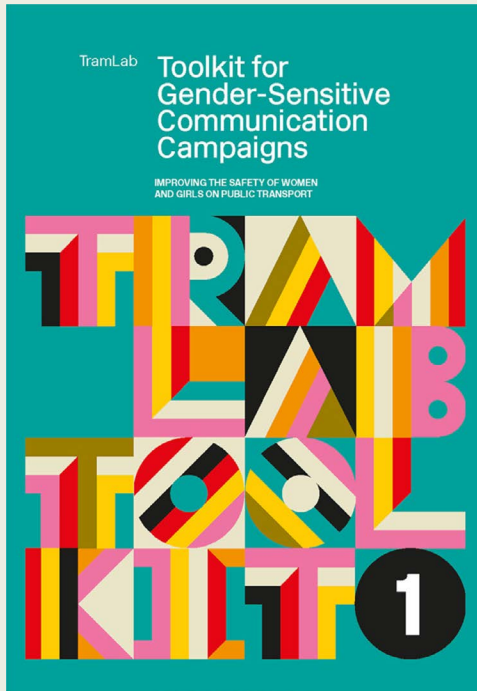


VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE

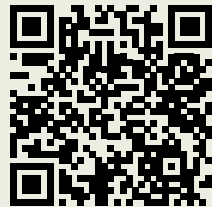
**CO-DESIGN COMMUNICATION CAMPAIGN WORKSHOP
OUTCOMES & INSIGHTS**

On Friday 14 February 2025, Monash University Equity Diversity and Inclusion and Monash [XYX Lab](#) hosted a co-design workshop as part of the Victorian Higher education Summit on Gender-Based Violence Prevention and Response. The focus of the workshop was two-fold: to demonstrate the effectiveness of co-design as a practice, while channeling that energy toward the development of communication campaign approaches that effectively relay messaging about consent within the Australian Tertiary Education sector. The following pages outline the key principles the workshop surfaced.



Communication campaigns play a major role in activating and shifting community attitudes and behaviours to social issues. While posters and other print-based media are central modes for communication, they are now joined and reinforced by digital, interactive and motion-based media.

- *TramLab Toolkit for Gender-Sensitive Communication Campaigns. Improving The Safety Of Women and Girls on Public Transport, Monash University XYX Lab, Latrobe University, RMIT University, 2021 [\(link\)](#)*

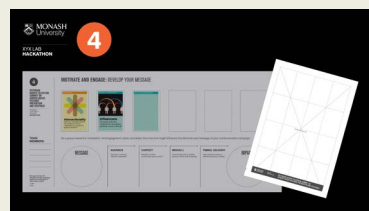
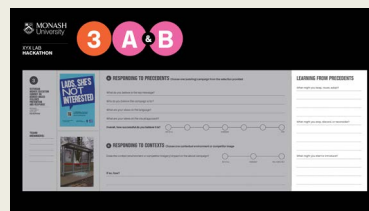
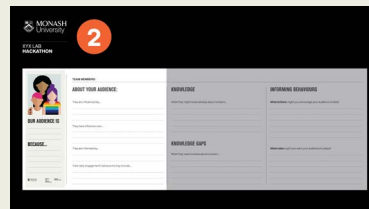


Gender-sensitive co-design, as a form of equitable action aimed at solving real-world challenges, is a mode to redress gender inequity in cities. By harnessing the lived experiences of diverse voices, and by extending the socio-cultural understanding of cities... participatory, gender-sensitive co-design has much to contribute to the quest for inclusive cities.

- Nicole Kalms, Gene Bawden. 'Lived experience. Participatory practices for gender-sensitive spaces and places' in *Contentious Cities: Design and the Gendered Production of Space (1st edition)*. Berry, J., Moore, T., Kalms, N., & Bawden, G (eds). (2020). Routledge.

Workshop steps

Listed, right, are the steps undertaken to build both knowledge and narratives through the co-design process. The slides that were used to demonstrate each step are available in the “workshop assets” folder.



(Individual exercise) Determine who is most important in a consent campaign. Who needs to know, who needs to act?

