



Government of South Australia
Office for Women

Communications toolkit

125 year anniversary of women's suffrage in South Australia

Key messages

125 support graphic and applications

Fact sheet

Newsletter content

Social graphics, frames, messages and instructions

Event and activity suggestions

125

Their triumph
our motivation

#SASuffrage125

Spread the word – 125 year anniversary of women’s suffrage in South Australia

What’s it all about?

This year, we’re commemorating the 125th anniversary of women’s suffrage in South Australia. It’s a celebration of changes to the law in 1894, when women won the right to vote and stand for parliament in South Australia – a first for anywhere in Australia.

Achieving women’s suffrage was the end result of years of campaigning by dedicated women and men, including the South Australian Women’s Suffrage League and the Woman’s Christian Temperance Union.

The anniversary is an opportunity to commemorate the landmark victory for women’s rights. Gaining the right to vote was a huge step towards gender equality and positive change for women in South Australia, and is something we can all be proud of in this state.

Theme

Appropriately, the theme for the 125th anniversary is ***Their triumph, our motivation***. It recognises how the extraordinary efforts of the suffragists in the late 19th and early 20th century drive our continued efforts in working towards gender equality.

Get involved and spread the word!

In this kit, you’ll find a variety of tools to help you promote, show your support and get involved with commemorating 125 years of women’s suffrage in South Australia. You can:

- include the newsletter content in your newsletters
- add information to your website using the key messages
- create social media posts using the included graphics and messages
- print and distribute the fact sheet to anyone who has questions
- print and display the poster in your organisation
- add the email graphic to your signature block
- host an event or activity to encourage your community to get involved
- add the 125 support graphic to your communication tools
- use [#SAsuffrage125](#) on social media to be part of the conversation.

Aboriginal and Torres Strait Islander acknowledgment

When we reflect upon our history and both the imperative and impact of women being able to vote and be heard, we need to acknowledge the injustice, pain and suffering felt by Aboriginal and Torres Strait Islander women in the past and still today.

Download resources

You can download the social media graphics and a high quality version of the fact sheet from:

<https://adobe.ly/2Svu89K>

Find us on social media

 /sawomen  /WIS_Adelaide  /WomensInfoSA

For more information

 officeforwomen.sa.gov.au/SAsuffrage125

 SAuffrage125@sa.gov.au

Key messages

If you are writing content for your newsletters, website or social media, please use these key messages:

- 18 December 2019 is the 125th anniversary of women's suffrage.
- Suffrage is a term that refers to a person's ability to participate in society by being able to vote at elections. Being able to vote is a key part of citizenship and allows each person to have their say about what is important to them and what they think their lives should be like.
- The Adult Suffrage Bill passed on 18 December 1894, awarding South Australian women the right to vote in general elections and to stand for parliament – for the first time anywhere in Australia.
- The theme for the 125th anniversary is ***Their triumph, our motivation***. It recognises how the extraordinary efforts of the suffragists in the late 19th and early 20th century drive our continued efforts in working towards gender equality.
- Achieving women's suffrage was the end result of years of campaigning by dedicated women and men, including the South Australian Women's Suffrage League and the Woman's Christian Temperance Union.
- Gaining the vote was a huge step towards gender equality and positive change for women in South Australia.
- The first election in Australia to include women voters was the South Australian state election on 25 April 1895.
- Be part of the conversation and share how you're commemorating the anniversary on social media, using [#SAsuffrage125](#).
- Information about the 125th anniversary of women's suffrage in South Australia is available at officeforwomen.sa.gov.au/SAsuffrage125
- A calendar of celebration events is available at officeforwomen.sa.gov.au/SAsuffrage125
- Add your event to the celebration calendar – email SAsuffrage125@sa.gov.au

125 support graphic and application

The Office for Women held a design competition for members of the public, to create a graphic to support 125th anniversary celebrations around South Australia in 2019.

