

CASE STUDY

AGENCY, ACCESS & ACTION

Women with Disabilities Victoria &
Respect Victoria 16 Days of Activism
Social Media Campaign 2024

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This case study is designed for professionals in the specialist family violence, disability and social services sectors. It highlights the importance of ongoing consultation with experts who have lived experience, in order to enhance access and inclusion for women and gender diverse people with disabilities. It also aims to support broader audiences to listen and learn from their experiences.



RESPECT VICTORIA



Overview

Background & Context

Everyone deserves to live safely, be treated with respect and have autonomy over their own lives. However, for women and gender diverse people with disabilities, respect and agency are often not guaranteed. They experience disproportionately high rates of discrimination, violence and abuse.

In response, Women with Disabilities (WDV) partnered with Respect Victoria (RV) in the lead-up to the 2024 16 Days of Activism Against Gender-Based Violence to elevate the voices and expertise of women and gender diverse people with disabilities.

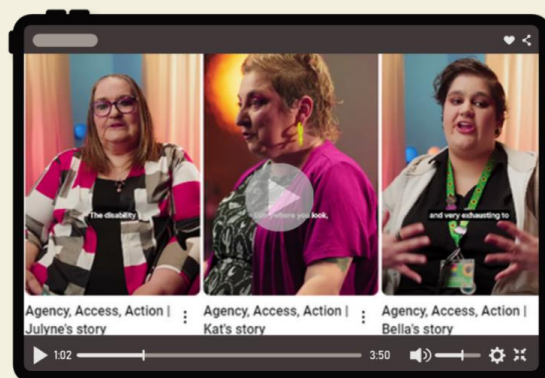
Together, we developed a social media video campaign aimed at challenging and dismantling the persistent stereotypes and biases women and gender diverse people with disabilities face – misconceptions about their abilities, desires, and needs; tokenistic approaches to accessibility in workplaces; and prejudiced assumptions about who is entitled to make decisions, engage in relationships, seek support and be treated with dignity and respect.

This campaign built upon the 'In the words of Women with Disabilities' [\[PDF\]](#) [\[Word\]](#) resource co-designed by the Gender and Disability Experts by Experience Advocates (Experts) for the 2023 16 Days of Activism. This resource highlighted 16 statements that women and gender diverse with disabilities want people to be aware of when preventing violence against women and gender diverse people with disabilities and calls for action to promote gender and disability inclusion. This resource centred lived experience and amplified the voices of women and gender diverse people with disabilities.

Project Goals & Objectives

This project aimed to:

- Challenge ableist and sexist stereotypes and dismantle harmful ideas that drive violence against women and gender diverse people with disabilities.
- Amplify the voices, expertise and agency of women and gender diverse people with disabilities.
- Take a strengths and action-based approach to shifting societal norms on disability.



The 2024 campaign, Agency, Access and Action, comprised 13 short videos [\[WDV\]](#) [\[RV\]](#) featuring 7 Experts that explored critical themes such as respect, ableism, personal agency, workplace accessibility, inclusive relationships, fashion, and disability pride. Each Expert shared a key story or message, providing powerful insight into the ongoing stereotypes and structural barriers faced by women and gender diverse people with disabilities, while also challenging the biases that persist across our society.

Launched to coincide with the 2024 16 Days of Activism Against Gender-Based Violence, the campaign was disseminated between November 2024 and January 2025 across the social media platforms of WDV and RV. This initiative demonstrated a strong commitment to gender equity, disability inclusion and violence prevention.

Process

Initial Consultation (July 2024)

RV joined an Experts' Meeting for an initial one-hour consultation, to discuss the project in detail, ask and answer questions about process and outcomes, and gauge initial interest in participation.

- This consultation included options for proposed filming dates.
- Following the consultation, a digital and Word form was sent out seeking the Experts' interest in participating, contact details, accessibility needs, accommodation and travel requests, and preferred days of filming.
- The Experts had two weeks to let us know if they would like to participate.

Follow-up Consultation (August 2024)

RV joined another Experts' Meeting for an additional one-hour consultation to discuss filming day.

