

# GOOD PEOPLE ACT NOW:

## ENGAGING BOYS AND MEN IN THE PREVENTION OF GENDER- BASED VIOLENCE

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A Youth Action  
Group Working  
To End Gender-  
Based Violence  
In Hume

G P A N

March 2024



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## ENGAGING BOYS AND MEN IN THE PREVENTION OF GENDER-BASED VIOLENCE

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An Interactive Qualifying Project submitted to the  
Faculty of WORCESTER POLYTECHNIC INSTITUTE in  
partial fulfillment of the requirements for the degree of  
Bachelor of Science and Bachelor of Arts

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# WPI



### Date:

March 1, 2024

### Report submitted to:

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# ACKNOWLEDGMENTS

We acknowledge the Traditional Owners of the land we have conducted our research on and recognize their continuing connection to the land, waters, and culture. We pay our respects to the Wurundjeri peoples of the Kulin nation and their Elders past and present.

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We would like to thank our sponsor, Banksia Gardens Community Services, and their representatives Georgia Ransome and Tash Giusti. We would not have been able to do this project without their help and resources. We would also like to thank our Melbourne project site coordinator Jonathan Chee.

We would also like to thank our advisors Stephen McCauley and Sara Saberi. They have provided us with invaluable feedback and have mentored us through this project.

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# ABSTRACT

The goal of the project was to increase male involvement in the Good People Act Now (GPAN) project by examining the factors contributing to low male engagement and proposing effective strategies to increase male participation, engagement, and retention. To achieve this, we investigated factors leading to low male engagement, examined strategies implemented by similar organizations with higher male engagement, and developed and evaluated recruitment strategies for GPAN. The main takeaways are that men need to find a space where they feel safe and valued, and they have to be marketed to using more general curious language. To conclude the project, we provided recommendations and recruitment strategies to increase male engagement, a list of contacts for organizations with significant male participation, and various recruitment materials including posters more geared towards men and plans for shorter commitment events which will engage men more than longer commitment training.

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# EXECUTIVE SUMMARY

## BACKGROUND

Gender-based and family violence is a significant problem in Australia. Throughout the country 16.7% of women and 5.5% of men over the age of 16 have experienced either physical or sexual violence (*FDSV Summary, 2022*). This issue is exacerbated by the fact that many young men in Australia do not consistently recognize examples of domestic violence. Only 58% of Australian men aged 18-34 consider striking their partner to be domestic abuse (Fitzsimmons, 2020). Gender-based violence is of particular concern in the local government area of Hume, where the intimate partner violence rate is 9.9% compared to 7.7% in the state of Victoria as a whole (*FDSV Summary, 2022*).

Banksia Gardens Community Services (BGCS) is a non-profit organization based in Broadmeadows, a suburb in Hume in the northern suburbs of Melbourne. BGCS is dedicated to community development and support and sponsors a variety of programs focusing primarily on education, environmental action, and gender equity. One of these programs is the Good People Act Now (GPAN) project. Founded in 2014, GPAN is a youth action group focused on addressing the issue of gender-based violence by promoting gender equity. The program equips young

adults, aged 16-28, to spread awareness of the issue through advocacy and education. Following their recruitment period spanning from December to February, GPAN hosts a six-week training program in February and March to prepare new recruits to be advocates against gender-based violence and gender inequity. After completing the training, participants receive certificates and become full members of the GPAN project. Throughout the rest of the year, GPAN members volunteer to give educational presentations and host community events such as fundraisers, trivia nights, and workshops (G. Ransome, personal communication, November 15, 2023).

Engaging people of all genders is essential to making a significant impact on the issue of gender-based violence resulting from gender inequity. However, throughout its history, GPAN has struggled to involve men and boys in its mission, with only 0-2 male-identifying recruits out of 15-25 total per year. Out of the few men that GPAN is able to recruit, very few stay engaged in the program after completing training (G. Ransome, personal communication, November 15, 2023). Obtaining greater participation from male members of the community is integral for the program's growth and dissemination of its message. By

recognizing the importance of being allies, men play a pivotal role in the solution to gender-based violence.

## **METHODOLOGY**

The goal of the project was to increase male involvement in GPAN by examining the factors contributing to low engagement and proposing effective strategies to increase male participation, engagement, and retention. To accomplish this, we completed three project objectives. The first objective was to investigate the causes of low male engagement in the GPAN program. The second was to examine the strategies of similar organizations with high male involvement to determine what would be effective in recruiting male participants for GPAN. The final objective was to develop and evaluate potential recruitment strategies to better engage men. This allowed us to provide recommendations to the GPAN coordinators that can be implemented in future years.

To assess the reasons for low male engagement in GPAN, we conducted a survey of community members and semi-structured interviews with local men as well as past male GPAN members. The survey consisted of questions asking about respondents' community involvement, familiarity of Banksia Gardens and its programs, perceptions of gender-based violence, and their willingness to participate in a social justice group. Conducting interviews with

Hume men provided valuable insights into perceptions of gender-based violence, men's roles in prevention, factors influencing their likelihood to join a youth action group, and their current involvements. Interviews with former male GPAN participants provided valuable insights into how to advertise GPAN and to foster a sense of inclusion within the group. Questions discussed their motivations for joining and leaving the program, their feelings of inclusion, and their suggestions for male-oriented recruitment methods and GPAN as a whole.

To examine effective engagement strategies, we interviewed individuals from a variety of organizations exhibiting high male involvement or sharing objectives with GPAN. These discussions covered participant demographics and the recruitment strategies employed by these organizations.

Toward the end of the term, we conducted a focus group of current GPAN participants where we showed proposed posters and discussed recruitment ideas to obtain feedback on their effectiveness. We then incorporated this feedback into our final posters and recommendations for GPAN.

## **FINDINGS**

After analyzing survey data, there were a few main findings. Upon analysis of the survey data, it was discovered that on a scale from one to five (not impacted at all

to greatly impacted), men expressed their personal level of impact by gender-based violence as an average of 2.5. This is significant because it emphasizes that most men do not personally feel strongly affected by gender-based violence. This is especially noteworthy when you compare it to other survey data where men rated their overall concern with gender-based violence in the community and the level they believe men are affected by gender-based violence. On a scale from one to five (not concerned about gender based violence in the community to very concerned about gender based violence in the community), the average male response was 3.9. On a scale of one to five (not affected at all to greatly affected), the average answer was 3.7 regarding how much men are affected by gender-based violence. These findings signify that men in the Hume community recognize that men are affected by gender based violence and believe it is a significant problem in the community, even if they are not personally affected by it.

This survey was also helpful in understanding what men are involved in and what encourages them to be involved. The most common activities men are involved in are sports (53%), volunteering (27%), and art (20%). This data also suggested that they would be open to join a social justice group. On a scale of one to five (would never join a social justice group to highly likely to join a social justice group), the average

answer was 3.3. When asked what these men would need to join a social justice group, the most common responses were tangible benefits, low time commitment work, and convenient working times. This aligns with the interview data from speaking with past GPAN members, many of whom joined for professional development and resume purposes and also left the program due to conflicts and problems with the high time commitment.

After speaking with thirteen individuals from nine different organizations, a few main recruitment and engagement themes came up. Many coordinators had trouble recruiting men and agreed that creating a space where men feel comfortable and supportive is integral in engaging them. This goes from advertising to men as part of a solution to making sure men do not feel ashamed or called out when presented with facts. They need to feel constantly supported and encouraged to join and stay active in an organization.

When we conducted a focus group to discuss our recommendations, we learned that there is some hesitation among current GPAN members about the idea of recruiting more men. While all of the participants recognize the importance of involving men in the gender-based violence prevention space, many are apprehensive about GPAN shifting to include them more. Many members feel GPAN is a safe space where they can talk and have a strong

community. They fear adding more men will make them less comfortable speaking openly and the dynamic of the group will change.

## **STRATEGIES AND RECOMMENDATIONS**

After analyzing all of this information, we developed recommendations to move forward and recruit more men to GPAN. One recommendation is to reach out to new recruitment pools. Advertising and promoting GPAN training to groups with a lot of men will increase the amount of male signups for GPAN training. This can include sports clubs, theater groups, and leisure centers. In order to achieve this we created a list of contacts with these community groups to spread word to a more vast group of people. These can be seen in Appendix K. Spreading the message and reaching new audiences can also come from social media. Posting on LinkedIn will reach new people and help emphasize the community service and professional development aspect of the training. We created social media posts that depict how serious the issue of gender-based violence is in Hume, convey messaging and strategies from GPAN's training program, and target men. These can be seen in Appendix L.

Another main recommendation is changing how they advertise. We created a set of training posters to be used for the next recruitment cycle based off of feedback from a focus group. The main points necessary in the advertisement

are emphasizing the sense of community, highlighting the professional development aspect of the training, and focusing on finding open-minded people. These fliers can be seen in Appendix I.

We recommend program changes such as one-off training sessions, workshops, and events. Lower commitment events such as a one day training or a movie night will allow for lower barriers to entry and allow for growth and greater engagement in GPAN as a whole. We also recommend changing and updating the training material every year so that there is continuous learning and growth by staying involved for multiple years to come.

Due to the hesitancy current GPAN members have about engaging men, it is important to ensure GPAN remains a safe space for women. To maintain the community GPAN has built, we recommend the thorough screening of male participants, making sure they are joining for the right reasons and will contribute to a safe and welcoming environment. Additionally, having open discussions with current participants is important to fully understand their opinions on the future of GPAN. If it is found current members are not open to increasing male participation, GPAN will not be a safe space for men to join.

If GPAN members are unwilling to increase their recruitment towards men,



one option is to make GPAN a female only space or make a separate group for men. Creating a space for women could reduce anxiety around male participation and ensure they have a safe space to talk without worrying about being sensitive in the way they speak. However, this would not meet the goals of GPAN and would enforce gender binaries, and further increase the gap between men and women in the space.

Looking forward, there are a lot of positive outcomes from this research. Compared to the typical annual training session having 0-2 men sign up, this past training had seven male-identifying participants—the most in GPAN’s history. Many professionals in the gender-based violence prevention space are optimistic about these findings and the impact they will have on recruiting men in the future.

# AUTHORSHIP

This report was collaboratively written and edited by all team members. The background and methods were divided among team members, who then worked collectively to edit and refine each part. The findings and recommendations were also written collaboratively, with different team members focusing on specific sections.

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Alexandra concentrated on the methods and findings, and played a big role in overall editing and creating graphics for the report, presentation, and deliverables. Nathan primarily focused on the background and methods as well as organized and analyzed transcripts and other data. Amanda primarily worked on the executive summary, introduction, background, methods, findings, conclusion and recommendations. She also analyzed transcripts and other interview data and developed deliverables such as social media posts, the new contact sheet, posters, and event plans. Kathryn concentrated on the executive summary, background, methods, and findings and worked on organization and quantitative analysis of survey data.

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# INTRODUCTION

Family and gender-based violence is a large problem in Australia, where 16.7% of women and 5.5% of men over the age of 16 have experienced physical and/or sexual violence. It is of particular concern in the local government area of Hume where the rate of intimate partner violence is 9.9% compared to 7.7% in the state of Victoria as a whole (*FDSV Summary, 2022*).

**Banksia Gardens Community Services** (BGCS) is a non-profit organization based in Broadmeadows, a suburb in Hume, dedicated to community development and support. The organization, which can be seen in Figure 1, sponsors programs focusing mostly on education, environmental action, and gender equity.

One of these programs is **Good People**

**Act Now (GPAN)**, a youth action group focused on combating the high rate of gender-based violence in the Broadmeadows community. To address this issue, GPAN equips young adults, aged 16-28, to spread awareness through advocacy and education (*Good People Act Now, n.d.*).

After a recruitment period in the beginning of the year, GPAN hosts a six-week training program, from February to March, to prepare new recruits to become advocates against gender violence and inequality. After the training program, these recruits can become members, volunteering to give educational presentations and host community events (G. Ransome, personal communication, November 15, 2023).



Engaging people of all genders is essential to making a significant impact on gender-based violence and gender equity. However, throughout its history, **GPAN has faced problems** when it comes to **involving men and boys** in its mission.

GPAN estimates that out of 15-25 recruits each year, only 0-2 are male-identifying, and they rarely remain engaged with the program after training is complete (G. Ransome, personal communication, November 15, 2023).

Gaining increased participation from the male community is integral for the program's growth and dissemination of its message. As men are primarily responsible for gender-based violence, directing GPAN's project, mission, and resources towards boys and men becomes crucial in preventing them from engaging in such violent behavior. By recognizing the importance of being allies, men play a pivotal role in the solution.

The goal of the project was to increase male involvement in GPAN by examining the factors contributing to low engagement and proposing effective strategies to increase male participation, engagement, and retention.

The first objective was to investigate the causes of low male engagement in the GPAN project.

The second objective was to understand the strategies of similar organizations with high male engagement to determine what strategies would be effective for GPAN.

The final objective was to develop and evaluate potential recruitment strategies to better engage men. This allowed us to recommend practices that will better engage men with GPAN's program.

# BACKGROUND

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This chapter presents information on the context of gender inequality and gender-based violence in Australia, male perspectives on gender-based violence, and Broadmeadows community demographics. We also introduce Banksia Gardens Community Services and the GPAN project and describe their current outreach as well as explore global practices for engaging men in community programs.

Throughout this paper we refer to a variety of terms such as gender-based violence, domestic violence, and intimate partner violence. By definition, gender-based violence is violence directed against a person because of that person's gender or violence that affects persons of a particular gender disproportionately. Domestic violence is violent or aggressive behavior within the home, typically involving the violent abuse of a spouse or partner, and partner violence is domestic violence by a current or former spouse or partner in an intimate relationship against the other spouse or partner. While many of these terms can be used interchangeably, it is important to acknowledge what they mean. While gender-based violence is GPAN's preferred term, certain background research refers specifically to domestic violence or intimate partner violence.

When referring to external data we use the terms consistent with the resource, however in our own findings and discussions we use the term gender-based violence.

## DOMESTIC VIOLENCE GLOBALLY

Gender-based violence is a worldwide problem. Globally, 35% of women have experienced physical or sexual violence, and in some countries over 50% of women have encountered violence specifically from an intimate partner (Hughes et al., 2015). Estimates from a global study completed in 2018 and published in 2021 show that approximately 736 million women over the age of 15 have experienced physical or sexual violence from either a male partner or non-partner—almost 1 in 3 women (Violence against Women Prevalence Estimates, 2018, 2021).