Jayne Arnott, a musician and graphic designer living in Adelaide, South Australia, designed the winning graphic. The interlocking numbers of her

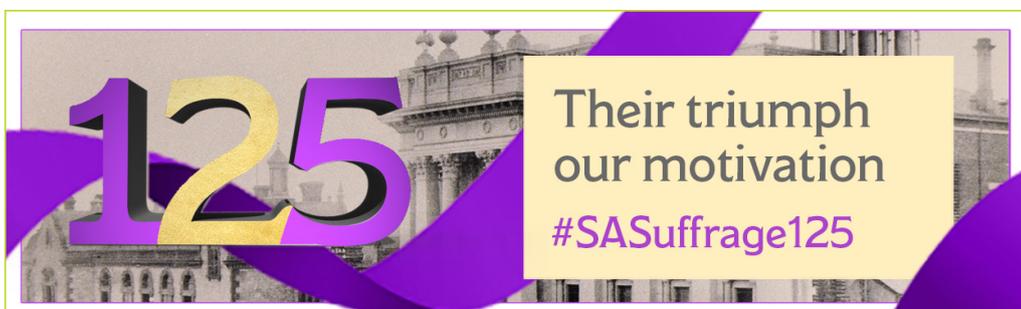
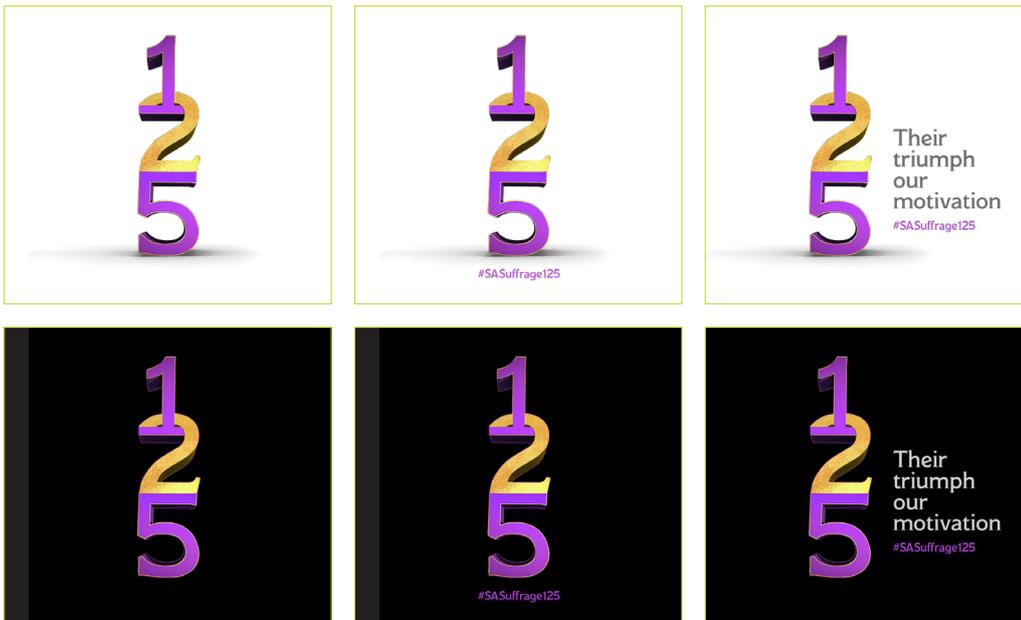
design represent generations of women working together and lifting each other up to achieve change in the past, present and future.

Inspired by Jayne's design, the theme for the 125th anniversary is ***Their triumph, our motivation***. It recognises how the extraordinary efforts of the suffragists in the late 19th

and early 20th century drive our continued efforts in working towards gender equality.

You can use the 125 graphic, theme and [#SAsuffrage125](#) on your communications materials to show your involvement in the celebrations.

You can add the email graphic to your signature block.



History of women's suffrage in South Australia

What is suffrage?

Suffrage is a term that refers to a person's ability to participate in society by being able to vote at elections. Being able to vote is a key part of citizenship and allows each person to have their say about what is important to them and what they think their lives should be like.

In South Australia before 1894, only men were allowed to vote in elections, which many people – both men and women – believed was not right. In 1888, they formed a group called the Women's Suffrage League to convince people that women should be allowed to vote, too. Some of their reasons were:

- women were educated and intelligent
- it was not right that half the people in the community should not be allowed to vote
- women paid taxes, so they should be allowed to vote
- a strong need for better laws protecting and supporting women and families, and that women should therefore have a say in electing people that would pass these sorts of laws.

