

# Media Release

**The Hon Harriet Shing MP**  
Minister for Housing  
Minister for Water  
Minister for Equality



Wednesday, 26 June 2024

## LANDMARK TRANS AND GENDER DIVERSE CAMPAIGN LAUNCHES

The Allan Labor Government has launched a nation-leading campaign to raise awareness and improve understanding of the experiences of trans and gender diverse Victorians.

Minister for Equality Harriet Shing today unveiled The Unsaid Says A Lot campaign, which has been developed to help people to see the impact of daily exclusion, judgement and discrimination on trans and gender diverse Victorians – and the positive and immediate impact of inclusion and connection.

The campaign concept draws on the fact that 93 per cent of communication is non-verbal. Facial expressions, body language, gestures, eye contact and space can say exactly what people want to say, without saying a word.

The campaign portrays everyday situations to help viewers to feel what it's like for a trans person experiencing discrimination. The videos also show the positive actions people can take on their journey to LGBTIQ+ allyship.

Research shows that more than three in four trans and gender diverse people have been treated unfairly because of their gender identity. The impact of persistent stigma, discrimination and exclusion is linked to higher rates of depression, anxiety, and suicide across LGBTIQ+ communities.

The campaign was co-designed with Victorian trans and gender diverse people and brought to life by Victorian-based director, actor, writer, producer and transperson Harvey Zielinski (he/him).

The year-long campaign will run on social media via LinkedIn, Instagram and Facebook.

A range of resources has also been developed to help people to understand how to actively support our LGBTIQ+ communities. Visit [vic.gov.au/theunsaid](https://vic.gov.au/theunsaid) to learn more.

### Quotes attributable to Minister for Equality Harriet Shing

*"This campaign is all about encouraging people to stop and think about how their actions towards trans and gender diverse people can make a huge difference – for better or for worse. We know that our interactions with others really matter, and this campaign is part of our ongoing work to reduce discrimination and stigma, and to contribute to more inclusive connections for trans and gender diverse people."*

*"With this campaign we are inviting all Victorians to think about how they act and what they can do to help shape equality in our state."*

### Quotes attributable to director Harvey Zielinski

*"I think this campaign is really important and powerful and I'm really pleased to be involved, especially in light of the vitriol we've witnessed towards the trans and gender diverse community over the past year."*

*"I wish we didn't need to campaign for respect. I believe acceptance and inclusion should be a given, a bare minimum societally. I hope campaigns like this help work towards this goal, and improve the day-to-day lives of trans and gender diverse people."*

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