National income and economic stability also affect the rate of domestic violence. A study by the World Health Organization found that the lowest rate of domestic violence is found in high-income regions while the highest rates of domestic violence are found in lower-income regions. The reasons for this finding are still unknown. Within the gender-based violence space, it is believed that



violence does not discriminate but rather the types of violence and community attitudes towards response differ, however there is more research to be done. Figure 2 shows the global prevalence of intimate partner violence towards women 15-49 years of age.

Men exposed to abuse or violence early in their lives are four times more likely to engage in domestic violence as adults (Javier et al., 2018). This indicates the cyclical nature of domestic violence, suggesting that in certain cases, prevention of this violence can make a difference in future generations.

## GENDER INEQUALITY AND GENDER-BASED VIOLENCE IN AUSTRALIA

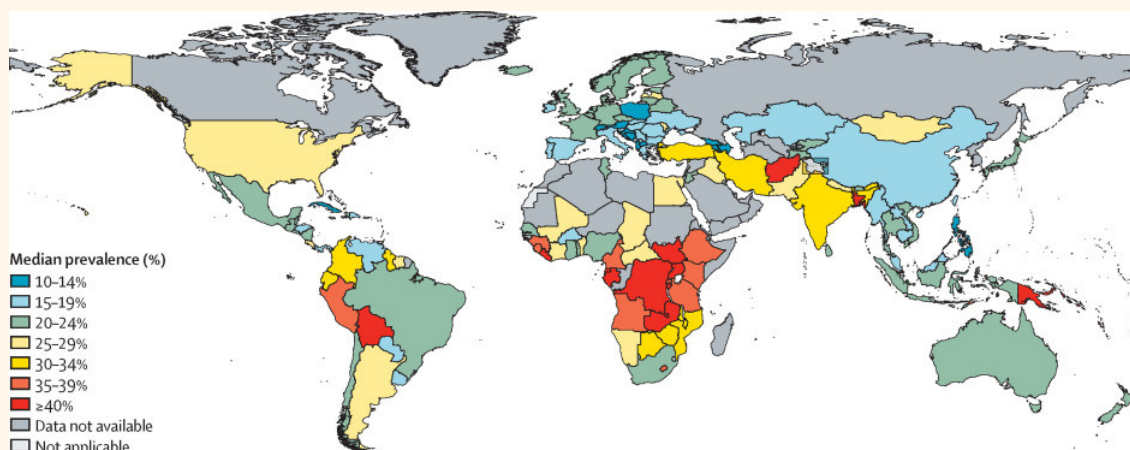
Gender-based violence is a significant problem in Australia. Intimate partner violence is of particular concern for women. According to the 2012 Personal Safety Survey, encompassing responses from individuals 18 and above residing in private households, women were significantly more prone to experiencing violence from a partner than men were.

The survey found that, since the age of 15, 17% of all women have experienced violence from a partner, compared to 5% of all men. This survey also found that 62% of women most recently experienced physical assault by a male in their home, while this was the case for only 8% of men (Phillips & Vandebroek, n.d.).

Men are the main perpetrators of domestic violence and are especially important in preventing future abuse. The NSW Bureau of Crime Statistics found that 50% of all gender-based violence perpetrators are men under the age of 40, 25% are men above the age of 40, and 25% are women of any age (Fitzsimmons, 2020).

The COVID-19 pandemic heightened the issue of violence against women due to lockdown measures, which resulted in couples spending increased amounts of time together without sufficient outlets.

In a survey of 166 Victorian violence service practitioners responding to



women experiencing violence, 59% of respondents reported an increase in the frequency of violence against women, and 42% of respondents noted an increase in first-time family violence reports. The pandemic also gave rise to new forms of violence against women. Respondents to the survey reported that perpetrators used the risk of infection to restrict women's movement and gain access to their homes. The virus also increased offenders' abilities to control women through the use of children. Instances included taking away their children with the rationale of protecting the children from COVID-19 (Pfitzner et al., 2020). The increase in gender-based violence resulting from the pandemic reveals that one's home is often one of the least safe places for women at risk of violence.

## **MALE PERSPECTIVES ON GENDER-BASED VIOLENCE**

Many young men in Australia do not consistently recognize examples of domestic violence. Only 58% of men aged 18-34 in Australia consider striking their partner as a form of domestic abuse, and only 57% think that psychological abuse is considered domestic abuse.

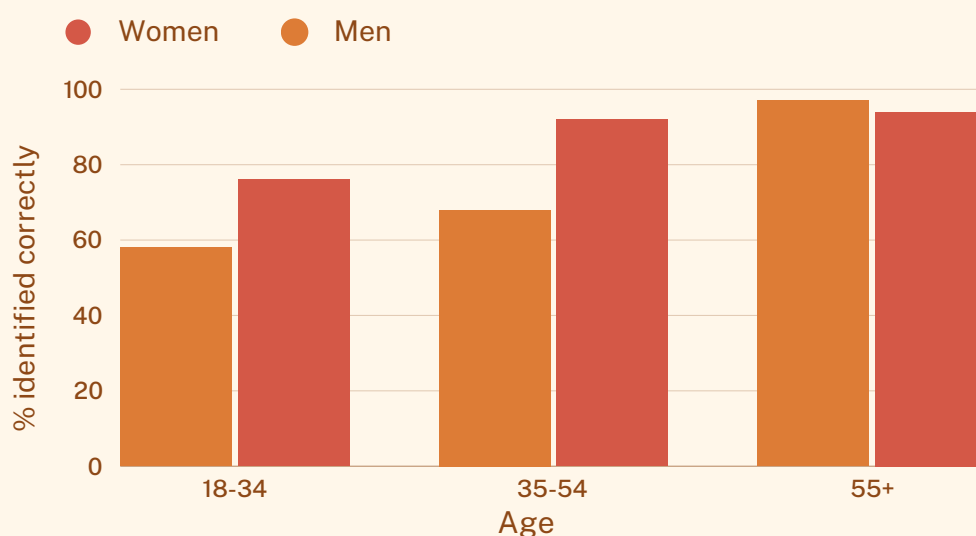
Findings show that older men and women have a higher awareness of what is considered domestic violence when compared to younger individuals (Fitzsimmons, 2020). This can be seen in Figure 3. Due to this limited awareness

among many young men in Australia, there is a deficiency in their ability to intervene effectively when presented with abusive behavior.

Many men face internal struggles surrounding patriarchy, a social structure where males typically hold more power and privilege than others. These struggles may be less obvious to those around them. From an early age, boys in many patriarchal societies are often taught to suppress their feelings by older men and peers. This can lead to serious and untreated mental health problems later in life.

Few men seek to have these issues treated by professionals, seeing them as weaknesses they need to fix independently (Krishnan et al., 2020). A Canadian study has shown that men with untreated mental health issues commit acts of domestic violence more frequently (Audet et al., 2022). A similar study done in southern Africa found the same connection (Ramsoomar et al., 2023). Both studies gathered data from a large sample size of men who had committed domestic violence recently. The link between mental health and gender-based violence is an important relationship that can help with understanding why some men tend to commit gender-based violence. While not a strong causal factor, poor mental health may be a reinforcing factor of gender-based violence.

## Consider Striking or Restraining Abuse



**Figure 3:** Australians who consider striking their partner to be domestic abuse (reproduced from Fitzsimmons, 2020).

### THE BROADMEADOWS COMMUNITY

Hume experiences higher levels of gender-based violence than the rest of Victoria. Data from 2019 shows that the intimate partner violence rate is higher in Hume than Victoria, being 9.9% and 7.7% respectively. The rate of stalking and harassing women is also higher, being 1.6% in Hume and 0.9% in Victoria (*FDSV Summary, 2022*).

Broadmeadows, a community in Hume City, Melbourne, Victoria, is a highly diverse area, with residents hailing from various countries and cultures, such as Lebanon, Iraq, Turkey, and Nepal. Broadmeadows is characterized by a population that includes refugees, immigrants, Australian natives, and a diverse mix of cultures.

According to the Census data reported by the Australian Bureau of Statistics, Broadmeadows has a high percentage of foreign-born residents — 85.4% of Broadmeadows residents are foreign-born, compared with 70.1% in the rest of Australia. There is also a higher rate of foreign ancestry in Broadmeadows when compared to Australia as a whole. Figure 4 shows the difference in the makeup of ancestral backgrounds in Broadmeadows and Australia. In the figure, 'Australian' represents indigenous people and those who claim long-term ancestry to Australia (*Australian Standard Classification of Cultural and Ethnic Groups (ASCCEG), 2019*).

People of the Broadmeadows community face a systemic disadvantage because of the lower education, lower income, and higher unemployment rates among their

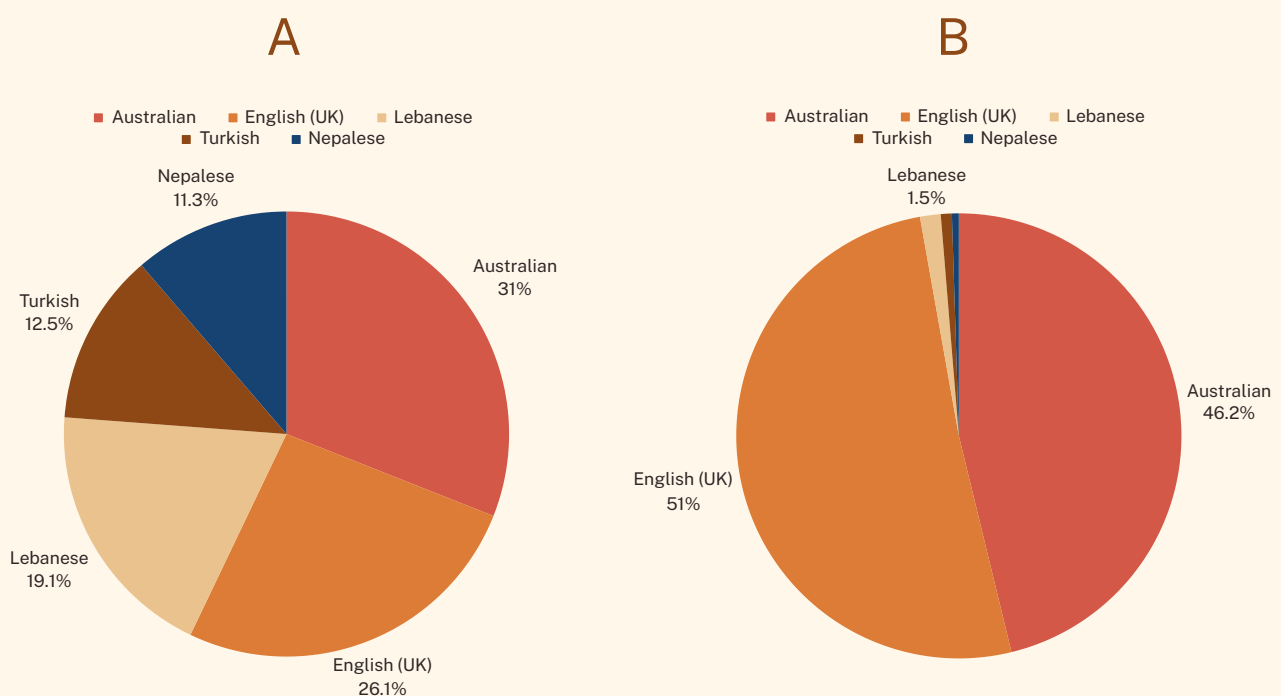
citizens. In Broadmeadows, only 18.9% of people aged 15 or older have a bachelor's degree or higher level of education, while the average in Victoria is 29.2%. The unemployment rate in Broadmeadows is much higher than Victoria, being 12% and 5% respectively. These rates are factors in Broadmeadows' lower weekly income of \$492 compared to \$803 in Victoria (2021 Broadmeadows, Census All Persons QuickStats, n.d.).

### GOOD PEOPLE ACT NOW (GPAN)

Good People Act Now is a program sponsored by Banksia Gardens Community Services, a non-profit organization committed to community development and action, offering programs that focus on childhood, education, gender equity, community advocacy, and more.

Founded in 2014, GPAN's primary mission is to address the high rate of gender-based violence in the Broadmeadows community. GPAN encourages young adults to act on the issue of gender inequality in hopes of reducing instances of gender violence in the community. GPAN equips young adults to raise awareness of this issue through advocacy and education.

Through individuals aged 16-28, this group works to raise awareness about the high rates of gender violence in Melbourne. After their recruitment period, GPAN hosts a six-week training program during February and March to prepare these recruits to be advocates against gender violence and inequality. A photo of this training can be seen in Figure 5.



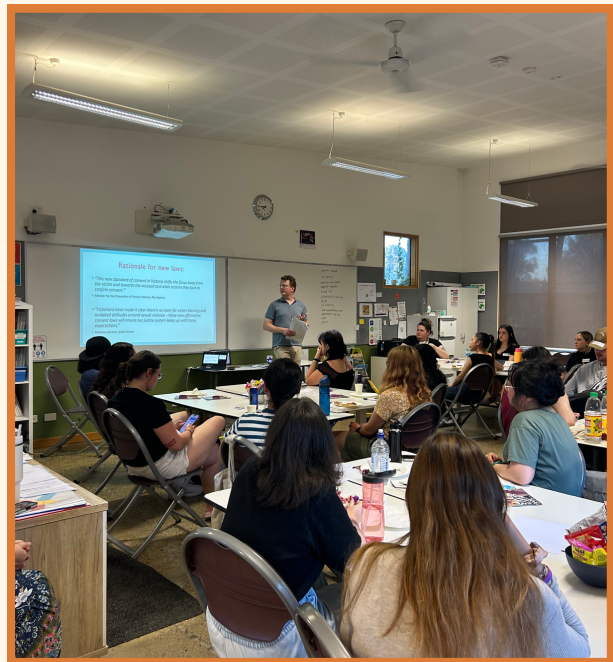
**Figure 4:** Ancestry of people living in Broadmeadows (A) vs. Australia (B) according to the 2021 Census. In B, Turkish and Nepalese account for less than 1%, being 0.8% and 0.5% respectively.

Once the training is complete, these young adults become members of GPAN, volunteering to give educational presentations and host community events such as fundraisers, trivia nights, and workshops (G. Ransome, personal communication, November 15, 2023). They also prepare performances, festivals, and other activities to engage and educate their community on the matter, hoping to empower people to act against gender inequality (*Good People Act Now*, n.d.).

