

## Orange Ladies Project

### Frequently Asked Questions (FAQs) for Businesses

#### 1. What is the Orange Ladies Project?

The Orange Ladies Project is a community project initiated by Zonta Club of Adelaide Flinders Inc. that encourages local businesses, organisations and community members to stand together to raise awareness of family, domestic and gender-based violence. By displaying an orange lady silhouette or figure in your workplace or shopfront, you are demonstrating your support for respectful relationships and safer communities.

#### 2. Why is the project called 'Orange Ladies'?

Orange is the internationally recognised colour of the global 16 Days of Activism Against Gender-Based Violence campaign. The orange figures act as visible reminders that everyone has a role to play in preventing violence and supporting respectful relationships.

#### 3. Why should our business get involved?

Participating allows your business to demonstrate your commitment to creating a safe and respectful community; support an important social issue; show leadership in corporate social responsibility; connect with your local community; and help spark conversations that may encourage someone to seek support.

#### 4. Does it cost anything to participate?

There is no cost to being involved in the project.

#### 5. What are we expected to do?

Display an Orange Lady cut out (Orange Ladies come in two sizes – 81cm and 19cm), orange ribbons and support information that will be supplied to you, encourage staff to wear orange (or orange ribbons) to help promote awareness.

#### 6. How much time is involved?

Very little. Most businesses simply display the Orange Lady and promote awareness.

#### 7. Do we need to raise money?

No. This is primarily an awareness campaign. If customers ask about donating to the cause, please direct them to one of our donation boxes where they can donate much needed items for families of the Western Adelaide Domestic Violence Service.

Donation boxes that will be located at the following locations from 25 November to 10 December:

- |                                        |                   |                         |
|----------------------------------------|-------------------|-------------------------|
| • Kilburn Community Centre             | • Civic Centre    | • Port Adelaide Library |
| • Lefevre Community & Sports Centre    | • Parks Library   | • Semaphore Library     |
| • The Lights Community & Sports Centre | • Enfield Library | • Greenacres Library    |

### 8. When does the campaign take place?

The campaign will take place during 25 November–10 December (16 Days of Activism Against Gender Based Violence).

### 9. Will our business be promoted?

Participating businesses may be featured in council communications, social media, newsletters and campaign materials.

### 10. What if someone asks us for help?

You are not expected to provide counselling. Referral information for specialist support services will be provided.

### 11. Are staff required to undertake training?

No. Optional awareness or bystander training may be available.

### 12. Is the project political?

No. This is a community awareness initiative promoting respectful relationships and safer communities.

### 13. Can we participate if we've never been involved before?

Absolutely. Resources and guidance will be provided.

### 14. Can we involve our staff?

Yes. Staff can wear orange, decorate the workplace, share campaign messages and participate in other initiatives offered.

### 15. What impact does the project have?

It raises awareness, encourages conversations, reduces stigma and demonstrates community solidarity.

### 16. Who do we contact if we have questions?

Diana Ciampa, Children, Youth & Families Leader, City of PAE

Email: [diana.ciampa@cityofpae.sa.gov.au](mailto:diana.ciampa@cityofpae.sa.gov.au) or Ph: 0404 897 031

### 17. How do we register?

Register through the City of PAE -<https://www.cityofpae.sa.gov.au/forms/orange-ladies-project-expression-of-interest>