People who didn't want women to be allowed to vote argued that many women did not want to vote, that they were too busy looking after babies or doing housework, and they didn't have time to be interested in politics.

How was suffrage for women won in South Australia?

Women's groups, such as the Women's Suffrage League and the Woman's Christian Temperance Union (WCTU), campaigned to gain the vote for women as a way of gaining a political voice for a range of social values that many women felt were unrepresented in parliament. These values included children's rights, girl's rights, women worker's rights and the desire for temperance (reducing the amount of alcohol sold and consumed).

Group members were organised and determined, and gained support for suffrage anywhere and everywhere they could, all across South Australia. They wrote letters, distributed petitions, wrote to newspapers, gave speeches, distributed information, visited politicians and held meetings, fetes and fundraisers. Members of these women's groups often had connections with similar groups overseas, and would attend and speak at international conferences.

Key suffragists from this time include Mary Lee and Catherine Helen Spence, as well as Elizabeth Webb Nicholls (President of the WCTU twice during the period 1889-1904 and credited with having gained 8,268 of the 11,600 signatures on the largest petition), Lady Mary Colton, Serena Thorne Lake, Rose Birks, and Augusta Zadow (first 'Lady Inspector' of factories).

The suffragists achieved their goal on 18 December 1894, when the *Adult Suffrage Bill* passed in the South Australian Parliament, allowing women to vote and stand for parliament.

Those involved in the first wave of the campaign for women's votes are known as 'suffragists'. The term 'suffragette' is largely associated with the women's suffrage movement in the UK in the early 1900s, which began after the vote was achieved for women in South Australia.

Aboriginal women and the vote

Aboriginal men living in South Australia had the right to vote when the South Australian Constitution passed in 1856. South Australian Aboriginal women were given the right to vote under colonial laws in 1894, but they were often not informed of this right or supported to enrol to vote. In some cases, Aboriginal people were actively discouraged from enrolling or voting.

The *1902 Commonwealth Franchise Act* removed Aboriginal and Torres Strait Islander people's right to vote in federal elections. In 1962, this right was reinstated in the *Commonwealth Electoral Act*.

Aboriginal and Torres Strait Islander people were not included in the census until the 1967 Referendum. This change gave Aboriginal and Torres Strait Islander people a symbol of recognition, and gave the Australian Government power to address inequalities in society.

When we reflect upon our history and both the imperative and impact of women being able to vote and be heard, we need to acknowledge the injustice, pain and suffering felt by Aboriginal and Torres Strait Islander women in the past and still today.

For more information

 officeforwomen.sa.gov.au/SAsuffrage125

Follow us on social media:

