



Media Release (6/12/2017)

'Yes Means Yes'

Poster campaign to target sexual abuse and sexual harassment

The Sexual Assault Support Service (SASS), Laurel House and the Tasmanian Hospitality Association have joined forces to raise awareness about sexual abuse and harassment, today launching a series of posters that each deliver a key message about sexual harassment, abuse and consent. The catchy posters will be displayed in pubs, clubs and other entertainment venues across the state, and aim to deliver a simple but clear message that when negotiating sex, the only thing that means yes is yes.

These messages are very much needed, with 18% of women and 4.7% of men experiencing sexual violence during their lifetime, and 53% of women and 25% of men experiencing sexual harassment. People aged 18-24 are the most vulnerable age group in terms of experiencing sexual abuse and harassment.

Recent research from Our Watch also shows that a staggering quarter of all young people aged 12-20 believe that if a girl wears revealing clothing or is affected by alcohol or drugs she is partly responsible for unwanted sex.

SASS CEO Jill Maxwell believes that we have normalised sexual harassment,

“Many women expect to experience sexual harassment when they go out. It’s not something anyone wants, but it’s seen as something you can’t avoid if you’re going to go to a pub or a club. We need to change that.”

The current exposé of sexual harassment within the media and other industries, and the rising awareness of sexual violence within Australian universities, also show how deeply entrenched harassment and violence-supportive attitudes are. Prompting people to think about what consent does – and critically doesn’t – look like is vital in changing attitudes and behaviours. It is also essential in helping people understand that the only person responsible for sexual violence and harassment is the person doing it.

This poster campaign will hopefully be an important step in reducing levels of sexual harassment and abuse, making Tasmanian communities safer for everyone.

The posters are available to download off the SASS website (www.sass.org.au), or printed copies can be requested by contacting SASS on (03) 6231 0044.

For more information about this media release please contact SASS CEO Jill Maxwell on (03) 6231 0044.