

WORKPLACE INFORMATION AND TALKING POINTS

Key points for marking the 16 Days of Activism Against Gender-Based Violence and participating in the Safe.Everywhere.Always campaign in your workplace.



! MESSAGING SUPPORT

Commitment to Workplace Safety:

Workplace Commitment: 'By participating in the **Safe.Everywhere.Always**. 2026 campaign, our workplace is demonstrating its commitment to creating a safe and supportive environment for everyone, both in the workplace and beyond.'

Workplace Action: 'We are taking concrete steps to address workplace harassment and gender-based violence, contributing to the global effort to end gender-based violence.'

Idea: Promote internal workplace safety policies, Employee Assistance Program (EAP) and where employees can go for support. Be transparent in sharing what you are doing to promote a respectful workplace, and prevent and respond to harassment.

Leadership in Gender Equality:

Value alignment: 'Our involvement signals leadership in gender equality, enhancing our values of being a safe, inclusive and equitable workplace and a responsible business.'

Culture: 'By participating in Safe.Everywhere.Always. 2026, we are prioritising safety and equality, fostering a culture of respect, integrity, and inclusiveness that benefits all employees.'

Idea: Ask a senior leader to record a short video message or publish a staff communiqué about why your organisation is joining. Visible leadership signals credibility and drives participation.

Employee Wellbeing Through Participating in the Challenge:

Getting Active: 'We encourage our employees to actively participate in the Safe.Everywhere.Always. 2026 challenge through running, rolling, walking, surfing or swimming and hitting their challenge goals. These activities reduce stress, enhance physical health, and improve mental clarity.'

Idea: Encourage wellness Wednesdays, walking to meetings, walking to end-of-year events and team walks. Pair the challenge with advocacy — share why GBV prevention matters with #SafeEverywhereAlways.

Employee Engagement and Awareness:

Healthy Competition: 'We suggest creating team challenges to engage in healthy competition while raising awareness and funds for women and girls worldwide.'

Internal Comms: Draft a staff-wide email using the messaging above. Use the campaign email signature. Remind staff to log their kilometres daily.

Corporate Giving: Advocate for your organisation to match staff fundraising — workplace matching doubles the financial impact and signals genuine leadership commitment.

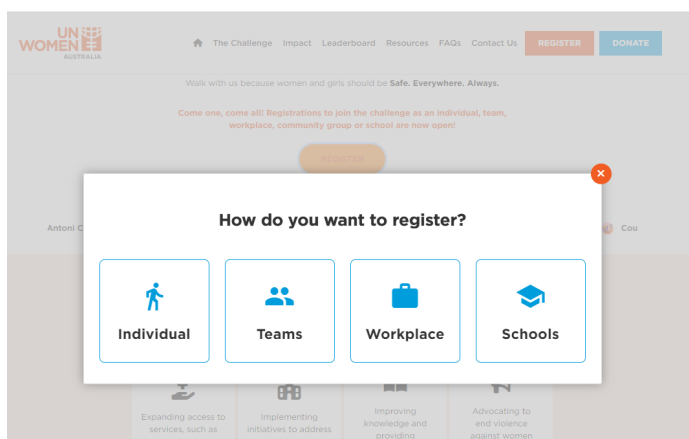
Looking for resources to engage your team? Head to the [resource page](#).

SAFE.EVERYWHERE.ALWAYS. WORKPLACE SUPPORT

16 Days of Activism - 25 November to 10 December



How do I register my Workplace?



1. Click **Register** and choose Workplace.
2. Enter your details. Then, set your personal goals for the challenge. Your workplace goals will be set at a later step. Any personal progress and fundraising total will eventually contribute to your workplace goal, so aim high.
3. Set your personal fundraising goal.
4. Choose your fitness goal.
5. Click next step.

6. Create your workplace page. Your workplace page can have different teams (e.g. marketing vs. IT, HR vs. marketing). Follow the prompts and enter your workplace details.

7. Choose your workplace fundraising goal.

8. You're all done! It is time to add your workplace logo and personalise your personal and workplace page (personalisation options in the top right-hand menu — dashboard).

9. Spread the word! Share the invitation to join your workplace using the URL.

TIP

Appoint a Workplace Champion

Assign a dedicated Workplace Champion to manage your registration page, send regular progress updates to your team, and keep colleagues motivated throughout the 16 days. Consistent internal communication — even just a weekly update — is the single greatest driver of participation and fundraising success.

Use the pre-built social tiles, email templates and email signatures from the resource hub to make communication easy.

Ready to register your workplace?

Visit unwomen.org.au/sea2026 and click Register — then choose Workplace to get started.

WORKPLACE CHALLENGE F.A.Q.



1. How many people can I have in my Workplace team?

There is no cap — you can have as many people as you like. Workplace registration is designed to build motivation, collective accountability and a sense of team spirit over the 16 days. Whether you have 5 or 500 employees, the more people participate, the greater the combined impact on walking kilometres and fundraising for women and girls worldwide.



2. How do I invite colleagues to join my Workplace?

There are two options:

1. If you selected the 'public' option during registration, a 'Join Us' button will appear on your workplace page. Share your workplace page URL with colleagues — they click the button and are in.
2. If you chose a private setup, log in and navigate to your Workplace Dashboard via the drop-down menu. Click 'Organisation Members' and copy the invite link to share directly with your team.



3. How can I motivate my Workplace to stay involved?

Motivation strategies that work:

- Encourage and inspire your colleagues to become part of your team or suggest that they create a separate team to foster healthy internal competition.
- Motivate senior leaders within your organisation to participate in the challenge and set a positive example for others.
- Share the news that your workplace has signed up using the content we have created [here](#).
- Suggest that your organisation match staff donations to double the financial impact.
- Advocate for your workplace to match your staff's fundraising efforts, contributing to the mission of ending violence against women.

JOIN THE CHALLENGE TO END VIOLENCE AGAINST WOMEN

REGISTER NOW



4. How can I spread the word beyond my workplace?

The campaign provides a full social media toolkit, including platform-specific tiles for LinkedIn, Instagram and Facebook, ready-to-use captions and suggested hashtags including **#SafeEverywhereAlways**. You can also use the provided email signature to add campaign branding to all staff communications during the campaign period. Find all materials on the campaign's [resource page](#).



5. Where do the funds raised go?

Funds raised through the Safe.Everywhere.Always. challenge support UN Women Australia's programmes that address gender-based violence, advance women's rights and promote gender equality. This includes advocacy, education, policy work and direct programme funding. For a full breakdown of impact and funding allocation, visit the campaign website's Impact section or the FAQ hub.



6. I have further questions — where can I get help?

The campaign's [FAQ](#) hub answers questions about logging physical activity, managing fundraising, technical troubleshooting, how donations are processed and what to do if your page has an issue. For questions not covered there, contact the UN Women Australia team directly [here](#). Editable email templates and social media content are also available on the resource page.