 /sawomen

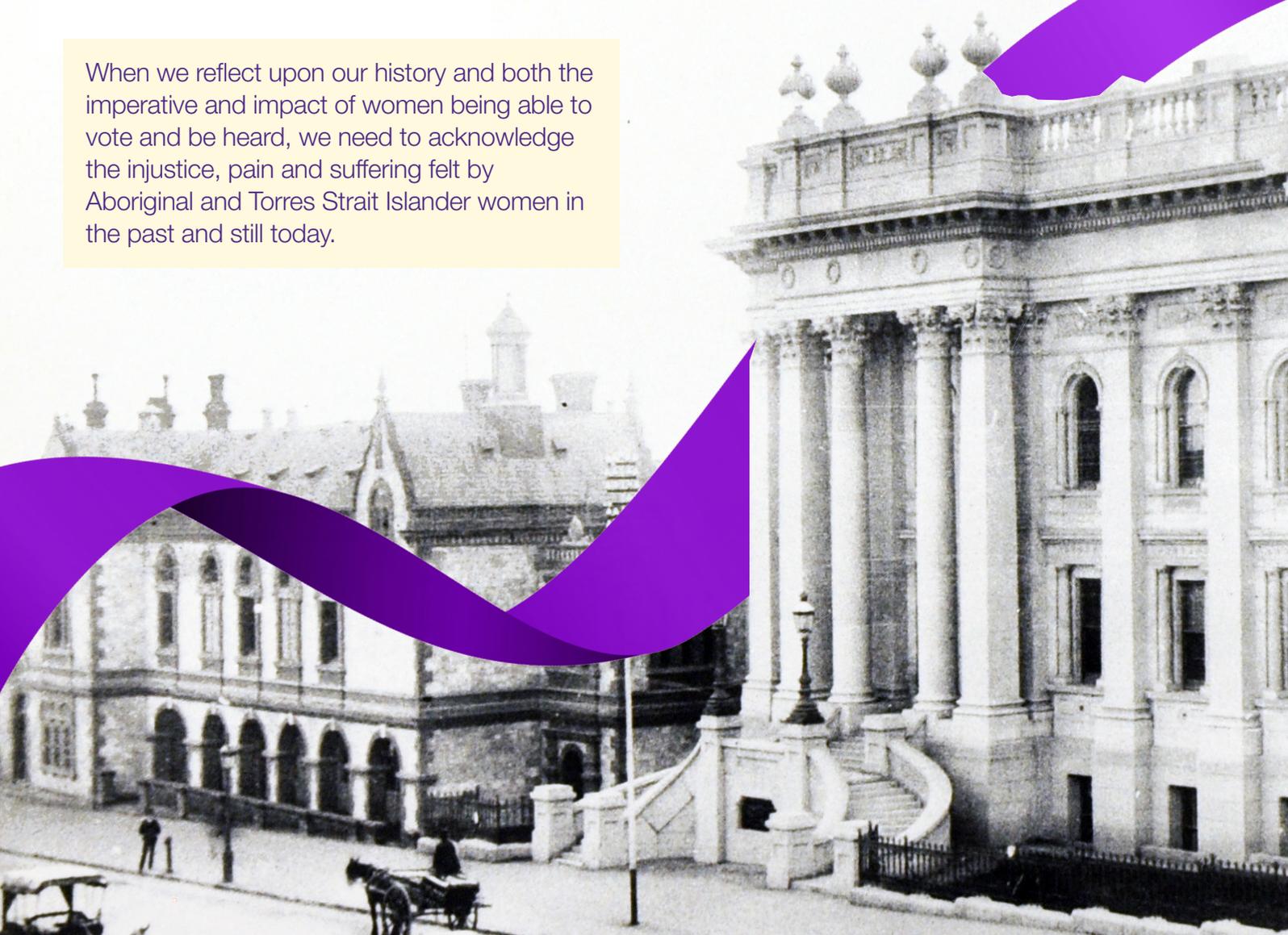
 /WIS_Adelaide

 /WomensInfoSA

125

Their triumph
our motivation

#SAsuffrage125



Newsletter content

This year, we're commemorating the 125th anniversary of women's suffrage in South Australia. It's a great time to recognise the changes to the law in 1894, when women won the right to vote and stand for parliament in South Australia – a first for anywhere in Australia.

Achieving women's suffrage was the end result of years of campaigning by dedicated women and men, including those in organisations such as the South Australian Women's Suffrage League and the Woman's Christian Temperance Union.

The anniversary is an opportunity to commemorate this landmark victory for women's rights. Gaining the right to vote was a huge step towards gender equality and positive change for women in South Australia, and is something we can all be proud of in this state.

Appropriately, the theme for the 125th anniversary is ***Their triumph, our motivation***. It recognises how the extraordinary efforts of the suffragists in the late 19th and early 20th century drive our continued efforts in working towards gender equality.

The 125 support graphic was designed by Jayne Arnott, a musician and graphic designer living in Adelaide, South Australia. The interlocking numbers represent generations of women working together and lifting each other up to achieve change in the past, present and future.

For more information about the 125th anniversary of women's suffrage in South Australia, visit officeforwomen.sa.gov.au/SAsuffrage125.