GPAN does not currently focus recruitment methods or materials specifically towards recruiting men. Their current methods include recruiting their members through local universities, posters sent to community partners, social media, and word of mouth.

While the lack of male engagement in gender-based violence education is a significant issue, little is known about the cause. GPAN typically recruits about 15-25 people to participate in their annual training program, with only 0-2 participating being male-identifying.

Many of the men who have participated in this program already had a personal connection to a current GPAN member and were not recruited through the typical methods (G. Ransome, personal communication, November 15, 2023).



**Figure 5:** GPAN training session with guest speaker.

## MALE COMMUNITY ENGAGEMENT PRACTICES

Examining established community engagement approaches is important in developing effective engagement strategies for men. When beginning the engagement process, it is crucial to identify an audience. This audience is either those who are already invested in the topic or those who are trying to become involved. Tracking participation and demographics helps understand the audience and allows meetings to host a variety of people. Keeping the audience informed by clearly laying out their roles, responsibilities, and commitments are critical for involvement (Biggs et al., n.d.)

Research has demonstrated that emphasizing the right message helps motivate men to be involved.

Reinforcing the ideas of equal partners, diversity, and connections is important to establishing an organization's specific mission and values. Framing gender inequality as a place for social justice gives men stronger motives to become involved (Flood & Russell, 2017).

Providing men with safe places to reflect critically is crucial when trying to involve them. Reinforcing this ability of self-reflection allows men to break traditional ideas of masculinity. Using approaches that appeal to men's concern for the women they know is important, but these tactics must be paired with self-contemplation; if used incorrectly, they can strengthen patriarchal attitudes and diminish equality (Hewson-Munro, 2020).

Additionally, identifying small actions men can take to minimize gender inequality is a good start to engaging them. Such actions include listening to and valuing the opinions of female colleagues, not laughing at or condoning sexist jokes, and paying attention to the differing standards of men and women. Using the right messengers to spread this message plays a crucial role in involvement. Men want to hear from people they identify with, respect, or who appeal to them (Flood & Russell, 2017).

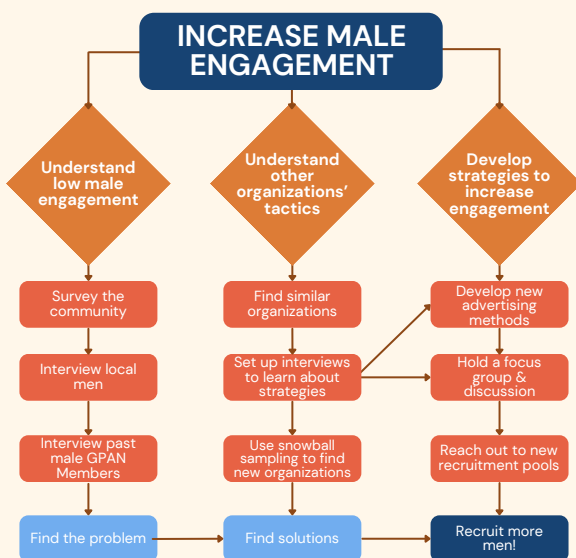
Several organizations demonstrate strategies for engaging men through outreach. One of these organizations, Men Advocating Real Change (MARC), focuses globally on equipping men to be advocates for gender equity. MARC provides training sessions and workshops to help men understand the importance of gender equity and recognize their role in creating an inclusive environment. The organization employs various measures such as networking events, discussion forums, and mentorship programs to actively involve men in the initiative. Additionally, they collaborate with other organizations and businesses to amplify their message and increase male engagement. Seventy-four percent of MARC participants report that they are more likely to intervene in sexist behaviors in the workplace than if they did not engage in the program (MARC by Catalyst, n.d.).

# METHODOLOGY

The goal of the project was to increase male involvement in GPAN by examining the factors contributing to low engagement and proposing effective strategies to increase male participation, engagement, and retention. We completed three project objectives to accomplish this goal. The first objective was to determine the factors causing low male engagement in the GPAN project. The second objective was to understand the strategies of other community programs in Melbourne with high male engagement to determine how to better recruit male GPAN participants. Our final objective was to develop recruitment practices aimed at young men and determine the best way to implement them during the GPAN recruitment period. A flowchart of the methodology can be found in Figure 6.

## DETERMINE THE FACTORS CAUSING LOW MALE ENGAGEMENT

Our first objective was to determine the factors causing low male engagement in the GPAN project. Understanding why men and boys are not involved in the GPAN project was an important first step in proposing methods to increase male engagement. GPAN has not had the resources to study this issue, so it was an important starting point. We gathered information from Hume male residents to understand their perception of gender-based violence and the GPAN project, and to learn about which community programs are popular and strong at recruiting. Additionally, we gained insights from past male GPAN participants to understand their reasons for joining the program and, ultimately, for leaving. We accomplished this objective through surveys and semi-structured interviews.



**Figure 6:** This flowchart displays our main methods and goals regarding this project.

We administered an anonymous survey with a target population of boys and men aged 18-28, the main demographic GPAN recruits from. The survey asked for participants' gender identities, and we primarily focused our analysis on the male-identifying participants. Data from non-male-identifying people was

beneficial to have because it gave us a baseline to compare the male-identifying data to, but was not our main focus of research. The survey was mostly made up of closed questions, which are important for comparing responses between respondents (Wolf et al., 2016; Lan, n.d.). The questions explored perceptions of gender-based violence, community involvements, and general interests. A list of the survey questions can be found in Appendix A.

The sampling strategy included a survey link sent to partnering organizations and posted in local areas via posters with a QR code. These posters can be seen in Appendix B. The posters were posted on bulletin boards in the BGCS center, outside in the community, inside partnering coffee shops, and in local colleges. These fliers were also sent to local community organizations and sports groups.

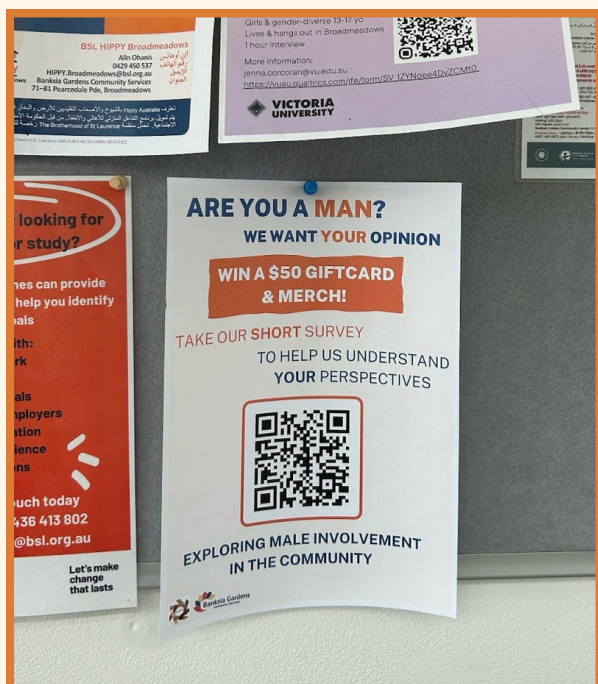


Figure 7: A survey flier posted at Banksia Gardens Community Services.



Figure 8: A survey flier posted at a local cafe.

Examples of these can be seen in Figure 7 and Figure 8. We collected these responses for a month, ensuring a long enough data collection period.

It was understood the survey results did not completely represent the population surveyed but were able to convey a good level of understanding of the population's views. To combat low return rates, we decided to offer incentives. One respondent won a \$50 gift card of their choosing and another won merchandise from GPAN. Because this survey was anonymous, providing a phone number or email to be entered into the raffle was voluntary. This information was only used for contacting the raffle winners.

Overall, using a survey in this scenario helped us understand the male perspective on gender violence, the level of awareness of GPAN among these men, and the reasons for their lack of participation. This was also a good chance to gain information about other programs young men in the community are involved in, which



helped us better understand how to successfully engage them in GPAN. This information was used as a baseline for understanding and creating solutions to increase male engagement.

Another way we explored why men and boys do not engage with GPAN was through semi-structured interviews. While surveys were helpful to gain a broader pool of responses and understand basic perceptions, interviews gave us a more in-depth perspective.

These interview questions assessed their perceptions of the severity of gender-based violence in their community, their commitment to addressing it, and how their gender identity as a man affects them. We also used these questions to understand their interests and what they are involved in.

These semi-structured interviews allowed us to have prepared questions but also gave us the flexibility to develop new questions at our discretion during the interviews. This helped make the interview more conversational and led to more detailed and helpful responses (Adeoye-Olatunde & Olenik, 2021). For anonymity and honest responses, interviewee names were not published. We received oral consent from participants before asking questions, ensuring they were fully informed of our research and understood their rights as subjects. Each interview was conducted by two to four of our team

members and audio recorded. A full list of questions for Hume Men can be found in Appendix C. These interviewees were also entered into the voluntary \$50 gift card and GPAN merch raffle pool.

We identified men to interview primarily by reaching out to youth programs in the area, some of which are a part of Banksia Gardens, to see if any of their male participants would be willing to participate in an interview. We reached out to Fitzroy Football Club, BGCS' after-school program, and BGCS' VC tutoring program for 11th and 12th grade students, along with several organizations mentioned in Section 3.3. We also had the opportunity to sit in the local TAFE cafe to catch students in between courses to interview.

Another invaluable resource for understanding low male engagement in the program were interviews with past GPAN members. We aimed to interview every man who was previously in the program and has since left. Ultimately, we were able to interview three of them. We interviewed these men to understand the reasons behind why they first joined GPAN and eventually left. We inquired about the participants' sense of inclusion in the program, the effectiveness of recruitment methods, and the factors that would make them inclined to recommend the program to others. We hoped that these responses would better inform our suggestions to make the

program more appealing to boys and men. The specific questions we gave to past GPAN members can be seen in Appendix D.

To facilitate analysis of open-ended interview questions we created a program using Python that analyzes key words in the transcripts of the interviews. This gave us the most frequently used words. By using this program we will be able to compare interviews and find most commonly used words and track themes between interviews. This Python code can be seen in Appendix E.

## UNDERSTAND THE STRATEGIES OF OTHER ORGANIZATIONS

The second major project objective was to understand the strategies of other Melbourne community programs that could help us effectively recruit men. The community programs we researched included advocacy groups, support groups, and social groups. This research focused on the demographics of participants within these organizations and the engagement practices these organizations employ. Understanding how other programs recruit men gave insight into what recruitment and engagement methods will work for GPAN.

We interviewed thirteen individuals with backgrounds from nine different organizations in Melbourne and Australia

that provided invaluable insights into male engagement strategies. These organizations all have either high male engagement or missions similar to GPAN and encompass a variety of initiatives, including programs tailored specifically for men and more general community programs. These organizations and programs include No to Violence, Women's Health in the North, DPV Health, Fitzroy Football Club, Safe and Equal, The Men's Table, the Brotherhood of St. Laurence, R4Respect, and Melbourne Polytechnic. A reference guide to these organizations can be found in Table 1. We reached out to these program coordinators through general email contacts, personal contacts from our sponsor, phone calls, and LinkedIn.

**No to Violence** is an organization focused on preventing men's family violence through evidence-informed engagement with men. For 25 years, they have worked directly with men who use family violence, and they are currently Australia's largest organization working with men to end family violence (*No To Violence*, 2024).

**Women's Health in the North** (WHIN) works to eliminate gender inequality and overall improve outcomes in women's health. This is a nonprofit run by women in the community and is a helpful resource since they have similar values and structures. They also focus on educating the community and making

community resources. While they do not have men involved in their program, we knew they would still be valuable to learn about overall community recruitment and engagement (*Women's Health In the North / About Us*, n.d.).

**Fitzroy Football Club** is a football club in the Victoria Amateur Football Association. They are a very popular football club with very high male engagement in their program. They already have a relationship with GPAN and are aware of the program which made it easier to ask more questions. We also wanted to interview them because they engage men very well which makes them good for an organizational interview, but they also had access to large numbers of young men for us to interview (*Fitzroy Football Club / Incorporating The Fitzroy Reds*, 2023).

**Safe and Equal** is the state-wide lead body for the prevention of and response to gender-based violence. They offer numerous resources and also have support services for survivors. Similar to GPAN, they work with community centers and spread information on the best way to approach this issue and work on creating policies to make change (*Safe and Equal / Standing Strong against Family Violence*, n.d.). They were a good resource since they have strong community connections and have similar goals to GPAN.

**The Men's Table** is an organization for men to come together in the Melbourne area and communicate. Men can join

groups to have simple conversations and connect. While this program is different from GPAN, they have strong male engagement (*About the Men's Table*, n.d.). They know how to recruit men and do it successfully, which is why they were a good organization to interview.

**The Brotherhood of St. Laurence** is a community organization working to reduce poverty and offering services to Australians experiencing hardships. They offer a variety of services, including multiple support programs for young people. The Youth Transitions Support Pilot Program allows young refugees to take part in the community via education, work, and sports. This program was a useful resource, as they had experience engaging young people in community programs (*Brotherhood of St. Laurence*, n.d.).

**R4Respect** is a youth action group working to end domestic and family violence in Queensland. Most of their work focuses on learning about respectful relationships. Similar to GPAN, they work to create education and advocacy plans and implement them in the community. They use school and community outreach to relay their messages (*Our Achievements - R4Respect.org*, 2021). This is a program very similar to GPAN that is successful in recruiting men, which made them a great candidate to connect with and learn from.

**Melbourne Polytechnic** is a local university offering TAFE courses. The school has a Gender Equality Action Plan focusing on closing the wage gap between genders; ensuring proportionate representation of all genders and diverse characteristics across the university; and preventing discrimination, harassment, and bullying. Additionally, they offer courses on identifying and responding to family violence and trauma informed practice (*TAFE Courses Melbourne | Melbourne Polytechnic, n.d.*). The Implementation Lead for Gender Equality and Family Violence Primary Prevention at Melbourne Polytechnic was a helpful resource because their program has a similar mission to GPAN's.