- While not all Experts chose to participate, this second consultation gave the full oversight of the project and allowed them to contribute to the overall messages and discuss any concerns.
- For those who chose to participate, it was an opportunity to discuss how the day would look, questions the participants would be asked, anything they did not want to talk about on camera, any concerns or requests they had, and what to bring.
- RV stayed in regular communication with the WDV team in the lead up to the filming day and ensured details were sent out to participating Experts when location, people and timing were confirmed.

Participating Experts' Individual Preparation in Advance of Filming (August/September 2024)

Participating Experts had three hours of individual preparation time prior to filming, with one hour allocated to an online individual preparation session. The individual session included an RV representative, a WDV representative and the videographer. The session helped to clarify specific themes that each Expert wanted to speak to on the day, anything they did not want to talk about on camera and discuss any concerns or requests. It was also a chance to meet the videographer in advance.



Filming Day (August/September 2024)

RV staff were on deck on the day of filming and WDV staff provided support. The production team, who were predominantly women and gender diverse people, included one videographer, one or two camera assistants, a hair and makeup artist, and a studio assistant. Accommodation and travel costs for the Experts were fully covered, and catering was provided on the day of filming.

"It was a comfortable and supported environment and I'm so grateful for the opportunity."

(Expert).

Post-production & Final Consultation (August/September 2024)

RV collaborated with the videographer to edit and produce a series of videos. These were subsequently shared with the WDV team and subject matter Experts for review and feedback prior to finalisation.

A final consultation with the Experts to review the videos was held in mid-September. WDV reviewed and approved the final versions before dissemination.

Closing the Loop Consultation (February 2025)

RV joined another Experts' Meeting for a closing the loop consultation where they shared the videos. They also provided an update on the community response to the videos, sharing comments and engagement data with the Experts.



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"Closing the loop session with RV was fantastic – really great to hear about the impact of the brilliant work done by the Experts who took part and the film team. "

(Expert).

Outcomes

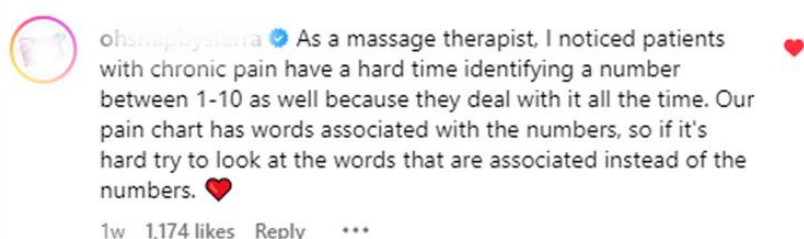
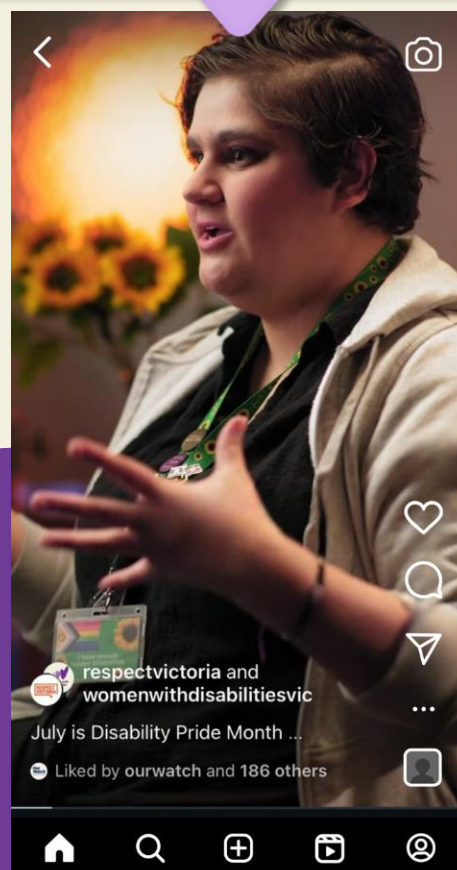
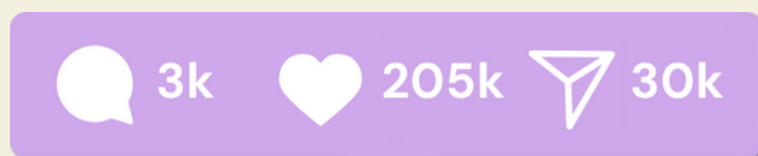
Challenges Encountered

Ableist and homophobic comments

Some content that was shared as a part of this campaign received resistance and backlash in the form of ableist and transphobic comments. In response, these comments were promptly removed and reported to the platform. These comments are unfortunately often expected when posting content that centres women, gender diverse people and people with disabilities on social media platforms. The communications and project team had discussions about ways to strengthen moderation processes and ensure teams across organisations and Experts had processes in place if they did see harmful comments.

