

Preparing for resistance

The presence of backlash and resistance to introducing changes to advance gender equality indicates that your campaign is getting traction. Please read through the guidance below and follow the links to prepare for and manage resistance.

Preparing for resistance to change

The process of change is different for us all. We are a product of the society in which we live, be open and curious about the resistance you witness in your team. Allow people to voice their concerns respectfully.

- WHWBSW Gender Equality FAQ and Responding to Curly Questions. Available [here](#).
- Women's Health West (2015) Speaking publicly about preventing men's violence against women. Available [here](#) (p.17-19)

Tools to assist minimise backlash

Messengers who are positioned towards the centre of the [power and privilege wheel](#) often generate less backlash. Where possible use powerful messengers to communicate workplace change. Please read:

- [Steps to manage resistance](#) (p.14)

Using evidence-informed messaging may reduce opposition and optimise effectiveness. Read

- [Framing gender equality message guide](#)
- [Framing masculinity message guide](#), (p.14)

Active bystander

Workplace leaders and management need to be able to identify everyday sexism to lead the implementation workplace respect. Please read p. 6 of [Eliminating Everyday Sexism](#) by Male Champions of Change

How can I prepare for staff disclosures of violence and discrimination?

As a leader in a workplace that does not tolerate harassment and violence, you may hear of experiences of discrimination and violence from your staff. Please read this useful information to guide supporting those impacted [here](#) and familiarise yourself with the established processes.

- [Respect@work](#) provides resources on reporting workplace sexual harassment.
- workplaces have safe, anonymous reporting pathways available. Please use your [EAP services](#) if required.

Other useful resources include:

- [1800 RESPECT](#) for people impacted by discrimination and violence
- [Safe steps](#)
- [No to Violence](#) for men concerned about their use of violence



Further resources:

Our Watch (2017) *Supporting workplace prevention of violence against women in regional, rural and remote communities*. Available [here](#)

Male Champions of Change (2018) *Backlash and Buy in - responding to the challenges in achieving gender equality*. Available [here](#).