Organization	What they do
<b>No To Violence</b>	Referral service providing resources and workshops to men who use family violence.
<b>Women's Health in the North (WHIN)</b>	Working to improve outcomes in women's health and eliminate gender equality.
<b>DPV Health</b>	Have specific programs for counseling victims of family violence and are very prominent in the community.
<b>Fitzroy Football Club</b>	This is a football club with high amounts of community engagement, a focus on player well being, and great rates of member retention.
<b>Safe and Equal</b>	This organization works to provide resources related to family violence and support services for survivors as well as working to create policy and training to businesses.
<b>The Men's Table</b>	This community group creates spaces for men to come together, support each other, and have a space safe to talk.
<b>Brotherhood of St. Lawrence</b>	They have a Youth transitions support pilot program for youth refugees in hume to grow and engage in the community.
<b>R4Respect</b>	Youth action group in Queensland working to end domestic and family violence, mostly focusing on respectful relationships and advocacy.
<b>Melbourne Polytechnic</b>	This is a university with a Gender Equality and Family Violence Primary Prevention group working to educate on these issues.

**Table 1:** Reference guide and summary of organizations for interviews.

During interviews with these program coordinators, we learned how they recruit and keep high male retention. We looked for trends between high male engagement and practices such as advertising, the social issue that the organization deals with, and the presentation of the social issue. This analysis provided insights that guided recommendations for implementation within GPAN. This knowledge helped us come up with strategies for GPAN to implement into their recruitment period. The interviews with program coordinators were conducted and recorded in the same manner as the interviews with local men from the community. Additionally, we used snowball sampling to identify people from other organizations who may provide relevant perspectives (Parker et al., 2019). Interview questions can be found in Appendix F. To analyze the results of these interviews, we used the same transcript analysis tool used for analysis of the interviews in 3.1 to determine the most frequently used words.

Another important step that helped us achieve our objective was interviewing individuals with backgrounds in communication, community engagement, and social marketing. Analyzing marketing strategies and gaining feedback on current GPAN marketing methods would allow us to develop better strategies. These interview questions can be found in Appendix G.

## **DEVELOP AND EVALUATE STRATEGIES FOR RECRUITING MEN**

Our final objective was to develop and evaluate new recruitment practices that will successfully attract male participants to the GPAN project. We developed new strategies based on insights from program interviews and the factors affecting engagement learned from our collected data. Additionally, we surveyed current GPAN members to gain insights to further develop these strategies. As our research took place concurrently with GPAN's primary recruitment period, December to February, we were able to test these strategies as we developed them. After developing recruitment materials and methods, we conducted a focus group to obtain feedback on their effectiveness from current GPAN members.

Surveying current GPAN members gave us insight into their reasons for joining and their continued participation. This information helped us further develop strategies for engaging men. The survey asked participants about how they heard about GPAN, what made them want to be involved, why they continue to be involved and their opinions on the current recruitment poster. These survey questions can be found in Appendix H.

One of the largest problems with recruitment is having a lack of contacts

for groups and organizations with men. Many of the current contacts and recruitment methods target predominantly female audiences. Because of this, we researched other youth community groups that are focused towards men. These community groups included The Men's Table, NRL sports group, and Proactive Self Defence as well as a variety of sports clubs, leisure clubs, and theater groups in the Hume area in hope to spread the message about GPAN's training program and create community partners for the future. We got in contact with the leaders of these groups to share our poster, offer to go to meetings to recruit for GPAN, and create a relationship with them. After this, we shared the contacts with our sponsor to use for recruitment in future years.

We assessed how to best develop recruitment strategies through a focus group with current GPAN members during a GPAN meeting, which can be seen in Figure 9. This allowed us to gain feedback on our strategies and better understand current team members' opinions. Focus groups allow for organized questions being asked but allow for casual discussions. Being in a group setting, this allows more ideas and opinions to be shared at one time (Wilkinson, 1998). Focus groups include pre-planned questions and the flexibility to add follow-up questions. This discussion included presenting new recruitment fliers and exploring various recruitment approaches, including standalone workshops, open



Figure 9: Photo of the focus group being conducted.

meetings, and social events. New recruitment posters were created to be more appealing to men by using different photos, colors, fonts, and wording. These posters can be seen in Appendix I. During the focus group these printed posters were passed around. We asked the group their opinions on the effectiveness of each poster and asked the group a variety of questions regarding adding workshops, more social events, and opening up more meetings to the public. We had note-takers during the focus group to document responses in addition to audio recording the discussion. Based on the focus group's opinions and ideas, we selected and proposed the most positively viewed and successful recruitment methods to GPAN for implementation. These focus group questions can be found in Appendix J.

# FINDINGS

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Our surveys, interviews, and focus group revealed valuable information about recruiting men and increasing long-term male engagement. After we analyzed the responses, a few key themes emerged on why men are not currently engaged in GPAN. Our research also provided further insights for developing recruitment strategies aimed towards men. The concerns of current GPAN members on the topic of involving men in their space is also explored here.

## FACTORS CAUSING LOW MALE ENGAGEMENT

While the majority of men have not been personally impacted by gender-based violence, they do believe it affects other men and the community as a whole. When asked how much they had personally been impacted by gender-based violence, male survey respondents (n = 15) gave an average answer of 2.5 on a scale from 1 to 5, representing “Not impacted at all” to “Impacted greatly” respectively. This can be seen in Figure 10. This signifies that the male respondents do not personally feel greatly impacted by gender-based violence. Meanwhile, when asked their levels of concern about gender-based violence in their community they gave an average response of 3.9 on a scale from 1 to 5, representing “Not concerned” to

“Very concerned” respectively. This can be seen in Figure 11. Similarly, when asked to what extent they believed men were affected by domestic or family violence, they responded with an average of 3.7 on a scale from 1 to 5, representing “Not affected at all” to “Affected greatly” respectively. This can be seen in Figure 12. It is seen that men believe gender-based violence is a concern in the community and does impact men as a whole, even if they do not feel personally impacted. This is an important finding, showing men do believe gender equity and reducing gender-based is a worthwhile topic to work on.

How much have you been impacted by gender-based violence? (Survivor, witness, close friends/family, etc.)

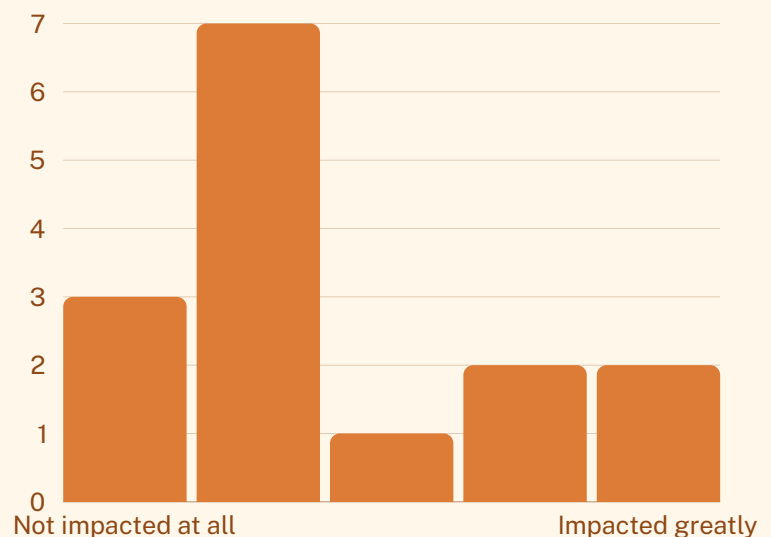
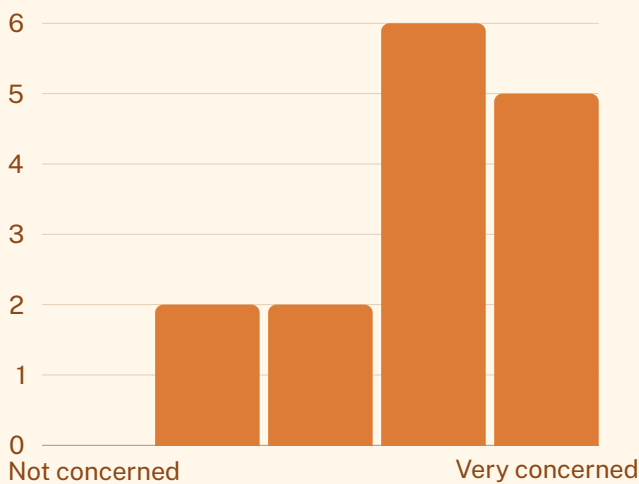


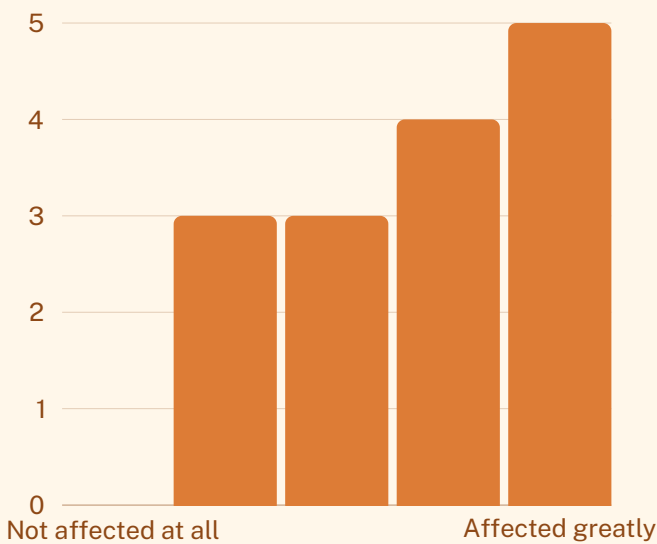
Figure 10: Male survey responses; How much have you been impacted by gender-based violence? (Survivor, witness, close friends/family, etc.)

### How concerned are you about gender-based violence in your community?



**Figure 11:** Male survey responses; How concerned are you about gender-based violence in your community?

### To what extent do you believe men are affected by domestic or family violence?



**Figure 12:** Male survey responses; To what extent do you believe men are affected by domestic or family violence?

Survey responses also provided an understanding of the current involvements of men in the community. We found that men are primarily interested in programs focusing on sports, volunteering, and arts, with 53%, 27%, and 20% of male survey respondents (n = 15) being involved in these activities respectively. Additionally, most men are

open to joining social justice programs. When asked how likely they are to get involved in a social justice program, they gave an average of 3.3 on a scale from 1 to 5, representing “Never” to “Very likely/currently involved” respectively. This suggests that a noteworthy male population in Hume belongs to the “moveable middle,” a segment of the community with moderate beliefs susceptible to influence, when it comes to gender equity and social justice. However, these men believe they do not have opportunities to engage in such programs.

Many men are not engaged in GPAN due to limited awareness of the program’s mission and its significance for the community as a whole. Survey participants provided insights into the factors that would motivate them to join a social justice program. These factors included tangible benefits, standalone events, easy access to information about the program, and witnessing its positive impact on the community firsthand.

While GPAN does offer these benefits, male engagement remains low, despite expressed interest in programs that provide such incentives. This suggests that the lack of involvement of male community members may be attributed, at least in part, to a lack of awareness regarding the program and its role within the community.

Many men do not consider gender



inequity and gender violence to be a problem if they aren't the ones engaging in negative behaviors. A program coordinator in one of the organizations interviewed said men think that **"If they're not using family violence, they don't need to be involved in preventing it...so they don't have a role in being an active bystander or prevention more broadly."**

Reinforcing the idea that gender violence does affect men is an important piece to increasing engagement.

## **FACTORS FOSTERING AN ENVIRONMENT FOR MEN**

One of the most significant factors in getting men involved in a program is creating a welcoming space for them. We found that forming connections with others is one of the most important parts of keeping people engaged in a program. Making sure that existing members welcome and include new members is integral to retaining these members. If new members feel left out from activities or social events outside of the program, they will eventually leave. Additionally, it is easier to make a commitment to a program when there are people you can connect with in those groups. One Health Promotion Officer we spoke with noted that what **"the men found really useful in that space is just being given the opportunity to listen to other men, and also to take the time to kind of do some reflective activity as well and just have the chance to talk in a non-judgmental space for them as well."**

One of the main ideas that came up in our research is that men need other male participants in a program to motivate them to be involved. One program coordinator explained that one reason men stay involved is because of the sense of connection they foster. They said, **"I think in the sense of connection... around 'I'm not here for myself, I'm also here for the guy who's next to me.'"**

Having a space where men feel they are making a difference for not only themselves but the other men involved creates a sense of urgency and encourages them to keep showing up and participating.

Men often require continuous external encouragement to become engaged in programs. According to one program coordinator, **"It takes a fair bit of work, forbidden magic, call it nudging, to get men involved. So you know...one touch point isn't ever going to be enough. It almost needs multiple touch points to get a man involved....Then when they do get involved, we thank them for their courage."** Many men are particularly influenced by others close to them, with women playing a significant role in the engagement of men in their lives. The coordinator of one men's group stated that **"40% of all men who come to a [meeting] openly admit that the female partner in their life prompted them to come up."** Having a multifaceted approach to recruitment with emphasis on word of mouth is favorable when

seeking to engage male members of the community.

Oftentimes male participants feel isolated in spaces that are predominantly made up of women. Additionally, many men are motivated to join groups when they see others they can identify with. Many times they join these groups with the intention of supporting other men rather than themselves. A coordinator of a program that helps men become more emotionally intelligent says that if you tell a man **“Oh, you should come to this, you need it, they're not gonna go but if you say, ‘Come along, because you can help some of your fellow men,’ they're like, ‘Okay, I can do that.’”** However, this has been difficult because GPAN has had at most two concurrent male members in the past. More men joining the program will encourage others to join, creating a more welcoming environment where men can form bonds without feeling isolated.

Another trend that was discussed frequently was the idea of creating a safe and non-judgemental space for men. It can be daunting for men to join a program run by mostly women, and many have a fear of saying the wrong thing and being judged or reprimanded. Because of this, many men that are uneducated on this topic tend to stray away from joining these kinds of groups. A former male GPAN member suggested that to foster inclusivity among men in the program it is essential to **“make it as non-judgemental**

**as possible.”** Men can often make insensitive remarks naively, with no intention of harm, and it can be hard for others to react in a non-confrontational manner to those comments. It is important to work through this ignorance sensitively to ensure these men feel comfortable while being educated. A Health Promotion Officer stated, **“I found what worked with their communications [was]...really using that kind of supportive language instead of ‘you can do better,’ ‘you need to be better,’ it was more like ‘this is really hard.’”** Using inclusive language and behavior is integral in fostering a safe space for men. Conducting meetings without fear of judgment, embarrassment, or ridicule will reduce anxiety in these men and encourage them to continue participating in the future.