- 1 As a group discuss who emerged from the individual brain storm then decide on the audience for the campaign.
- 2 As a group document what you know of the audience: what they already understand of consent and what gaps might there be?
- 3 Learn from precedents and their contexts: what might you adopt and what might you avoid in your group’s approach?
- 4 Using sorting cards determine what might motivate or engage your audience, then build the campaign to demonstrate the outcome.

The following pages demonstrate the key principles surfaced by the co-design process for effective communication strategies related to understanding consent in the context of tertiary education. **They ARE NOT publication-ready campaigns, rather representative of the many ideas that surface through a carefully staged co-design process.** As many groups identified, without representation from the audience they intended to target as part of their working group, assumptions were made that may not accurately represent the audience. If any of these campaigns were to be developed, inclusion of the target audience(s) would be essential.

With grateful thanks to the organisers, facilitators and especially the participants of the summit co-design workshop. Without your active participation and creativity, we would not have the results represented in the following pages.

Power influencer

Can significant and respected figures within your educational organisation act as champions of change and key messengers? Can a serialised approach be adopted to include influencers from across faculties, disciplines, student bodies, or management areas?

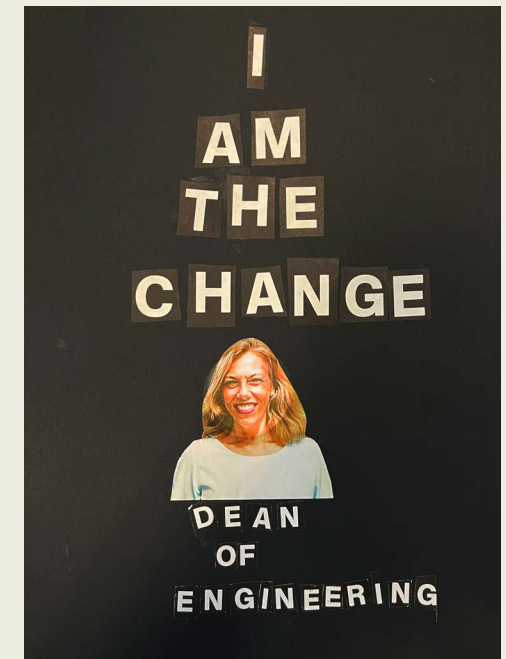


I AM THE CHANGE

This text suggests further clarifying ideas or suggestions for obtaining further information for your audience. You can cut the text to fit the space you would like it to occupy on your layout. The rest of this copy is simply place-holder text. Obist, si blaut doluptusam ut excesci blabore reictiam reium sum et esseraecto quam rere sum alistia simo tem nosa sanimuscium quos dustrum doluptio temporro veliquas et as volorepe captur alique

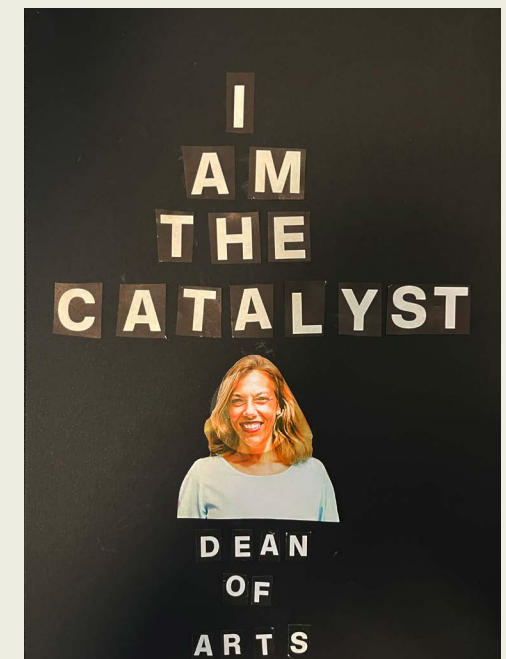
**DEAN OF
ENGINEERING**

VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



I AM THE CHANGE

**DEAN
OF
ENGINEERING**



I AM THE CATALYST

**DEAN
OF
ARTS**

Male allyship

Can your campaign target men as allies, rather than represent them as perpetrators? Can you motivate this group through conversational language, normalising the narrative as part of their daily engagement?

MEN MAKE A DIFFERENCE



#consent

This text suggests further clarifying ideas or suggestions for obtaining further information for your audience.




VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE

BE A MAN MAKE A DIFFERENCE

"ALPHA'S DON'T NEED TO ASK"


"WHY DO YOU THINK THAT BRO?"

BOSS



GAMIFY CONSENT EDUCATION FOR OUR COMMUNITY

MEN IN STEM LEVEL UP RESPECT

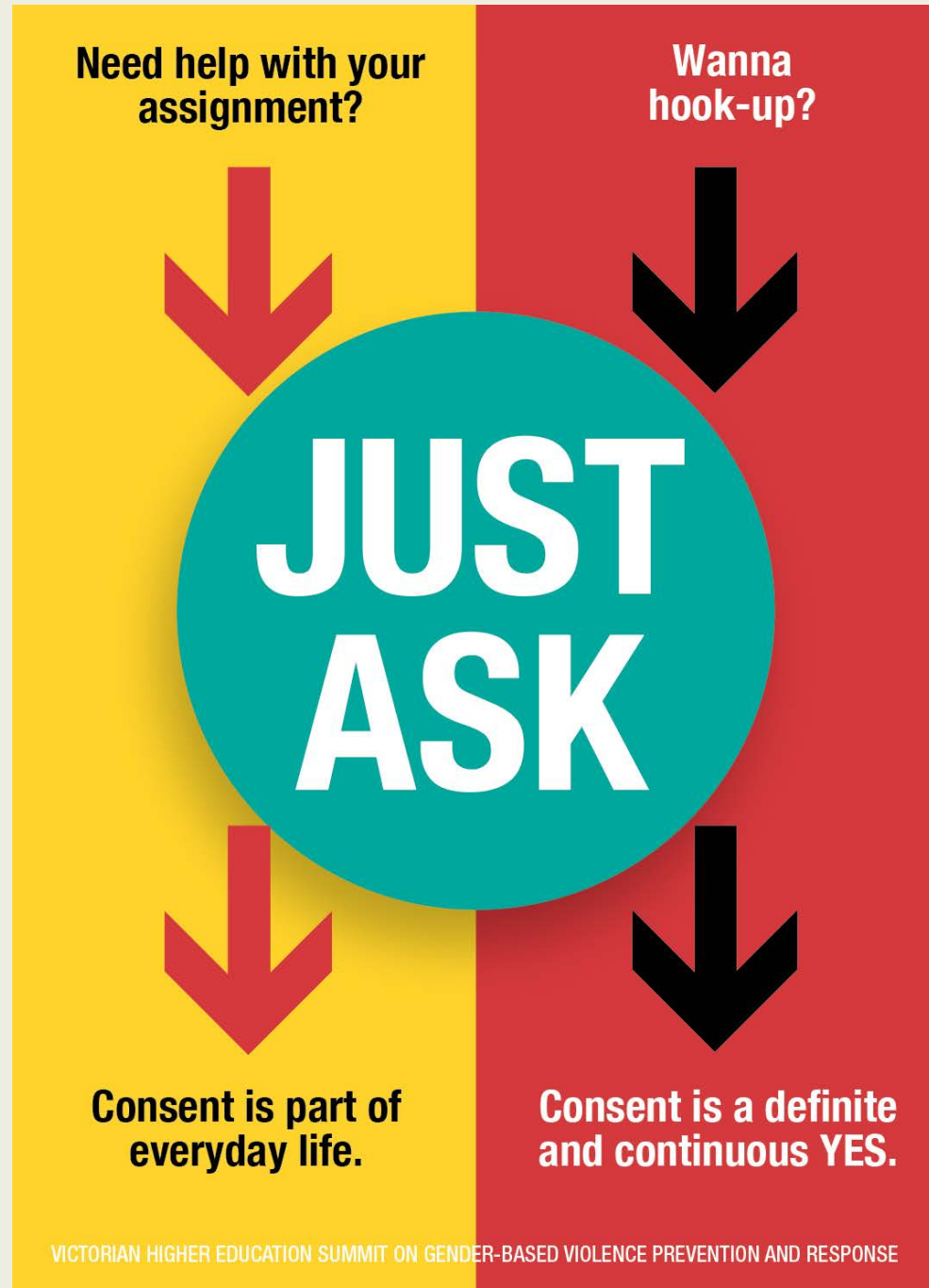


ENROL IN GAME101

PRESS X TO START

Everyday actions

Can you relate your message to analogous situations that occur in everyday student life, therefore normalising the processes of consent, and presenting ways of finding the appropriate information?



