Schools Program has been developed to align with the Victorian Government's Department of Education and Training's 'Resilience, Rights and Respectful Relationships' (RRRR) curriculum, covering topics of social and emotional learning<sup>5</sup>. The Carlton Respects Schools Program seeks to challenge pre-existing gender stereotypes and strengthen positive, equal and respectful relations among young men and women.

The four educational sessions include practical activities to test understanding as well as outdoor activities that reinforce learnings from the classroom. The program is delivered by the Carlton Football Club's staff alongside trained community education program team members from La Trobe University.

**LEARNING OUTCOMES**

- Teamwork
- Challenging gender stereotypes
- Respectful relationships
- Bullying
- Values
- Inclusion
- Help seeking
- Equality

**"IT WAS A BRILLIANT PROGRAM THIS YEAR AND THE CHILDREN LOVED IT. WE WOULD LOVE THE OPPORTUNITY FOR THE STUDENTS IN 2020"**

TEACHER | ST DAMIAN'S  
PRIMARY SCHOOL

**"The program and facilitators were great. The program is very closely related to our school's respectful relationships and social & emotion learning programs. Would highly recommend"**

TEACHER | MORANG SOUTH  
PRIMARY SCHOOL





“ Women and girls have a right to safety, equality and respect - on the football field, in their relationships, in the home and in the workplace.”

PATTY KINNERSLY | CEO, OUR WATCH AND BOARD MEMBER, CARLTON FOOTBALL CLUB



RECOMMENDATION	SATISFACTION	UNDERSTANDING	FACE-TO-FACE HOURS	SCHOOLS	CLASSES
100% Of teachers would recommend the Carlton Respects Primary School program to another school	75% Average rating from teachers and students	25% Average increase in student understanding	1,731	36	157

# Program Impact

## STUDENT PARTICIPATION

4,000



# Awareness Raising Campaigns

**As an elite sporting Club, we have the opportunity and responsibility to positively impact society.**

The Carlton Respects awareness raising campaigns utilise the reach of the Club's platforms to spread the message of gender equality for the prevention of violence against women.

Our local and national campaigns aim to heighten awareness, which is an initial stage to changing attitudes and behaviours that perpetuates or condones the various forms of violence against women.

Our campaigns embrace increasing awareness around the prevention of violence against women and connecting the community to support services. The increase of knowledge aims to improve attitudes towards gender equality and gives power to positive behaviours and respectful relationships.



## PULL YOUR SOCKS UP

The 'Pull Your Socks Up' campaign ran in the lead up to both the AFLW and AFL Carlton Respects Games. Players swapped their traditional navy socks for orange socks as they ran out on the field, with the colour change representing the international colour for harmony. A crucial part of the campaign was to encourage followers on social media to 'pull their socks up' and promote gender equality for the prevention of violence against women. Throughout the season, the 'Sock Race' was run at quarter time and televised to promote the message of the campaign.

## 16 DAYS OF ACTIVISM

'There is no excuse for abuse' was the message that Our Watch instilled throughout the 16 Days of Activism campaign. Commencing on International Day for the Elimination of Violence Against Women (25 November) and concluding on International Human Rights Day (10 December), the 16 Days of Activism Campaign utilises the international colour of harmony, orange as a symbol of a future free from violence against women and girls.





# Mainstream Media & Social Reach



Chris Judd (180k)

Getting on the spirit of #carltonrespects for the big game tonight! @carlton\_fc

6,805 27

## Television

Channel 9  
(Morning Show)

Channel 7  
(Saturday Night Football, Pre-Match)

## Radio

ABC Grandstand  
(Patty Kinnersly)



Peter Hitchener (52.7k)

@carlton\_fc will be pulling up its orange socks tonight for the Carlton Respects game against the Western Bulldogs the campaign is for the prevention of violence against women #carltonrespects

1,242 35



Yia Yia Next Door (76k)

Sharing our story and journey to the @carlton\_fc, ahead of this Saturday's game against the @westernbulldogs . As we pull up our socks and raise awareness for violence against women. #CarltonRespects

5,568 70

## Print

Herald Sun  
(Pull Your Socks Up)



The Outer Sanctum (3,394k)

Enjoying all the #AFLW T-shirts most of which have been designed with love for inclusion, equality and love. Feat. @she. scores @megan\_brewer @shelley\_ware @emmarace007 #AFLW #GenW #prelim #footy #carltonrespects #inclusion #pride.

345 19



# Carlton Respects Games 2019



## The Blues donned their orange socks for the AFL and AFLW Carlton Respect Games in 2019.

Players wore orange socks in support of the Carlton Respects 'Pull Your Socks Up' campaign in the AFL and AFLW Carlton Respects Games, raising awareness for the prevention of violence against women. Fans were also encouraged to wear a touch of orange at both matches, with Carlton Respects orange socks and pins available for purchase on the day.



### ROUND 6

## Carlton v Brisbane Lions

A sea of orange flags filled Ikon Park for the second annual AFLW Carlton Respects Game. Despite what was looking to be a rainy Sunday afternoon, Carlton and Brisbane fans both came together to show support for their clubs, gender equality and a commitment to ending violence against women.