Talking about gender-based violence, and more specifically the role men have overall, is very tricky. It is important information to learn and understand, but can also come across as inflammatory and make men feel judged and targeted. One program coordinator summarized this problem by saying, “You have to find a way to talk to men about the problem of gendered violence without shaming men. Nobody likes to be shamed and it just shuts men right off, in fact shuts everybody off. But you can't shy away from the conversations about men's power and privilege.” Finding a way to talk to men productively and teach them

about this issue without shaming or targeting them is the only productive way to get the message across. Being aware of this is important in training men on the topic and advertising GPAN to them.

Creating a space where well-being is prioritized is also essential. A program’s well-being coordinator said, **“having initiatives around welcoming new [participants] and ensuring they’re well supported as well as having programs that support our current [participants]”** is an important part of making sure that participants keep coming back to the program. Checking in on new members helps them support their well-being and create connections with others. Following up in private is important too, especially after moments of embarrassment or vulnerability. Having a dedicated male mentor to help guide new male members through the program will also help them feel more comfortable. Men tend to value the opinions and insight of other men so having male connections in a program is crucial. A word cloud highlighting the main ideas that came up in these interviews can be found in Figure 13.



Figure 13: Word cloud from program interviews.

## IMPORTANT MESSAGING THEMES

One key finding was the importance of the messages that are spread through recruitment advertisements. According to the survey results, emphasizing the tangible benefits or positive impacts participants could gain was important. Additionally, after talking with a community member with a background in communications, we found that targeting the **“moveable middle”** was important in recruiting new members. This term refers to a section of the population that does not have strong beliefs on either side of a spectrum and can be swayed semi-easily. Recruitment efforts should be targeted towards those who are not firmly aligned with either extreme of this spectrum. Determining who the target is and finding the key message to spread is important when engaging in advertising efforts.

Emphasizing standalone meetings and presenting GPAN as a non-committal concept were also found to encourage more casual and accessible involvement from individuals. According to current GPAN members, the continual commitment is the main barrier preventing people from becoming involved. Although GPAN meetings are open to non-members even when they are not actively recruiting, they are not advertised this way. GPAN primarily advertises their training program which may be intense for those who are unfamiliar with gender equity.

Additionally, the idea of making a year-round time commitment can be hard for people. It is much easier for people to stop by a meeting and become familiar with it without having to commit, especially for a program with such a potentially intense topic. We predict people who attend GPAN meetings casually will eventually become regular members if the people and program resonate with them. Focus group participants also proposed the idea of individuals in GPAN holding standalone workshops based on specific skills such as financial literacy, how to change a tire, and law. These meetings would allow for a variety of different topics to be discussed, allowing people to choose exactly what they want to be involved in.

Highlighting the tangible benefits a program can offer to the community or individuals helps men develop a personal interest in the program. According to our survey, a significant number of men expressed interest in participating in a social justice program when they could clearly observe its positive impact on the community. One GPAN member described, **“A lot of it is kind of centered around learning and self improvement, which is definitely a huge part of it...the effect that it has on you in your community and the way that it can change, you know have that ripple effect of the people around you.”** Additionally, the survey revealed many men would be drawn to a program that allows for personal development. Another past GPAN member stated, **“I’ve**

**found that in life, the most important and beneficial things that I’ve ever done have been pushing myself through discomfort and challenging my thinking continually over time.”** GPAN offers this by encouraging individuals to question their assumptions and beliefs, promoting a process of reflection and adjustment based on their findings. Participants in the focus group also pointed out that for many people, benefits such as networking opportunities and professional experience are effective incentives to become involved in programs. GPAN offers volunteer experience that participants can put on their resumes as well as professional development and networking opportunities for those going into social work and community service. Advertising these opportunities is an effective way to increase engagement.

When advertising GPAN, it is crucial to emphasize the friendships that form within the group. Focus group participants stressed the importance of learning alongside and forming connections with like-minded peers, citing it as one of the most important aspects of the program. **“You’re not alone,”** one GPAN member pointed out. Highlighting this opportunity to bond with other young people over similar interests would likely be effective in encouraging new members to get involved.

## EVALUATION OF RECRUITMENT STRATEGIES

One of the most effective methods for recruiting individuals is through word of mouth, leveraging the network of connections that a group can tap into when even a single person shares it. The importance of social media and online advertising on sites such as LinkedIn was something that was stressed through interviews and conversations with current GPAN participants.

One common insight gathered from interviews with program coordinators is that LinkedIn specifically serves as a reliable recruitment tool. Many organizations use this platform to find participants and have reported success in their recruitment efforts. Additionally, many current GPAN members have expressed heavy usage of LinkedIn, and several discovered GPAN through it.

When creating posters to advertise GPAN to the community, it is useful to highlight the ideas supported by the group as well as what the program involves. During the focus group discussion, a friend of a current GPAN member pointed out they did not know what to expect at the meeting from looking at the current GPAN flier. Giving community members a sense of what the program entails increases the chances of interested individuals becoming involved by reducing uncertainty regarding program activities. In order to provide

sufficient information without having excessive amounts of text, focus group members suggested that posters have QR codes with more information about the program. Additionally, it is important the posters clarify the views held by the group to attract like-minded individuals interested in supporting GPAN's mission. This will prevent drastic shifting of the group dynamic. Showcasing key information about the program on recruitment posters will be effective in recruiting community members with similar interests in working toward gender equity.

## CONCERNS REGARDING MALE ENGAGEMENT

Although engaging men and boys in the space of gender equity is integral to reducing gender-based violence, some GPAN members are currently hesitant to alter GPAN's participant base. While these members agree with the necessity of engaging men and boys in the cause as a whole, they are skeptical about the need to expand the male presence in GPAN specifically. One current member shared their concern about adding men by saying, **"...but say 50% of this group was men and 50% of this group of women. How would that change the group?"** There is a lot of concern that the safe space and community values will be shifted with a large increase in male participation.

During the focus group discussion, some

members expressed concerns about a potential shift in the dynamic and the need to modify the language used in meetings to be inclusive to male participants. Another participant shared, **“...when we do have men in training or whatever it already changes the way that we talk and the way that we say things.”** GPAN is currently a space where they can freely talk about gender inequity and gender-based violence. Having more men in the space could change the dynamics and prevent these participants from feeling so free to discuss. It was also found many members would be okay with adding men, as long as they were screened to make sure they fit GPAN’s values.

# — STRATEGIES & RECOMMENDATIONS

We utilized our research findings to create and implement recruitment materials during this year’s recruitment period and deliver a list of recommended recruitment strategies and methods for gaining male participation to GPAN coordinators. We recommend taking key actions that include building connections to recruit from new applicant pools, implementing program changes in GPAN for lower commitment involvement, modifying existing recruitment posters and advertisements, and facilitating discussion with current GPAN members about the future of GPAN in regards to male engagement.

## NEW RECRUITMENT POOLS

GPAN currently struggles with attracting men to their program partially due to the fact that they recruit from areas dominated by women such as community services classes and word of mouth between women. In order to reach more men during the recruitment period, **we recommend building relationships with more organizations around Hume with substantial male demographics** to encourage their members to participate in GPAN and reach a larger recruitment pool. Engaging with sports clubs and

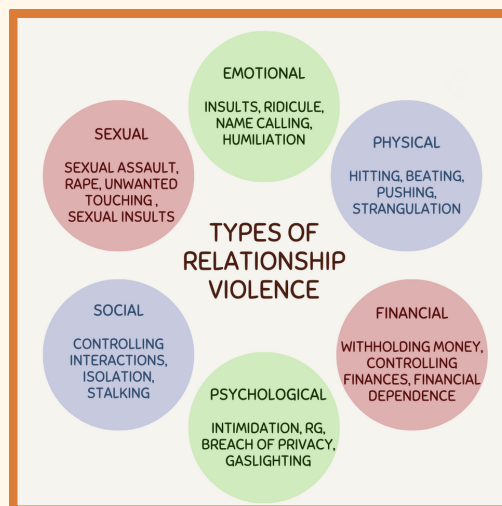
after-school programs is likely to connect GPAN with a larger number of men compared to their current recruitment sources, which are predominantly occupied by females. To achieve this, it is advantageous to develop connections with these organizations. As one program coordinator pointed out, **“You can't do this work in isolation. It has to be done with partners. For example, we work with Banksia Gardens on several projects. It's all about partnership.”** Furthermore, one former GPAN participant cited the value of GPAN’s collaboration with other organizations. They stated, **“And those collaborations... are really good ways of tying different communities together.”** Throughout this term, we assisted GPAN in recruiting through various sports clubs and organizations in Hume with which they had no prior connection. We compiled a list of contacts to facilitate the maintenance of strong relationships and enable continued outreach to more men and boys in the area. This list can be found in Appendix K.

We also suggest **utilizing existing GPAN members as a resource for recruiting men.**

Encouraging them to share their experiences at GPAN or to bring along friends, siblings, and significant others to workshops and meetings can be an easy way to introduce individuals to the program without requiring a commitment to a six-week training.

One of the best ways for GPAN to reach more young people for recruitment is through social media. By establishing a larger social media presence and maintaining consistent activity on platforms such as Instagram, GPAN can increase its visibility, allowing more individuals to become aware of this program. Achieving this wider visibility will increase the chance of attracting more male participants. The most effective way to be active on social media as an organization is to create posts that are eye-catching and impactful. One way to grow GPAN's social media presence is to create posts with facts about the high rates of gender and family based violence in Hume and Australia. Another way to achieve this is by posting short, attention-grabbing graphics with strategies for being a good bystander and easy ways to fight against gender-based violence. **Creating easily shareable and repostable content is crucial for tapping into the network effect of social media.** When posts are easily shareable, individuals are more likely to spread the message of GPAN and tools to end gender-based violence within their personal networks. This allows the organization to connect

with and capture the attention of new audiences who may not have been previously aware of GPAN. One example of this can be seen in Figure 14. This figure is an example of how GPAN information can be presented in an easily shareable way. The social media posts created can be seen in Appendix L.



**Figure 14:** A social media post created to inform on relationship violence.

Apart from expanding GPAN's overall social media presence, directing posts specifically towards the impact on men is crucial for reaching new pools of people. Emphasizing that men are part of the solution and affected by gender equity and gender-based violence will increase their sense of inclusion and engagement with GPAN's content. This targeted approach towards men will not only attract them but also enable GPAN to reach and connect with new audiences. Figure 15 shows an example of using targeted language to target and teach male audiences, and Figure 16 demonstrates a social media post aimed at recruiting men for GPAN.



While most of the content created aims to increase GPAN’s overall social media presence, some of the content targets men by using statistics regarding men and using language found favorable by men such as saying like **“men are part of the solution.”**



**Figure 15:** A social media post with information relevant to male audiences.



**Figure 16:** A social media post using language to recruit men to GPAN.

**Another important social media platform is LinkedIn.** This is a professional tool used by many organizations to share professional opportunities and recruit from. Many current GPAN members use LinkedIn heavily, and some even found

GPAN through it. We recommend utilizing LinkedIn more to recruit for the training program. We created a LinkedIn post which can be found in Appendix M. This post emphasizes the professional development purposes behind the training, which will attract young professionals to the program. This will also help spread GPAN to people in the Hume area who may not have heard about it before.

### PROGRAM CHANGES

After talking to past male GPAN members about the program as well as current members, we identified potential changes to GPAN that may help with recruiting men and member retention. Promoting community engagement in GPAN through smaller-scale events is a key recommendation. **Hosting events such as barbeques, movie nights, and other social gatherings can effectively increase male participation by fostering connections with current GPAN members and the program.** These interactions may encourage men to attend meetings in the future. Independent workshops with the community will also help with this. **By organizing these smaller events, GPAN creates opportunities for men to familiarize themselves with the program without an immediate commitment, potentially leading to future participation.** These events can also be on the theme of gender equity. For example, focus group participants discussed the idea of holding a movie

night where they show a movie with strong female leads or with themes related to gender equity. Movies are something that are enjoyed by a variety of people and can often bring community members together. The screening could be followed by a discussion led by a GPAN member in which participants analyze the film based on a set of prepared questions. One poster created to advertise a general movie night can be seen in Figure 17. A poster created for one specific movie, Barbie, can be seen in Figure 18.



Figure 17: General GPAN movie night flier.

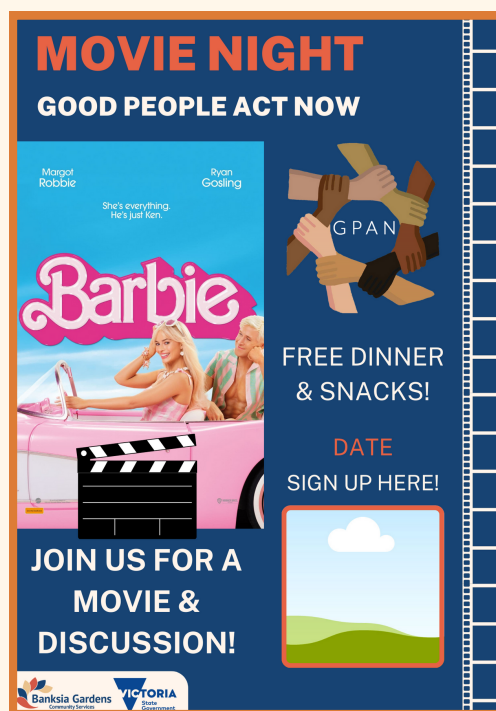


Figure 18: Barbie specific movie night flier.

Potential films to show and discussion questions to go along with each can be found in Appendix N. Additionally, GPAN could hold creative events such as paint or live music nights with themes relating to gender equity. Standalone social events such as these would be an entertaining way to allow community members to become familiar with gender equity and GPAN’s mission without committing to the training program.

Due to much feedback indicating high barriers related to commitment levels, initiating an annual “bring a friend day” would provide individuals with opportunities to engage with GPAN without committing to a six-week training. A friend of a GPAN member who attended a “bring a friend day” this year and participated in the focus group stated they were more likely to get

involved in the program after attending this meeting.

Creating smaller workshops on topics like bystander action and opening them up to the community would be impactful while also being a smaller commitment.

According to one focus group participant, **“...coming to a single meeting or just one workshop probably will get better engagement because a lot of people just won’t commit to ongoing stuff.”** To address sensitive topics and maintain GPAN as a safe space, implementing pre-registration is important. This approach ensures that participants have good motives and are the right fit for the meetings and training sessions.