Need help with your assignment?

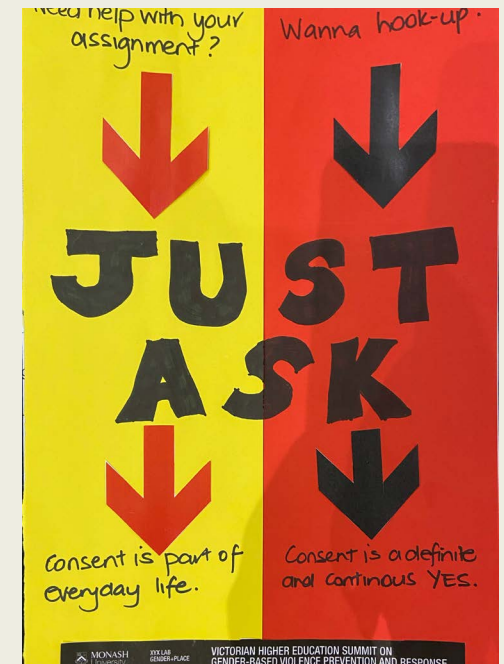
Wanna hook-up?

JUST ASK

Consent is part of everyday life.

Consent is a definite and continuous YES.

VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



Need help with your assignment?

Wanna hook-up?

JUST ASK

Consent is part of everyday life.

Consent is a definite and continuous YES.

MONASH UNIVERSITY
SEXUAL
GENDER-PLURAL
VICTORIAN HIGHER EDUCATION SUMMIT ON
GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



? Got Questions ?

**SEX
CONSENT
IN
AUSTRALIA**

LearnMore

Two red hearts

Bystander vigilance

Can you encourage a campus community to be alert to harassment and behaviour that is not consensual, and know how to act?



JOKE
OR
HARASSMENT?
KNOW WHEN
TO CALL
IT OUT

MONASH UNIVERSITY
#TALKGENDERPLACE
VICTORIAN HIGHER EDUCATION SUMMIT ON
GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



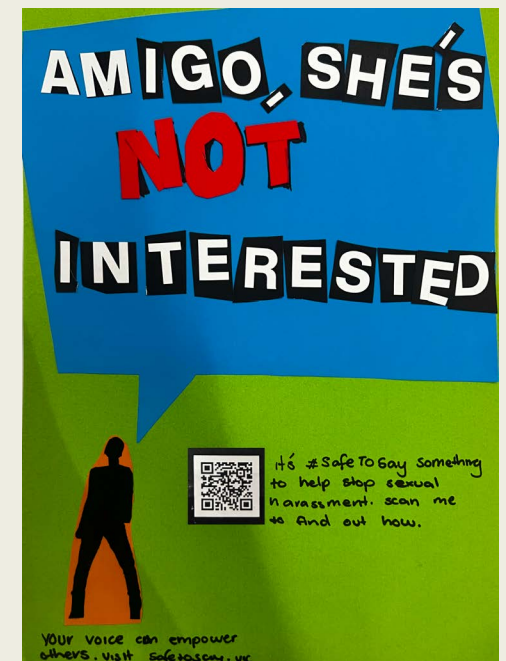
WE SEE
YOU!
DO YOU
SEE US?
Know your role.

VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



WE SEE
YOU!
DO YOU
SEE US?
Know your role.

