ZONTA
CLUB OF
IPSWICH INC
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

16 Days of Activism

Orange lady promotion

- 16 ladies have been constructed from MDF (lightweight manufactured timber) by the Ipswich Men's Shed - the dimensions and pictures are provided - and painted bright orange
- Each lady has signage on the base with the Zonta logo and the club name as well as messages about violence
- Each lady is assigned a number and distributed to local businesses. The requirements for the business are emailed to each business (attached email - attachment 2). Zonta members are responsible for distributing and collecting the ladies. Businesses are responsible for placing the lady in a prominent position each day of the 16 days of Activism in a visible place. There is no cost to the business.
- the launch is conducted at a local school on 25 November where all the 16 ladies are collected together in a cordon for the children to walk through to the assembly hall. Since 2013 the Zonta Club of Ipswich has been privileged to have the Mayor of Ipswich launch the event.
- A prominent local speaker is also invited to speak at the launch
- Clubs could also consider having a post event on 10 December where all the ladies return to the one location for a photographic opportunity or additional advocacy on violence against women

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- Planning for the 16 days commences in May each year to assign the ladies to businesses and ensure the launch is given media coverage
- In November a working bee is held to prepare the ladies for the 16 days (no scratches, no paint peeling, no signs missing, no graffiti)

- A media release about the launch is sent out the week before the launch
- Each day a business is mentioned on Facebook with a photograph of the lady at the business

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ATTACHMENT 2 - email to potential businesses

INFORMATION FOR BUSINESSES:

The Zonta Club of ***[club name]*** forms part of Zonta International, a worldwide service organisation founded in 1919 with the Mission of advancing the status of women world wide.

From 25 November - 10 December [***insert year***] Zonta International will be sponsoring a world-wide campaign to help raise awareness to the extent of violence against women.

The Zonta Club of Ipswich will be contributing to the “Zonta Say No to Violence” International campaign by placing 16 “Orange Ladies” in strategic locations around Ipswich for each of the 16 days of Action. The 16 Days of Action calls for the elimination of all forms of violence against women by raising community awareness of gender based violence as a human rights issue.

Participating businesses are asked to place their lady in a strategic (public) location each day of the campaign and remove her at the close of business trading.

Although there is no cost to the hosting of an "Orange Lady", any donations to the Zonta Club of Ipswich and its work to eliminate violence against women would be happily received.

Participating businesses will be acknowledged in any publicity organised by the Zonta Club of Ipswich throughout the 16 days of Action.

If your business is willing to “host” an orange lady, please contact ……..on ……. to register your interest

The ladies can also be used for general promotions throughout the year