We also recommend changing the workshops given during training every year. During our interviews with past GPAN members, one stand out comment was about the lack of new and updated information. Many of the workshops and training sessions GPAN hosts review the same skills and strategies every year. One long-term member told us that one of the reasons they left was because every year the information was the same. They stated, **“The value sort of diminishes past, I’d say, two to three years in terms of development opportunities.”** In order to keep participants interested and engaged for multiple years, the information presented should grow and change as well. We recommend that GPAN continues to develop new workshops, providing

members with ongoing learning opportunities. **Each year, GPAN should focus on different topics or update their strategies to keep the content fresh and engaging, encouraging members to return and further their knowledge.**

## ADVERTISEMENT CHANGES

An important way to engage men is through the way GPAN is advertised. We have numerous recommendations to alter advertisements such as recruitment posters and materials. Additionally, we have created new recruitment posters which can be seen in Appendix I.

We recommend that GPAN create posters and advertisements that are easy to understand at a quick glance. **Using posters with fewer words and emphasizing the main aspects of GPAN will allow a viewer to grasp the program with little mental effort.**

Advertisements should emphasize several specific points about GPAN. The first point is that new participants should share similar values with GPAN members. It is important for new participants to not clash with current GPAN members or GPAN’s values. It is important to be clear about what type of “open-minded” people should join GPAN and establish the values GPAN holds.

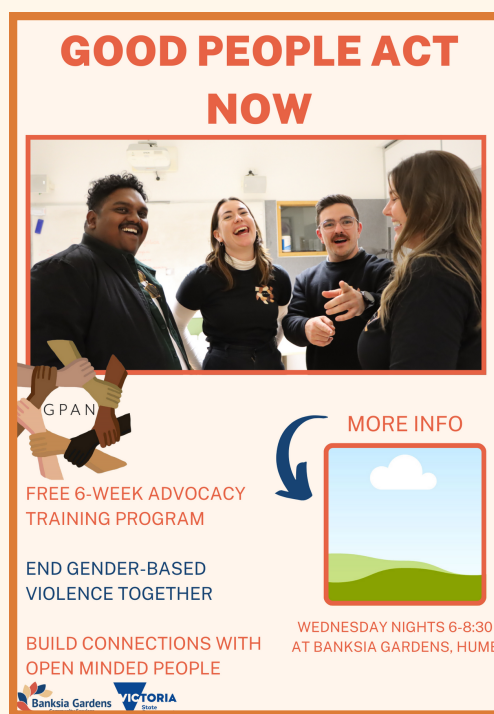
Creating advertisements that show the strong sense of community GPAN has is important in recruiting new individuals.

Using photos with candid moments and friendly faces will show the sense of community that is so integral to GPAN. Whether on posters or social media, capturing moments of friendship and laughter is important moving forward in advertising efforts. Additionally, many current GPAN members liked seeing photos including people of all genders represented together. **Using diverse photos shows how men can be involved and included but also highlights that women are safe.** To tailor recruitment efforts to men, it is also important to specifically showcase them being involved in the program. This will foster a more welcoming community for men, encouraging their participation.

Another message to be emphasized is that GPAN mainly serves the community of Hume. More young people may want to be involved if they know GPAN works in and for their own community. Recruitment advertisements and posters were changed to more explicitly advertise that GPAN is a local organization that focuses on educating young people in Hume City, so that people know that joining GPAN will give them opportunities to help their local community.

A final recommendation about advertising messaging is to emphasize the professional development and resume aspects of the program. This is especially important to those in the community service field. Many participants in the past

have been recruited from a local TAFE's community service program to advance their careers. Emphasizing this clearly on recruitment methods will help people get involved for their own professional aspects. Additionally, highlighting the program as a good volunteer experience for resumes will help those who aren't specifically going into the community service field get involved. It is also important to show that all participants who engage in the free training will receive a certificate of completion. One of the successful posters we created can be seen in Figure 19.



**Figure 19:** A recruitment poster that emphasizes community building, professional development, and the mission of GPAN.

GPAN should advertise itself in different ways to accommodate those who are completely unfamiliar with gender equity and gender-based violence. While it is important new recruits hold similar views to those held by the group, it is beneficial

to appeal to the “**moveable middle**” who may not be familiar with the issue but would be open to learning more. However, it is difficult for those who are completely removed from the issue to be concerned about it and want to commit to a group on a topic they know nothing about. This ties into the importance of advertising on social media sites such as Instagram. We have created some posts for GPAN that use statistics about gender-based violence, bystander action, and other digestible topics. These posts will help people who are removed from the issue get involved and want to see a change in their community. These posts can be seen in Appendix L.

Additionally we came up with a few specific marketing changes to make GPAN advertisements stand out more to men. Creating eye-catching posters with appealing visuals and bright colors that stand out is important to capturing the attention of viewers. The use of color and engaging photos specifically are important to engagement.

**It is important to grab male attention but to be careful with male-centric language.**

One of our posters originally used the phrase “Men are affected too,” which demonstrated how closely men are impacted and would attract the attention of the male viewer. However, we found that many GPAN members did not like focusing on this, as it takes attention away from the effect of violence on

women, which GPAN focuses on. While violence against men is a significant issue, this is not the focal point of GPAN’s project, so this messaging may be misleading. There was also concern around this messaging attracting men who are not as like minded as the current members. We listened to this feedback and changed the poster to say “Men are part of the solution” which got much more positive feedback from the focus group, while still attracting male attention.

Moving forward, we also recommend collecting quotes from current GPAN members to be put on recruitment materials. These quotes can be about why they joined, why they continue to participate, or what they have gotten out of GPAN. These quotes can be used on recruitment posters, social media, and GPAN’s website. This personal messaging will show real human connection and will help engage new recruits.

Additional recommendations can be seen in Appendix O.

## **FUTURE DISCUSSIONS REGARDING MALE ENGAGEMENT**

An important topic that arose in our discussions with current GPAN members was their overall hesitancy about our goal of engaging men. Although all participants understood the importance

of engaging men in gender equity and gender-based violence spaces, some did not see the benefit this would have for GPAN as a program.

**It is important to maintain GPAN as a safe space for women if more efforts are going to be put towards recruiting men to the program.**

We recommend continuing the process of thorough screening of all new members, especially men. One interviewee who works in the Gender Equality and Family Violence Primary Prevention space had a similar problem about getting productive men to join programs. While talking about screening students they said, “[It was important] to be able to screen students to make sure firstly they were interested. Secondly, they had capacity, be that they weren't, you know, to also manage resistance and backlash. Just make sure we didn't have anyone joining...who want to...effectively disrupt the group.” Screening men to understand why they want to be involved and what they hope to get out of joining the GPAN training is very important. This will ensure they are open-minded, have views that align with GPAN's, and will contribute to a safe and welcoming environment. This is integral in maintaining the integrity and community GPAN has built. After applying and having strong written answers, a phone call or interview could be set up to make sure they will be productive, positive members of GPAN.

open discussions with current participants to fully understand their opinions on the future of GPAN. Do they want to keep it a predominantly female space? Are they open to letting men in? Do they want to create a separate space for men? Understanding the opinions of current participants will help decide the best course of action moving forward. If the current members are not open to increasing male participation, GPAN will not be a safe and welcoming space for men to join. Discussing our findings and recommendations with GPAN members is integral to the future development of the group.

If GPAN members are unwilling to increase their recruitment towards men, one option is to consider making GPAN a female only space or creating a new group for women or men specifically. Creating a space just for women could reduce anxiety around male participation. Maintaining a space for women only will ensure they have a safe space to talk without worrying about being sensitive in the way they speak. There are downsides to this, however, including enforcing gender binaries and excluding gender-diverse people, and further increasing the gap of knowledge of men in this space.

# CONCLUSION

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The Broadmeadows region and Australia as a whole have high rates of family and gender violence. Good People Act Now is a program working to prevent gender-based violence through advocacy, but they struggle to involve men in their program. Male involvement is critical to increasing awareness of gender violence, but low male participation in GPAN's program is limiting their range of advocacy.

Through our research we determined the factors behind this lack of engagement and created strategies to increase it in the future. After analyzing survey results, we discovered that many men in Hume do not feel personally affected by gender-based violence, but have expressed overall concern for it in their community and recognize that men are affected by it. They have also shown willingness to engage in social justice work. This data shows that if men were presented with information about GPAN in a curious, welcoming manner they would be willing to be involved.

After talking to a variety of program coordinators, we recommend GPAN to advertise more directly to male demographics and ideals. This should be done by talking about gender-based violence in a curious, team-oriented

manner rather than promoting shocking statistics targeted towards men. Shifting the language to be less accusatory and creating a space where men feel safe and comfortable to talk is integral in long-term engagement.

Additionally, increasing the focus on professional development and tangible benefits will increase engagement. Highlighting the training program as a professional development opportunity and resume builder which includes a completion certificate will increase male interest.

We also learned that a six-week training program and fortnightly meetings can be hard to commit to for many individuals. Creating opportunities for smaller-scale single sessions, trainings, and events will increase overall engagement and familiarity with the program without a long-term commitment.

Another important finding is the importance of recruitment in male dominated areas. Working to spread GPAN to organizations with larger numbers of men is integral in increasing male engagement. Sharing recruitment materials to places such as leisure centers and sports groups will increase the male recruitment pool significantly.

It is also important to discuss these changes with current GPAN members. Changing the group dynamic may make current participants uncomfortable, so hosting continued discussions about the plans of the group is important to keeping GPAN as a place that meets their values.

Overall, creating a safe, welcoming, and low-commitment environment is the best way to increase male engagement. Shifting advertising efforts and the way advertisements are presented will be most successful. After implementation of some of these strategies, the most recent GPAN training session had twenty-two total participants, with seven being male-identifying. This is the highest number of male participants GPAN has ever had, which shows GPAN is evolving to a more diverse and widespread program. Leaders in the gender-based violence prevention space are very optimistic about these findings and hope to use them to increase male participation in their own programs.



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# APPENDICES

## Appendix A: Survey Questions for Hume Community

1. What is your gender identity? (ex. man, woman, nonbinary, etc.)
2. How old are you?
  - a. 18 - 25
  - b. 26 - 30
  - c. 31 - 45
  - d. 46 - 60
  - e. Over 60
3. What community programs/activities are you currently involved in?
  - a. Sports
  - b. Arts
  - c. Music
  - d. Leadership Programs
  - e. Community Advocacy
  - f. Social Justice
  - g. Tutoring
  - h. Science Clubs
  - i. Theatre
  - j. Professional Groups
  - k. Volunteer Programs
  - l. Other: \_\_\_\_\_
4. How concerned are you about gender-based violence in your community?
  - a. Scale from 1 (Not concerned at all) to 5 (Very concerned)
5. How much have you been exposed to gender-based violence?
  - a. Scale from 1 (Never exposed) to 5 (Frequently)
6. To what extent do you believe men are affected by domestic or family violence?
  - a. Scale from 1 (Not affected at all) to 5 (Affected greatly)
7. How familiar are you with Banksia Gardens Community Services?
  - a. I have never heard of Banksia Gardens Community Services
  - b. I have heard of but Banksia Gardens but haven't participated in a program
  - c. I have heard of them and have participated in one or more programs

## Appendix A: Survey Questions for Hume Community CONT.

8. How familiar are you with the Good People Act Now initiative?
  - a. I have never heard of Good People Act Now
  - b. I have heard of Good People Act Now but have not participated in it
  - c. I am a past or current GPAN member
9. How likely are you to get involved in a social justice program?
  - a. Scale from 1 (Never) to 5 (Very likely/currently involved)
10. What would make you want to join a social justice program?

## Appendix B: Survey Fliers



**WIN A \$50 GIFTCARD  
& MERCH!**

**EXPLORING MALE  
INVOLVEMENT IN THE  
COMMUNITY**



TAKE OUR **SHORT SURVEY**  
TO HELP US UNDERSTAND  
**YOUR PERSPECTIVES**

 Banksia Gardens  
Community Services



**ARE YOU A MAN?**  
**WE WANT YOUR OPINION**

**WIN A \$50 GIFTCARD  
& MERCH!**

TAKE OUR **SHORT SURVEY**  
TO HELP US UNDERSTAND  
**YOUR PERSPECTIVES**



**EXPLORING MALE INVOLVEMENT  
IN THE COMMUNITY**

 Banksia Gardens  
Community Services

## Appendix C: Interview Questions for Hume Men

1. Do you believe gender or family based violence is a problem in your community?
2. What do you think it means to be a man in society and what are important characteristics of being a man?
3. What can men do to reduce relationship violence?
4. Do you have any opportunities to talk to other men or people in the community about these topics?
5. What is your perception of the Good People Act Now program?
6. Have you ever considered joining a youth action group?
  - a. What makes you hesitant to join one?
  - b. What would make you want to join one?
7. What community programs or activities are you currently involved in and why?

## Appendix D: Additional Interview Questions for Past GPAN Members

1. What made you get involved in GPAN?
2. Did you feel included in the program?
3. What did you like about the program?
4. What do you think could be improved about the program?
5. Do you have any suggestions to better advertise GPAN to male community members?
6. What were your reasons for leaving GPAN?
7. Would you recommend joining GPAN to other men?
8. Is there anything else you would like to tell us?