MONASH UNIVERSITY
#TALKGENDERPLACE
VICTORIAN HIGHER EDUCATION SUMMIT ON
GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



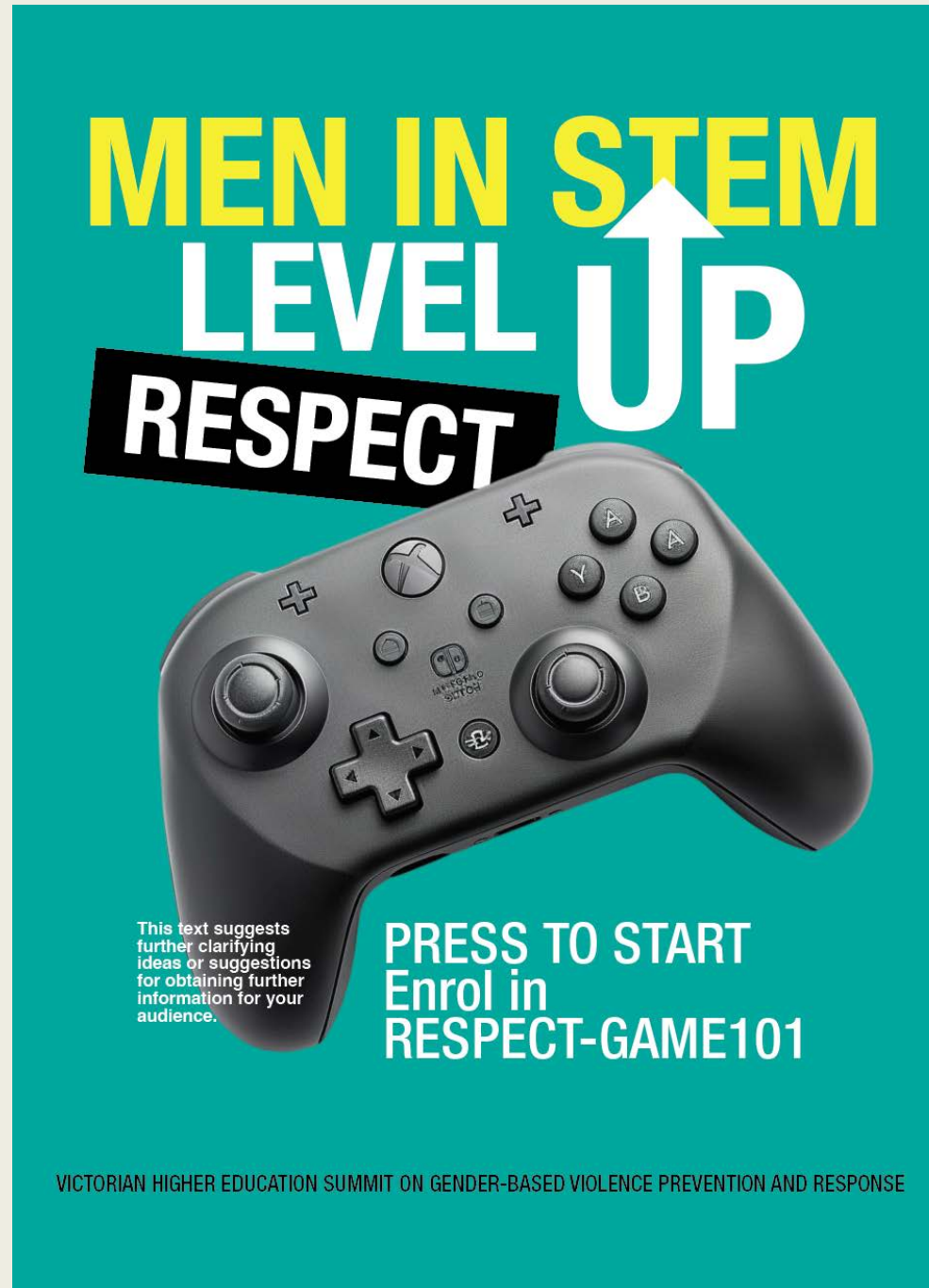
AMIGO, SHE'S
NOT
INTERESTED

It's #SafeToSay something to help stop sexual harassment. scan me to find out how.

YOUR VOICE CAN EMPOWER OTHERS. Visit SafeToSay.org

Gamify engagement

Can you engage specific groups through specific references and appropriate gamification?
Can you develop your idea to include additional components such as online training?



**MEN IN STEM
LEVEL UP
RESPECT**

PRESS TO START
Enrol in
RESPECT-GAME101

This text suggests further clarifying ideas or suggestions for obtaining further information for your audience.

VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



Intersectional representation

Can you ensure diverse and inclusive representation? Can you consider age, gender, sexuality, ability and ethnicity across a range of campaign outputs?



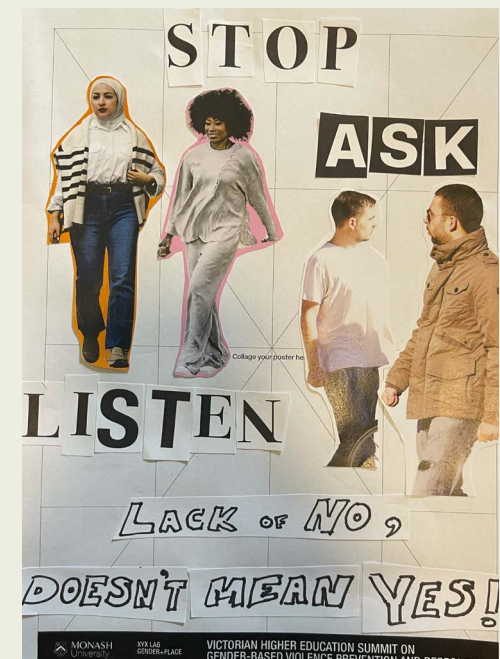
CONSENT IS MORE THAN YES



VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



CONSENT IS MORE THAN YES



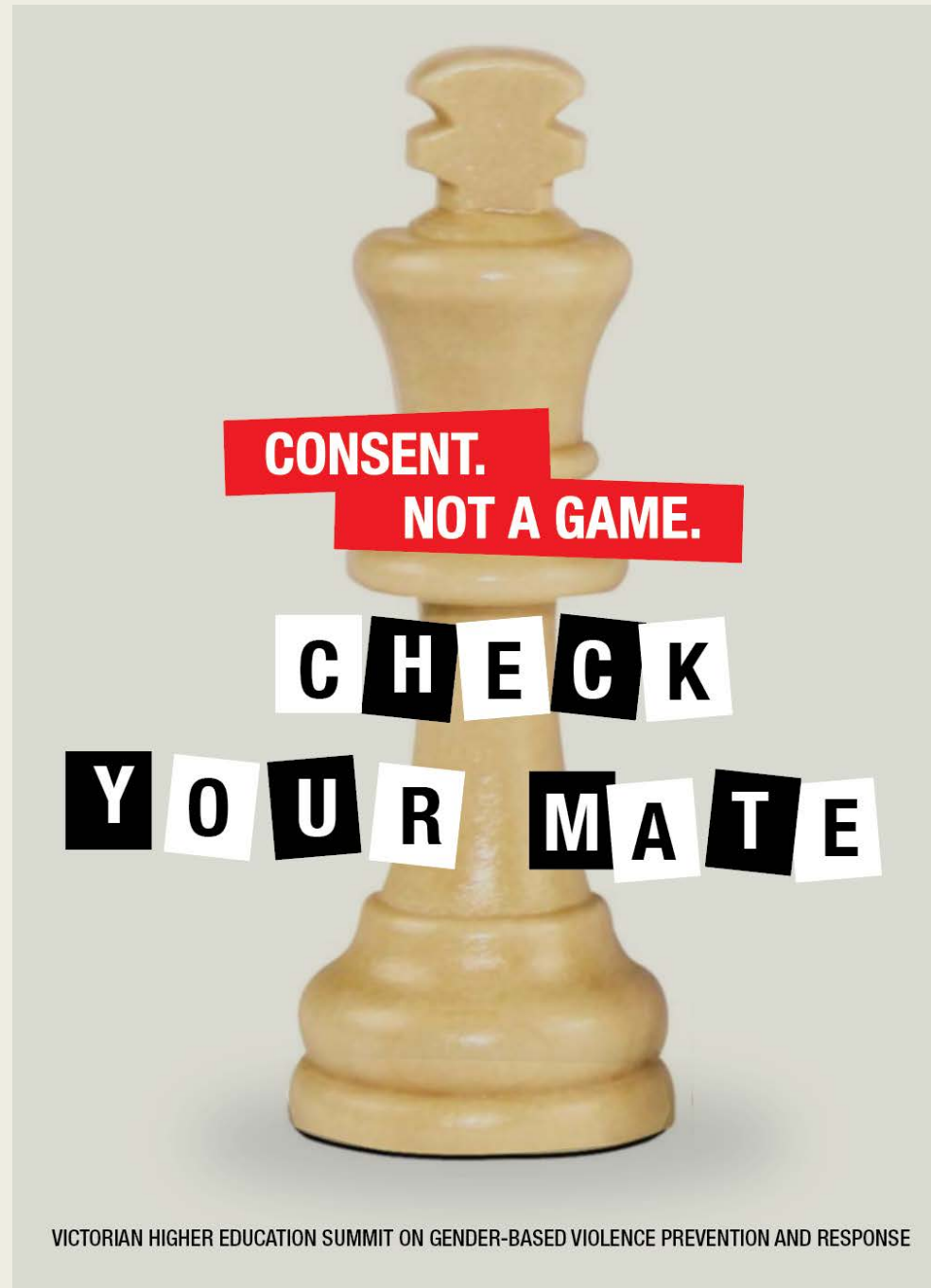
STOP ASK LISTEN

LACK OF NO, DOESN'T MEAN YES!

MONASH University XXI LAB OTHER PLACE VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE

Word play

Can you utilise word play to strengthen your copy writing?
Can you relate your campaign to student clubs or societies on campus (such as a chess club)?