Social graphics, frame and content

Suggested post content

- We're commemorating 125 years of women's suffrage in SA, when women won the right to vote and stand for parliament in South Australia – a first for anywhere in Australia! #SAsuffrage125
- Being able to vote is a key part of citizenship and allows each person to have their say about what is important to them and what they think their lives should be like. 125 years ago, SA women won the right to vote and stand for parliament in South Australia – a first for anywhere in Australia! Their triumph is our motivation. #SAsuffrage125
- Generations of women working together and lifting each other up to achieve change in the past, present and future. Their triumph is our motivation as we celebrate 125 years of women's suffrage in SA. #SAsuffrage125
- Their triumph, our motivation: thinking about the extraordinary efforts of the suffragists in the late 19th and early 20th century, who paved the way for our work towards gender equality. #SAsuffrage125
- We're celebrating 125 years of women's suffrage in SA! To find out what else is happening and how you can get involved, check out the Office for Women's event calendar: officeforwomen.sa.gov.au/SAsuffrage125 #SAsuffrage125
- Confused about what women's suffrage is? Hint: it's got nothing to do with suffering. Check out officeforwomen.sa.gov.au/SAsuffrage125 and find out what's happening around SA to celebrate 125 years of women's suffrage in our state. #SAsuffrage125
- On 18 December 1894, resolute, organised and determined suffragists were rewarded for their years of campaigning when South Australian women won the right to vote in elections and stand for parliament. 125 years later, we're recognising their efforts and continuing the campaign for gender equality. Their triumph, our motivation #SAsuffrage125.

Social graphics

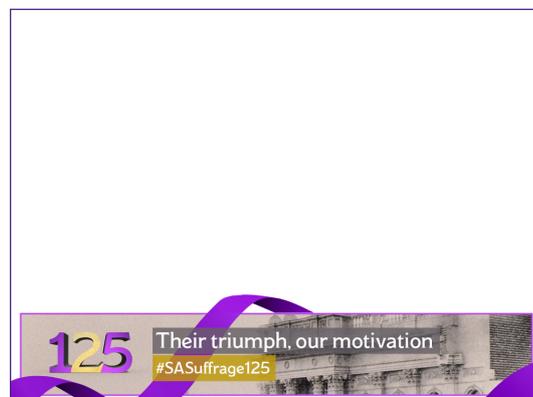


Making your own social media graphics in PowerPoint

If you'd rather create your own social media graphic, we've created a 125 overlay image you can add to square images.

No design software? No worries! You can create social media graphics using PowerPoint.

- Step 1:** Save your main image and the 125 overlay somewhere easy to find.
- Step 2:** In PowerPoint, go to page setup and change the width and height figures to create a square, e.g. 10cm x 10cm.
- Step 3:** Go to insert picture and locate the main image you're going to use and click insert. Then, crop and/or scale it to fit your square slide. Tip: when scaling an image, use the corner toggles so you don't distort your image.
- Step 4:** Go to insert picture and locate the 125 overlay and click insert. Then, using the corner points, scale the overlay until it meets the outer edges.
- Step 5:** Add any text boxes, logos or other elements. To re-order the layers of your slide, click on the item you want to move to highlight it, then right click so a menu pops up – hover over move to back or move to front to choose the action you need.
- Step 6:** Proof read and make sure nothing is distorted.
- Step 7:** Go to save as and, under the save as type dropdown menu, choose PNG Portable Network Graphics Format. Make sure the file is going to save somewhere you can find it, then click save. You're all done! Your square PNG file is suitable for Facebook, Twitter, Instagram, and many other platforms.



Event and activity ideas

Need some inspiration for how you can commemorate the 125th anniversary of women's suffrage in South Australia?

Your public event or activity should either:

- engage the public and increase their awareness and understanding of suffrage
- increase women's understanding about the importance of voting and citizenship, and empowering them to get involved.

You could:

- create a sound installation
- paint a mural
- give walking tours of key sites in the suffrage movement
- start online (and real world!) conversations about the suffragists who helped achieve women's suffrage in South Australia
- raise the profile of an unsung woman or women
- educate the public about voting rights and the importance of engaging with and utilising citizenship
- make a sculpture that encapsulates the spirit of women's suffrage
- write and perform a play about women's rights
- provide training or education to a marginalised group of women to upskill them for leadership positions
- publish a 'zine about women in politics over the last 125 years
- hold a debate on a topic related to women and voting or women and politics.

We'd love to know what you're up to – use [#SAsuffrage125](#) on social media, or email the details of your event to SAuffrage125@sa.gov.au and we'll include it on our online events calendar.