## Appendix E: Data Analysis Code

```
1 punc = ' '!()-[]{};:'"\,.<>./?@#%$^&*~`1234567890''
2
3 def clean_string(s: str):
4     for i in s:
5         if i in punc:
6             s = s.strip().replace(i, "")
7     return s
```

```
1 from clean_string import *
2
3 def word_count(t: str):
4     try:
5         f = open(t, "r") # open text file
6     except:
7         return None
8
9     lines = f.readlines()
10    all_words = dict()
11    print('Counting words in ', t)
12    for line in lines:
13        for word in line.lower().strip().split(" "): # lowers and makes lines into list of words
14            word = clean_string(word) # removes punctuation from words
15            if word not in all_words:
16                all_words[word] = 1 # if we haven't seen this word yet
17            else:
18                all_words[word] += 1 # if we have seen this word
19    f.seek(0)
20    f.close()
21    return all_words
```

```
1 def get_top_ten(word_counts: dict):
2     top_ten = list()
3     items = list(word_counts.items())
4     sorted_items = sorted(items, key= (lambda t: -t[1])) #sorts the words by their word counts
5     # print(sorted_items)
6     # splice the sorted list to only have the top 10
7     top_ten = sorted_items[:10]
8
9     #ensures that top_ten is exactly 10 elements long
10    if len(top_ten) < 10:
11        for i in range(10-len(top_ten)):
12            top_ten.append(('', 0))
13    # print(top_ten)
14
15    return top_ten #returns list of sorted tuples where [0] = 'word' and [1] = 'word_count'
```



## Appendix E: Data Analysis Code CONT.

```
1  import os
2  from transcript import *
3  from get_top_ten import *
4  # "./Transcripts./Program Coordinators"
5  # folder = "./Transcripts./Male Interviews"
6  folder = "./Transcripts./p1" #folder with transcripts in it also needs to be changed in write_top_tens
7  Dir = os.listdir(folder)
8
9  common_words = ['a', 'the', 'i', 'is', 'are', 'we', 'and', 'of', 'to', 'our', 'that', ',', 'in', 'for',
  'this', 'on', 'but', 'will', 'it', 'they', 'have', 'not', 'has', 'us', 'with', 'you', 'who', 'can', 'be',
  'or', 'those', 'their', 'because', 'its', 'than', 'as', 'these', 'all', 'must', 'what', 'no', 'when',
  'at', 'every', 'do', 'let', 'cannot', 'less', 'too', 'from', 'only', 'more', 'cant', 'could', 'should',
  'wont', 'your', 'like', 'so', 'yeah', 'alexandra', 'interviewee', 'people', 'well', 'hink', 'good',
  'know', 'sort', 'just', 'violence', 'im', 'were', 'thats', 'also', 'about', 'um', 'then', 'some', 'them',
  'sure', 'any', 'okay', 'dont', 'if', 'stuff', 'other', 'nathan', 'there', 'guess', 'definitely', 'feel',
  'thing', 'was', 'might', 'kind', 'youre', 'get', 'right', 'one', 'things', 'going', 'speaker', 'go',
  'my', 'trying', 'would', 'say', 'how', 'up', 'yes', 'see', 'out', 'look', 'which', 'very', 'into',
  'theyre', 'got', 'whats', 'got', 'me', 'youve', 'much', 'bit', 'theres', 'before', 'something', 'little',
  'gpan', 'japan', 'had', 'rubio', 'here', 'ive', 'being', 'she', 'question', 'questions', 'somehow',
  'part', 'really', 'lot', 'an', 'amanda', 'interesting', 'found', 'around', 'want', 'probably',
  'interview', 'awesome', 'send', 'terms', 'where', 'team', 'looking', 'kathryn', 'been', 'important',
  'many', 'quite', 'by', 'based', 'make', 'way', 'thought', 'time', 'ok', 'research', 'havent', '1', '2',
  'come', 'work', 'whole', 'along', 'mens', 'actually', 'need', 'hard', 'sometimes', 'maybe', 'primary',
  'mean', 'specific', 'doing', 'within', 'having', 'obviously', 'still', 'least', 'always', 'rather',
  'again', 'even', 'great', 'years', 'new', 'anything', 'space', 'thank', 'similar', 'consent', 'through',
  'back', 'ones', 'young', 'now', 'thinking', 'sorry', 'alright', 'makes', 'sense', 'did', 'use', 'lets']
10
11
12  def get_all_top_tens():
13      all_word_counts = dict() #dict that maps file name to the dict of word counts
14
15      #all_word_counts[filename] is a word count dict from word_count
16
17      all_top_tens = dict() #dict that maps file name to a list of tuples with [0] = 'word' and [1] = word
  count
18  for filename in Dir:
19      filename = f"{folder}/{filename}"
20      # print(filename)
21      if filename.endswith('.txt'):
22          all_word_counts[filename] = word_count(filename) #gets a word count dict for each .txt
23          for word in common_words: # filters out common words
24              if word in all_word_counts[filename]:
25                  del all_word_counts[filename][word]
26          print('Getting top 10 for ', filename)
27          all_top_tens[filename] = get_top_ten(all_word_counts[filename])
28  return all_top_tens #dict that maps file name to a list of tuples with [0] = 'word' and [1] = word
  count
```

## Appendix E: Data Analysis Code CONT.

```
1  √ from get_all_top_tens import *
2    import pandas as pd
3
4  √ def write_top_tens():
5      all_top_tens = get_all_top_tens()
6      fixed_data = dict()
7      print('Writing CSV file')
8      folder = "./Transcripts./p1"
9  √   for dic in all_top_tens:
10         dicName = dic.replace(folder, "")
11         fixed_data[dicName + ' words'] = [word[0] for word in all_top_tens[dic]]
12         fixed_data[dicName + ' counts'] = [word[1] for word in all_top_tens[dic]]
13         fixed_data[dicName + ' empty'] = ['' for i in range(10)]
14
15     sheet = pd.DataFrame(fixed_data)
16     f = sheet.to_csv(folder + '_top_ten_sheet.csv', index = False)
17     print('CSV file complete')
18     return sheet
19
20 write_top_tens()
21 #print(write_top_tens())
```

## **Appendix F: Interview Questions for Program Coordinators**

1. What is your name, job title, and the company you work for?
2. What is the focus of your program and what do you aim to accomplish?
3. How do you spread the word and recruit for your program?
4. How many men are involved in your program versus women?
5. Are there any specific tactics being employed to involve men?
6. What makes men want to stay involved?
7. Have you gotten any feedback from men regarding your programming or outreach methods?
8. Who else do you know that would have an interesting perspective about this topic?
9. Do you know of any other similar organizations with high male engagement?

## **Appendix G: Interview Questions for Marketing and Communications Professionals**

1. What do you think about the GPAN poster from a communications perspective?
2. How would you tailor the messaging of the advertisements better to men?
3. Have you recruited men for a program similar to GPAN before?
4. Do you think there are any organizations that do really well at advertising for men?
5. Are there any specific tactics that would better engage men?
6. Do you know of any other people with marketing insight that we could reach out to?

## **Appendix H: Survey Questions for Current GPAN Members**

1. How did you hear about GPAN?
2. What made you want to join GPAN?
3. What makes you want to stay involved in GPAN?
4. What are your thoughts on the current recruitment poster?
5. Do you have any other thoughts?

# Appendix I: Recruitment Posters

## GOOD PEOPLE ACT NOW

**COME STOP BY!**

16-28 YEAR OLDS

MAKE A DIFFERENCE IN YOUR COMMUNITY

BUILD CONNECTIONS

OPEN MINDED PEOPLE



TOWARDS GENDER EQUALITY



WEDNESDAY NIGHTS 6-8:30  
AT BANKSIA GARDENS, HUME



MORE INFO



## GOOD PEOPLE ACT NOW

**JOIN US!**

16-28 YEAR OLDS

FREE 6-WEEK TRAINING PROGRAM TO LEARN ABOUT GENDER BASED VIOLENCE ADVOCACY

MAKE A DIFFERENCE IN YOUR COMMUNITY



TOWARDS GENDER EQUALITY





WEDNESDAY NIGHTS 6-8:30  
AT BANKSIA GARDENS, HUME



MORE INFO



## GOOD PEOPLE ACT NOW





FREE 6-WEEK ADVOCACY TRAINING PROGRAM


END GENDER-BASED VIOLENCE TOGETHER

BUILD CONNECTIONS WITH OPEN MINDED PEOPLE

WEDNESDAY NIGHTS 6-8:30  
AT BANKSIA GARDENS, HUME





MORE INFO



## GENDER EQUITY

GOOD PEOPLE ACT NOW





16-28 YEAR OLDS


END GENDER-BASED VIOLENCE TOGETHER

OPEN MINDED PEOPLE

WEDNESDAY NIGHTS  
AT BANKSIA GARDENS



MORE INFO



Appendix I: Recruitment Posters CONT.

**GOOD PEOPLE ACT NOW**



TOWARDS GENDER EQUITY TOGETHER



MORE INFO



**YOUTH EMPOWERMENT GROUP**  
16-28 YEAR OLDS  
**EQUALITY**  
WEDNESDAY NIGHTS 6-7:30 AT  
**BANKSIA GARDENS**




**GOOD PEOPLE ACT NOW**

**EMPOWERMENT KNOWS NO GENDER**




16-28 YEAR OLDS  
GENDER EQUITY  
TAKE ACTION!

MORE INFO



WEDNESDAY NIGHTS AT BANKSIA GARDENS




**MEN ARE PART OF THE SOLUTION**

WORK TOGETHER TO END GENDER-BASED VIOLENCE



WEDNESDAY NIGHTS AT BANKSIA GARDENS, HUME


YOUTH ACTION GROUP



MORE INFO




**WHAT IS GENDER EQUITY?**




EQUAL OPPORTUNITIES FOR ALL REGARDLESS OF GENDER



INEQUITY IS A LEADING CAUSE OF GENDER BASED VIOLENCE

EQUITY EMPOWERS YOUR COMMUNITY TO DO GREAT THINGS

**SIT IN ON A MEETING!**  
WEDNESDAY NIGHTS AT BANKSIA GARDENS



MORE INFO

Appendix I: Recruitment Posters CONT.



## GOOD PEOPLE ACT NOW

WORK TO PREVENT GENDER-BASED VIOLENCE TOGETHER

**YOUTH EMPOWERMENT**  
**16-28 YEAR OLDS**  
**MAKE A DIFFERENCE**  
**CONNECT WITH OPEN MINDED PEOPLE**

[MORE INFO](#)




WEDNESDAY NIGHTS AT BANKSIA GARDENS




## GOOD PEOPLE ACT NOW

**RESUME EXPERIENCE**

FREE 6-WEEK TRAINING PROGRAM

WORK WITH OPEN MINDED INDIVIDUALS

END GENDER BASED VIOLENCE AND WORK TOWARDS GENDER EQUITY TOGETHER

MAKE A DIFFERENCE IN YOUR COMMUNITY

[TOWARDS GENDER EQUALITY](#)




[MORE INFO](#)





## GOOD PEOPLE ACT NOW



[TOWARDS GENDER EQUALITY](#)



**MAKE CONNECTIONS**

**LEARN ABOUT GENDER EQUITY**

**16-28 YEAR OLDS**

**NO REQUIREMENT TO JOIN**

**DINNER PROVIDED**

[MORE INFO](#)






## SAFE SPACE FOR ALL

GOOD PEOPLE ACT NOW



**16-28 YEAR OLDS**

**NON-JUDGEMENTAL**

**LEARN ABOUT GENDER EQUITY**

**WELCOMING SPACE FOR ALL**

[MORE INFO](#)





WEDNESDAY NIGHTS AT BANKSIA GARDENS





Appendix I: Recruitment Posters CONT.


# WHAT IS GPAN?

GPAN IS A YOUTH ACTION GROUP THAT PROMOTES GENDER EQUITY TO ELIMINATE GENDER-BASED VIOLENCE IN HUME CITY


GPAN OFFERS TRAINING FOR YOUNG PEOPLE TO BECOME ADVOCATES FOR GENDER EQUITY



**SIT IN ON A MEETING!**  
WEDNESDAY NIGHTS  
AT BANKSIA GARDENS



MORE INFO



# MOVIE NIGHT

## GOOD PEOPLE ACT NOW



**DATE**  
SIGN UP HERE!

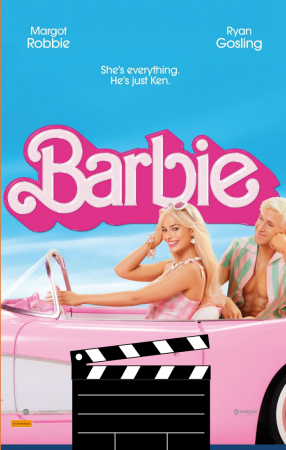



CATCH A FLICK & DISCUSSION WITH US!




# MOVIE NIGHT

## GOOD PEOPLE ACT NOW





**FREE DINNER & SNACKS!**

**DATE**  
SIGN UP HERE!



JOIN US FOR A MOVIE & DISCUSSION!



# MEN ARE NOT THE PROBLEM. THEY ARE PART OF THE SOLUTION

**GOOD PEOPLE ACT NOW TRAINING COURSE**

**FREE 6-WEEK GENDER EQUITY AND GENDER BASED VIOLENCE PREVENTION TRAINING**

**MAKE A DIFFERENCE IN YOUR COMMUNITY**

**16-28 YEAR OLDS**




MORE INFO



Appendix I: Recruitment Posters CONT.

# GOOD PEOPLE ACT NOW TRAINING




**GOOD PEOPLE ACT NOW TRAINING COURSE**

**FREE 6-WEEK GENDER EQUITY AND GENDER BASED VIOLENCE PREVENTION TRAINING**

**MAKE A DIFFERENCE IN YOUR COMMUNITY**



**MORE INFO**

**16-28 YEAR OLDS**




# GOOD PEOPLE ACT NOW TRAINING




**FREE 6-WEEK TRAINING WORKSHOP TO LEARN ABOUT GENDER EQUITY AND GENDER-BASED VIOLENCE**

**COMPLETION CERTIFICATE AND RESUME BUILDER**

**MAKE A DIFFERENCE IN YOUR COMMUNITY**



**MORE INFO**




# GOOD PEOPLE ACT NOW



**FREE 6-WEEK GENDER EQUITY AND GENDER-BASED VIOLENCE PREVENTION TRAINING**

**MAKE A DIFFERENCE IN YOUR COMMUNITY**

**RESUME BUILDER!**

**WEDNESDAY NIGHTS 6-8:30 AT BANKSIA GARDENS, HUME**




**MORE INFO**




# GOOD PEOPLE ACT NOW




**FREE 6-WEEK TRAINING WORKSHOP TO LEARN ABOUT GENDER EQUITY AND GENDER-BASED VIOLENCE**

**COMPLETION CERTIFICATE AND RESUME BUILDER**

**MAKE A DIFFERENCE IN YOUR COMMUNITY**



**MORE INFO**






Appendix I: Recruitment Posters CONT.