Own the challenge

Can you make your audience understand and own their participation and obligations in consensual acts?



Multi-language approach

Can your communication include languages other than English that represent the cultural diversity of your institution?

Please note: Google Translate was used to generate this image. It is only intended as a visual representation and may not be accurate.

apakah ini oke?

Is this แบบนี้โอเคมั้ย?

这样可以吗? **ok?**

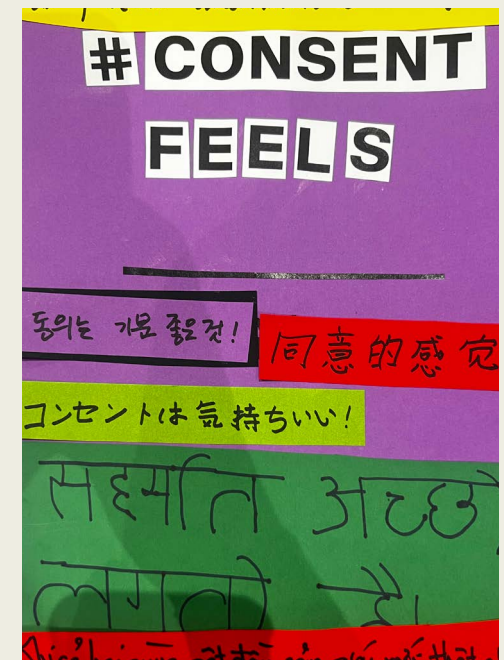
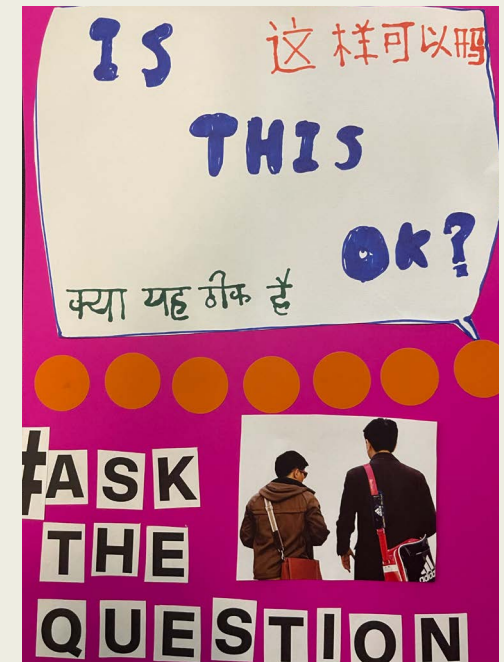
như vậy có ổn không?

ASK THE QUESTION

This text suggests further clarifying ideas or suggestions for obtaining further information for your audience.