Key Achievements

- As of 30 June 2025, the campaign had been viewed over 2.4 million times and generated 264,000 likes, comments, shares and saves across various WDV and RV social media platforms (Facebook, Instagram, LinkedIn, TikTok and YouTube).
- A video referring to chronic pain gained international attention, reaching an over 600k views on TikTok and 1 million on Instagram.
- The content was truly co-designed.



I don't think I've ever seen disabled
women portrayed so normally before

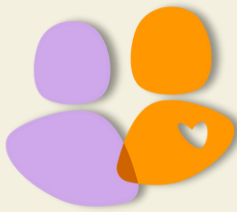
Impact

Strong Community Engagement



The campaign resonated deeply with the community, describing the videos as relatable and thought-provoking. They sparked meaningful conversations and were praised for their bold, authentic storytelling, and strong, positive representation of lived experiences.

New Opportunities for Women and Gender Diverse People with Disabilities



The campaign directly contributed to the creation of significant external opportunities for the featured Experts. Notably, one participant was invited to serve as a keynote speaker at the 2024 Walk Against Family Violence, addressing an audience of 8,500 attendants. Others were featured in national media, including [ABC online articles](#) and ABC Radio interviews.

Widespread Shareability and Reach



The campaign achieved high levels of shareability, with strong support from organisations, government departments, community leaders, advocates and survivors who were sharing the content. Each video reached thousands of users on social media, with several continuing to gain traction beyond the 16 Days of Activism Against Gender-Based Violence campaign. This was particularly remarkable as majority of the videos were posted organically, meaning no ad spend was put behind them.

Increased Social Media Engagement



During the 16 Days of Activism Against Gender-Based Violence, WDV collectively gained over 2,000 new social media followers, significantly increasing their online presence and influence. Respect Victoria also gained thousands of new followers from the videos across multiple platforms.

Strengthened Partnership Between WDV and RV



The collaboration between WDV and RV significantly enhanced the campaign's impact on primary prevention of violence. By combining resources, expertise and community networks, the partnership successfully centred lived experience, amplified the voices of women and gender diverse people with disabilities, and laid the foundation for ongoing collaboration.

Lessons Learned

What worked well?

- Building the campaign on the foundation of previous WDV work with the Experts.
- Launching the campaign during the 16 Days of Activism.
- Utilising the collaborator function to share content across social media from both WDV and RV accounts.
- Allocating significant time to establishing trust and a good working relationship between the Experts and the production team – the Experts reported feeling comfortable and well informed.
- Content was relatable to a diverse audience and resonated with both people with and without disabilities.
- Centring women and gender diverse people's voices in authentic conversations about their lived experience.
- Production features, such as the short video format and the colourful set design.
- The videographer and production team worked in alignment with the pace and needs of the Experts, co-designing both the set and the overall approach to reflect those requirements. Through this process the team reported gaining valuable insights into people-centred storytelling and production, including how to build trust, create safe environments and develop inclusive content that centres people with disabilities.
- RV led the campaign, and WDV supported the campaign through lived experience expertise, and it was a successful campaign, both for RV who had meaningful "content", and WDV, who relied on RV's resources (video production, campaign promotion and dissemination, etc.).

What could have been improved?

- Consolidated approach to responding to resistance and backlash i.e. ableist and transphobic comments.

Conclusion

The Agency, Access and Action campaign between WDV and RV proved to be a successful collaboration, amplifying the voices, expertise and agency of women and gender diverse people with disabilities, challenging ableist and sexist stereotypes, and dismantling harmful ideas that drive gender and disability-based violence against women and people diverse people with disabilities.

By aligning messaging, sharing content and leveraging each other's audiences, the campaign achieved its objectives of increasing awareness, fostering community interaction and driving meaningful conversations. The partnership highlighted the power of unified communication and has set a strong foundation for future co-branded initiatives.

If you or your organisation is interested in learning more about the Experts, please contact on the Gender and Disability team at GandD@wdv.org.au