## EXPERIENCE OPPORTUNITY GOOD PEOPLE ACT NOW



**PROFESSIONAL DEVELOPMENT  
RESUME BUILDER  
STOP GENDER BASED VIOLENCE TOGETHER  
16-28 YEAR OLDS**

**MORE INFO**



WEDNESDAY NIGHTS  
AT BANKSIA GARDENS



## BE PART OF THE SOLUTION




**JOIN US FOR THE GOOD PEOPLE ACT NOW TRAINING COURSE**

**FREE 6-WEEK PROGRAM**

**GENDER EQUITY AND GENDER-BASED VIOLENCE PREVENTION WORKSHOP**

**RESUME BUILDER**

**MORE INFO**




## JOIN US TO REDUCE GENDER-BASED VIOLENCE

**JOIN THE FREE GOOD PEOPLE ACT NOW 6-WEEK TRAINING COURSE**

**WORK TOGETHER TO LEARN ABOUT GENDER EQUITY AND GENDER-BASED VIOLENCE**



**JOIN US!**  
WEDNESDAY NIGHTS  
AT BANKSIA GARDENS

**MORE INFO**





## COME STOP BY!

**GOOD PEOPLE ACT NOW**

**FREE 6-WEEK GENDER EQUITY AND GENDER-BASED VIOLENCE PREVENTION TRAINING**

**MAKE A DIFFERENCE IN YOUR COMMUNITY**



**WEDNESDAY NIGHTS  
AT BANKSIA GARDENS**

**MORE INFO**





## Appendix J: Focus Group Questions

1. How do you feel about having individual workshops to get people to learn about GPAN and the program like an open house or open meetings?
2. How do you feel about more GPAN sponsored social events like movie night or 3. doing something with art/music?
3. What are the most important parts of GPAN you want to be advertised?
4. What are your thoughts on the original poster?
5. What are your thoughts on the new posters? What do you like or not like? What would you want to change?
6. What are the biggest things you get out of GPAN/would you recommend people join?

## Appendix K: New Contact List

**Gender Based Violence Contacts:**

Organization	Contact Name	Contact Email	Position
DPV Health			Family Violence Program Manager
Safe and Equal			Prevention Practice and Workforce Development Manager
R4Respect			R4Respect Coordinator
Rachel Pascua			Principal Stakeholder Engagement Officer QLD Domestic and Family Violence Prevention Council  Previously: Our Watch Government Relationship Advisor and R4Respect Program Manager

**Appendix K: New Contact List CONT.**

Organization	Contact Name	Contact Email	Position
Brotherhood of St. Lawrence			Youth Transitions Program Manager
The Men's Table			Co-Founder
NRL Victoria			Operations Manager
Hume Youth Services			
Vascol			RTO Manager
South East Community Links			Family Violence Prevention
Pro Active Self Defense			
Hume City Football Club			
Hume Football Netball League			
Hume Gender Equity in Sports Network			Hume City Council Family Violence Prevention Officer
Tullamarine Tennis Club			
Sunbury Jets Basketball Club			
Boiler House Theatre Company			
Hume Tennis			
Broadmeadows Star Soccer Club			
Upfield Soccer Club			
Craigieburn Eagles Basketball Club			
Roxburgh Park Cricket Club			
Greenvale Tennis Club			

## Appendix L: Instagram Posts

“

**Domestic abuse  
will never end  
until we make it  
socially unacceptable**

MARK GROVES- NATIONAL  
CENTRE FOR DOMESTIC  
VIOLENCE

”

Everyone has the human right to live in safety and free from violence and abuse. Society has a duty to recognise and defend this right.

—  
WOMEN'S AID

JOIN GPAN NOW AND END FAMILY  
VIOLENCE

WEEKLY AVERAGE

72

Reports of Family Violence in  
Hume

@goodpeopleactnow

### HERE ARE 4 TIPS TO HELP YOU Be a Good Bystander

**Disrupt: take action in the moment**

Do not laugh at inappropriate jokes, change the topic, leave the situation

**Support the affected person**

Create a distraction, ask if they are okay, ask how you can help

**Report: Involve other people**

Share your experience with friends and coworkers, report incident, contact the police or HR

**Step up!**

If you see something happening, step up and help!

Appendix L: Instagram Posts CONT.

@GoodPeopleActNow 

---

1 in 5 women



have experienced sexual violence since the age of 15

↓

Help end all forms of violence against all women and girls everywhere  
(\*FDSV Summary\*)

### How To: Challenge Sexist Remarks

She is SO bossy	→	She is a strong leader
You throw like a girl	→	Why is that a bad thing?
She is playing Hard to Get	→	She is not interested, you should leave her alone

✕ ✕ ✕ ✕

## JOIN OUR TEAM!

GOOD PEOPLE ACT NOW

Ages 16-28  
Everyone Welcome!

**Qualifications:**

- ▶ Passion to learn about gender equity and reducing family violence
- ▶ Willing to participate in a free 6 week training program
- ▶ Able to work individually and team

Interested?

Submit your application:  
[goodpeopleactnow.org.au](http://goodpeopleactnow.org.au)

◀◀◀◀



## Appendix M: LinkedIn Post

**Goal:** Utilize LinkedIn more!

**Why?**

- Many organizations use LinkedIn to recruit for programs.
- You will cast a much more broad net and find more people than through traditional recruitment methods.
- LinkedIn is a legitimate source people use to help find opportunities and build resumes.
- This will focus on finding people interested in this line of work, looking to boost resumes, and needing volunteer or community service experience.
- Many organizations and people we have interviewed use LinkedIn heavily and have success.

**What should be posted:**

Hello! Are you 16-28 years old and passionate about gender equity and ending gender-based violence? Are you looking for a chance to grow professionally? Do you want to work with a group of like-minded peers to make a difference in your community?

The Good People Act Now team offers a FREE annual 6-week course beginning February 21st 2024 for young people aged 16-28. Sign up [here](#) to talk with like-minded young people about topics including:

- Introduction to gender inequality and gender-based violence
- Respectful relationships
- Challenging gender stereotypes
- Intersectional feminism
- Responding to disclosures
- Bystander action
- Dealing with backlash and influencing peers

Register now to make your community safer!

## Appendix N: Movie Night Ideas

**Why this is a good idea:** Lowkey social events are a great way to bring people together and build community. Movie nights are appealing and are an easy way to meet GPANers and learn about the program in a low commitment, fun way. Many movies touch on gender inequality in a variety of ways (workforce, sports, government, etc). These movies spread messages in a fun, digestible way and have a lot of potential for productive conversations regarding gender. This is a good way for men to be involved in discussions around gender in a low stress, meaningful way.

### Overall Structure

- One to two days a year: Community GPAN-sponsored movie night
  - Friday or Saturday Night (6 pm start)
- Start with pizza to get together and chat the first 20 minutes
  - Have popcorn during the movie and watch the whole thing
- 45 min discussion about the movie and gender equity as a whole (with prompting questions)

### Good Movies for Movie Night

- Hidden Figures
- On the Basis of Sex
- Barbie
- Battle of the Sexes

### Discussion questions for Each Movie

1. **Hidden Figures** [Discussion guide I used for reference](#)
  - a. Which parts of the movie do you remember most? Why do you think that is?
  - b. How were Katherine, Mary, and Dorothy discriminated against? How did they succeed despite this discrimination?
  - c. Have you been treated fairly based on your gender? Have you seen other people be treated fairly based on their gender?
    - i. How have you responded to this? If you were to see or hear this now, how would you react differently to people being treated unfairly?
  - d. Did you notice a difference when other people started to stand up for Dorothy, Katherine, and Mary? Why was it important to have male supporters?
  - e. What would you do if you were told you could not pursue a career/job based on how you look or who you are?
  - f. What can you do to help others break barriers?

2. **On the Basis of Sex** [Discussion questions](#)

## Appendix N: Movie Night Ideas CONT.

- a. At the beginning of the film, the Dean of Harvard makes the women defend why they should have a place at Harvard and as a lawyer. What is so problematic about this? What examples can we think of in current times where women, people AFAB, and other non-cisgender men have to defend their right to exist in spaces that men occupy without question?
- b. Ruth has accepted a job as a professor because no law firms would hire her (largely, we can assume, due to her gender). During one scene of the film, her husband tells her "You're teaching the next generation of lawyers who are going to change the world, why are you upset about that?" To which Ruth replies, "Because I wanted to be doing that." So often in life, women are cast or assumed into roles as supporters: teachers, wives, mothers, nurses (not doctors), etc. What is the harm of women always being forced into these supporting roles and never the role of participant or main character?
- c. Ruth sets out to finally take down gender based discrimination by using strategies her fellow lawyers haven't yet tried; she uses a man's case, not a woman's, to try and get the law overturned. While we may wish to live in a world where the suffering of women was enough to get the courts to pay attention and do the right thing, Ruth recognizes that unfortunately, she doesn't. So she changes tactics. What can we learn from this about activism?
- d. Let's discuss the patriarchal irony Ruth encounters. Ruth couldn't get hired as a lawyer anywhere because she was a woman. Due to this, she struggles with presenting the court case orally; she hasn't had any opportunity to practice this aspect of the court. So she is told that she must cede the presentation of her case, a case on gender based discrimination that she has been working on her whole life, a case that is on the very issue that kept her from being hired as a lawyer in the first place, to a man. She's told that for the sake of the women's rights movement she must sacrifice her own life's work. What does this teach us about the patriarchy? What other systemic ironies do we see the patriarchy force onto women in which they just can't seem to win, no matter what?
- e. Let's talk about Ruth's relationship with her daughter. First, how do you feel about the way Ruth treated Jane during the argument they had? What do you make of Jane's conversation with her father about her mother's tendency to 'use her intelligence as a stick?' Secondly, Jane regularly inspires Ruth. She teaches Ruth things about gender and feminism that even Ruth, someone who's spent her entire life studying those topics, hadn't recognized. At one point in the film she even proves Ruth wrong about an argument they'd had, fueled by Ruth's. What does this say about generational learning and the importance of listening to young people?

### 3. **Barbie** [Discussion Questions](#)



## Appendix N: Movie Night Ideas CONT.

- a. How does Barbie challenge traditional gender roles?
- b. How did Ken's understanding of masculinity evolve throughout the film? What can we learn from his journey about our own identities and societal expectations?
- c. Barbie encourages Ken to be authentic and express his emotions. How does this challenge the typical expectations of male and female interactions?
- d. Ken learns that expressing emotions, including crying, doesn't make him weak. How does this change the way you think about expressing your own feelings?
- e. Barbie is often seen as a symbol of femininity. How does the movie use her character to explore and question what femininity means?
- f. In the movie, Barbie says, "By giving voice to the cognitive dissonance of living under patriarchy, you rob it of its power." What do you think she means by this?
- g. Barbie lives in a world where she can do anything and be anything. How does this world contrast with the 'Real World' Barbie and Ken visit?
- h. In the film, Barbie is seen as more than just a girlfriend or a pretty face. How does her character show the power and potential of women beyond traditional roles?
- i. What do you think is the movie's message about being true to yourself and not letting society's rules define who you are? How can we apply this message in our daily lives?
- j. What does Barbie's character in this movie teach us about feminism and the fight for gender equality? How does Barbie use her voice and actions to challenge the status quo?

### 4. **Battle of the Sexes** [Discussion Prompts](#)

- a. What was the meaning of King bringing attention to her being the first woman to reach \$100,000?
  - i. This comes up again when someone asks, "Why can't women just be happy about winning \$100,000?" Why did the filmmaker choose to highlight this multiple times? What does this say about the mindset of society regarding pay equality at the time?
- b. In the movie, King and Heldman confront Kramer about the difference in pay between the women's and men's prize money for the Championship. Kramer's argument was, "People pay to see the men play...They're the draw." King asks the question, "They are eight times more of a draw? You are offering them eight times the prize money you are offering the women; do we bring in an eighth of the crowd? They sold the exact same amount of tickets to the women's final as the men's."
  - i. Kramer tells King and Heldman, "They are simply more exciting to watch. They're faster and stronger and more competitive. It's just biology." Do you think Kramer's comments are views that are still shared

## Appendix N: Movie Night Ideas CONT.

- today? What are other examples of these comments and beliefs that you have heard or seen in other fields?
- ii. Why is King's argument for pay equity important in this specific example? Why is the number of tickets sold significant?
- c. The Original Nine women who formed the WTA and who chose to participate on the Virginia Slims Circuit took a picture holding a dollar. This dollar was the first payment made to the women, making it a professional tour.
- i. What does the dollar symbolize?
  - ii. While they are taking the picture, King whispers that they have all been kicked out of the United States Lawn Tennis Association (USLTA).
  - iii. Why did the dollar and the tour itself become significantly more important at that moment?
  - iv. How would you describe the character traits of the women holding up the dollar and choosing to boycott, and why?
- d. Bobby Riggs says, "Don't get me wrong. I love women... in the bedroom and the kitchen. But these days they want to be everywhere. They want to be doing everything. Where is it going to end? Pretty soon us fellas aren't going to be able to go to a ball game, or fishing, or have a drink after work. That's what this whole women's femme thing is about."
- i. What do his comments say about society's perception of women during the 1970s?
  - ii. In the film, Riggs is seen wearing outlandish costumes and making comments like, "Just want to give a heads up to the women. You have rights. A right to cook and a right to clean!" How else does Riggs play off common gender norms to draw more attention to the battle of a man vs. a woman?
- e. Can you name some ways that privilege affects the experiences of men and women in sport? Heterosexuals and LGBTQ+ people in sport? Caucasian people and people of color in sport?
- i. Are there ways in which you feel you are treated differently because of your identity?
- f. In an interview before the Battle of the Sexes match, Kramer said, "Business, sports, you name it. At the very top, it's a man's world."
- i. How does this statement represent business and sports today?
  - ii. Consider the scene when the men from the country club are watching the Battle of the Sexes. What were some of their reactions to the match? Based on their comments, how would you say their attitude toward King and women are in general?
  - iii. How can those in majority groups help create opportunities for those in minority groups?

## Appendix N: Movie Night Ideas CONT.

- g. Why did King feel she needed to be the best to influence change?
- h. If she was not a world number one tennis player, do you think she would have had the same influence on women's and LGBTQ+ rights and equal pay? Why or why not?
- i. How does King's push for women's equality impact female athletes today?

## Appendix O: Other Recommendation Ideas

### Recruitment Ideas:

1. One off workshops
2. Emphasize open meetings
  - a. Make sure to highlight this on website & social media or other fliers
3. Make promotional videos including men
4. Reach out to more specific community groups (sports teams, etc)
5. Bring a friend/ incentives for bringing male friends
6. LinkedIn posts
7. Create a Tik Tok
8. Social media posts
  - a. Link social media handles on flyers
9. Informational posters like the ones on instagram that share insights into how the program helps the community & provides info to those unaware of these topics
  - a. Stay away from canceled culture!

### Community Event Ideas:

- BBQ
- Ice cream social
- Paint night- topics relating to gender issues
- Live music night
- Movie nights with feminist strong female characters
- Game night
- Smaller trivia nights
- Carnival night
- Fundraiser raffle night