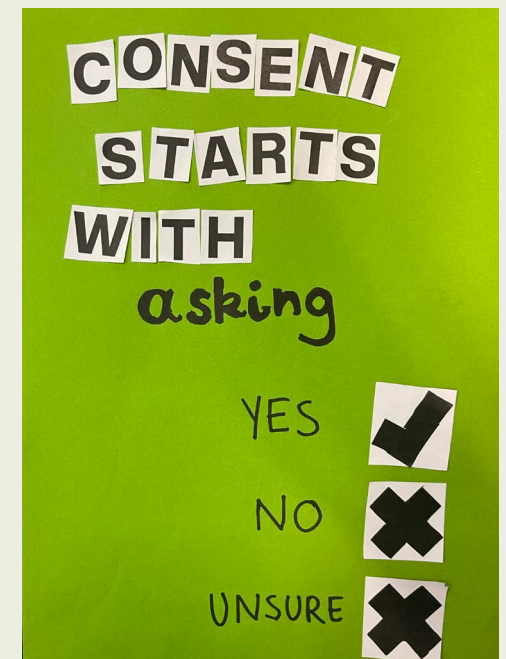


VICTORIAN HIGHER EDUCATION SUMMIT ON GENDER-BASED VIOLENCE PREVENTION AND RESPONSE



Short, sharp and simple

Can your message be one that is read and understood immediately through minimal use of words and image?
Can a clutter-free layout stand out amid the visual noise of its competitor images and messages?



Event focus

Can your message be specific to a major event, series of events or occasions that have historically generated challenges?

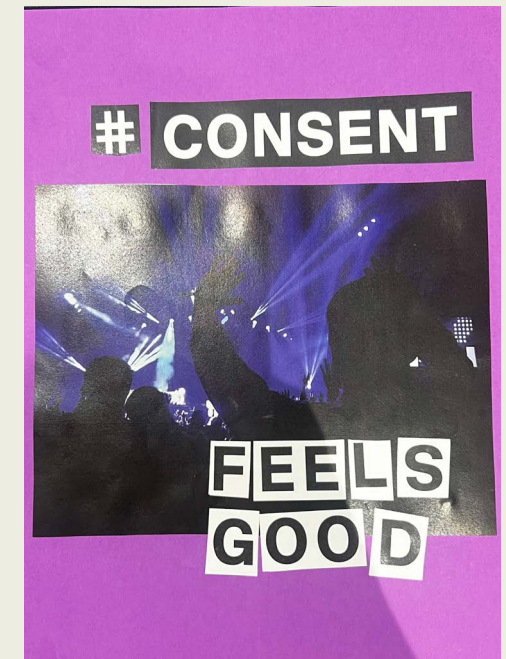


CONSENT
FEELS
GOOD


Respect always at every university event



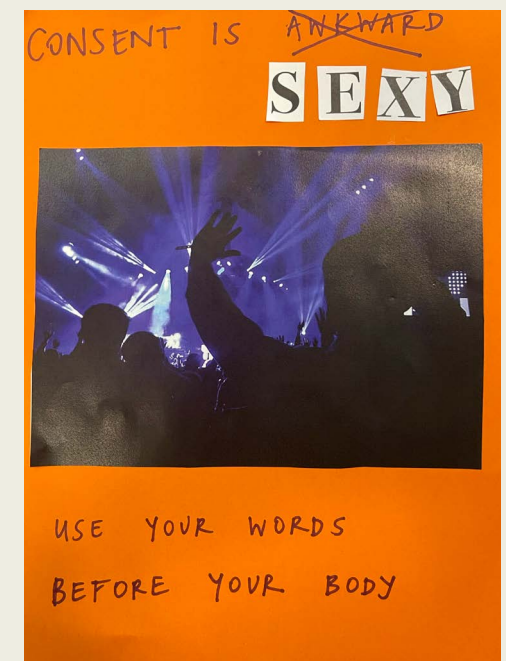
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SUMMIT ON GENDER-BASED VIOLENCE
PREVENTION AND RESPONSE




CONSENT



FEELS
GOOD



CONSENT IS ~~ANKWARD~~
SEXY



USE YOUR WORDS
BEFORE YOUR BODY

Resources

Scan the QR code or [click here](#) to connect to the workshop resources and selection of Instagram posts. Remember to #xyxlab and #monash_uni