**ATTENDANCE | 2,900 | IKON PARK**  
**TV VIEWERSHIP | 31,000**





## Game Changers

“ It’s a very important cause for our football club, both AFLW and AFL; it’s something we hold very close to our heart. ” | MITCH McGOVERN



### ROUND 13

## Carlton v Western Bulldogs

The Blues came together as they faced the Western Bulldogs in a match that was about more than the score after the final siren. The night began with a minute's silence to commemorate the 69 women who lost their lives to domestic violence in 2018, with players running through a banner that brought the light to the shocking statistic of one woman being murdered every week as a result of domestic violence.

ATTENDANCE | 35,379 | MARVEL STADIUM  
TV VIEWERSHIP | 175,000





The Carlton Respects Workplace Charter seeks to engage the Australian business community to educate their employees on the importance of gender equality for the prevention of violence against women.



# Carlton Respects Workplace Charter

Leaders and workplaces play a critical role in promoting gender equality with workplaces having the ability to significantly influence our attitudes, beliefs and behaviours in both our personal and professional lives. Behaviours that are condoned or encouraged in the workplace can reinforce the negative gender stereotypes that lead to violence against women. It is just as important to tackle the issues of gender equality and domestic violence in the office as it is in the home.

The Carlton Respects Workplace Charter provides a framework of actions that lead organisations to understand equity and inclusion in the workplace.

**SUPPORTING VICTIMS  
AND DISCOURAGING  
BEHAVIOURS THAT  
CONDONE VIOLENCE  
IN THE WORKPLACE.**

## Charter members

- MC LABOUR
- VISY
- LA TROBE UNIVERSITY
- IKON
- ENDEAVOUR GROUP
- EML PAYMENT SOLUTIONS
- FULTON HOGAN
- BIOGLAN
- PROGRAMMED PROPERTY SERVICES
- BIG ANT STUDIOS
- PAPER CUP COMPANY





# Thank You

We would like to express our thanks to the schools who have decided to take part in our Carlton Respects Schools program:

- Apollo Parkways Primary School
- Ashley Park Primary School
- Australian International Academy (King Khalid Campus)
- Brunswick North Primary School
- Brunswick North West Primary School
- Brunswick South Primary School
- Carlton North Primary School
- Epping Primary School
- Epping Views Primary School
- Findon Primary School
- Kingsbury Primary School
- Lalor Gardens Primary School
- Marymede Catholic College
- Mill Park Secondary College
- Morang South Primary School
- Northcote Primary School
- Our Lady Help of Christians School
- Preston North East Primary School
- Preston South Primary School
- Princes Hill Secondary College
- Rosanna Golf Links Primary School
- St Damian's Primary School
- St John's (Heidelberg) Primary School
- St Joseph's (Brunswick West) Primary School
- St Mary of the Cross McKillop PS
- St Mary's (Thornbury) Primary School
- St Thomas the Apostle Primary School
- Streeton Primary School
- Sydney Road Community School
- Thomastown East Primary School
- Thomastown Primary School
- Thornbury High School
- Thornbury Primary School
- Watsonia Heights Primary School
- William Ruthven Secondary College



“ The players feel really strongly with the Carlton Respects program to get involved. We're all really proud of the work the Club is doing. ”

ED CURNOW | SEN INTERVIEW (2019)





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1. Australian Institute of Health and Welfare (2018), Family, domestic and sexual violence in Australia. Available at: <https://www.aihw.gov.au/getmedia/d1a8d479-a39a-48c1-bbe2-4b27c7a321e0/aihw-fdv-02.pdf.aspx?inline=true> [Accessed 8 October 2019].
2. Australian Institute of Health and Welfare (2019), Family, domestic and sexual violence in Australia: continuing the national story. Available at: <https://www.aihw.gov.au/getmedia/b0037b2d-a651-4abf-9f7b-00a85e3de528/aihw-fdv3-FDSV-in-Australia-2019.pdf.aspx?inline=true> [Accessed 8 October 2019].
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4. Our Watch (2015). Change the story: A shared framework for the primary prevention of violence against women and their children in Australia. Available at: <https://www.ourwatch.org.au/getmedia/c81eceab-c8a0-4f3a-a6fb-2202334b398b/Change-the-story-framework-prevent-violence-women-children-AA-new.pdf.aspx> [Accessed 8 October 2019].
5. Department of Education and Training (2017), Resilience, Rights and Respectful Relationships, State of Victoria. <http://fuse.education.vic.gov.au/ResourcePackage/ByPin?pin=2JZX4R>. Viewed 20 March 2018,

**CARLTONRESPECTS**  
Proud major partner 



# PULL YOUR SOCKS UP

**SHOW YOUR SUPPORT FOR GENDER EQUALITY  
BY PURCHASING YOUR CARLTON RESPECTS  
SOCKS FROM THE CARLTON SHOP.**

Part of proceeds will be donated to the Carlton Respects Initiative to continue to promote gender equality and the prevention of violence against women.

**THECARLTONSHOP.COM.AU**

**“ Sports settings have enormous potential to encourage social change and prevent violence against women by creating inclusive, equitable, healthy and safe environments for men and women, boys and girls. ”**

MARY BARRY | CEO, OUR WATCH (2017)



