



## Queensland Government Sexual consent community awareness campaign 2024

### Only 100% is consent

#### Communications kit – August 2024

#### Background

*Only 100% is consent* aims to raise community awareness and understanding of sexual consent, positioned as a positive and normal part of all healthy sexual experiences. The campaign creative illustrates what affirmative consent looks like in practice, emphasising free, voluntary, and mutual agreement when participating in a sexual activity. Recent changes to Queensland's consent laws, including moving to the affirmative model of consent, commence from 23 September 2024.

*Only 100% is consent* is in market until 15 December 2024 and running across channels including video streaming platforms, social media, dating apps and radio.

#### What can you do to promote the campaign?

- Visit [www.qld.gov.au/consent](http://www.qld.gov.au/consent) to learn more about affirmative consent
- Download and share the [campaign assets](#)
- Follow us and share our posts at [Domestic, Family and Sexual Violence Prevention Queensland](#)
- Share this communication kit with your stakeholders and networks
- Include an article in your workplace e-newsletter or intranet
- Share a post on social media
- Start a conversation about affirmative consent
- Ensure you know the support options available for Queenslanders.

This communication kit includes proposed copy, key messages and links to campaign assets to help you raise awareness.

#### Key messages

##### Sexual consent:

- Consent is a clear, simple and normal part of positive sexual experiences.
- Consent is agreed together, clearly communicated through words or clear body language.
- Consent is mutual. Whether it's touching, kissing or sex, consent is when everyone genuinely wants to be there.
- Consent is voluntary, discussed and agreed together without ever feeling forced or pressured.
- Consent reflects capacity, where everyone involved has the capacity to reach, communicate or withhold consent. Things like alcohol and drugs can impact a person's ability to consent. If you're not sure someone can consent, stop and check in with each other.



- Consent is informed, where everyone understands what they are consenting to.
- Consent is specific. Just because someone has consented to one thing, it does not mean they have consented to another.
- Talking about consent can feel awkward or daunting, but it doesn't have to be. There are lots of ways to do it.
- If you're not sure you've got consent – you need to check and be sure.
- Consent is all about respect and mutual and ongoing communication. It's not pressuring or threatening someone into doing something they don't want to do.
- No matter how long you've known someone, or how many times you've had sex or done sexual things with them before, consent must be agreed together, every time.
- People have different boundaries and likes and dislikes when it comes to sex. What you're comfortable with and what you enjoy can also change over time. It's important to check you have consent every time – never assume consent.
- You can create a space where your partners feel safe to tell you no by being respectful and supportive – no matter the answer when you ask for consent.

### **New consent laws commencing in Queensland**

- From 23 September 2024, Queensland is moving to the affirmative model of consent, which requires the free and voluntary discussion and agreement to take part in a sexual activity.
- The Queensland Government has strengthened sexual consent laws to better reflect community expectations of equality and mutual respect in sexual relationships.
- The new consent laws in Queensland, commencing 23 September 2024, clarify misunderstood sexual offences and drive change in the way offences are prosecuted and defended in the justice system.
- Under new consent laws in Queensland, commencing 23 September 2024, stealthing will be explicitly criminalised. That means you cannot remove or tamper with a condom without the other person's knowledge and agreement.

### **Support options:**

- If you, or someone you know, has had an experience where there was no consent – that is sexual violence. Know that it is not your fault and help and support is available.
- Help and support is available for anyone impacted by sexual violence. There are a range of free and confidential support options – online, over the phone or in-person. Contact:
  - The Queensland Sexual Assault Network (QSAN) has contact details for regional and specific-focus services on its website ([www.qsan.org.au/services](http://www.qsan.org.au/services)). These include services for First Nations, migrant and young (aged 12-25 years) women and girls, along with women with intellectual and learning disabilities and specific men's services.
  - State-wide, the Queensland Sexual Assault Help Line offers telephone support and crisis counselling to anyone who has been sexually assaulted or abused, and for anyone who is concerned or suspects someone they care about might have been assaulted or abused. They can be contacted on 1800 010 120, 7 days per week 7.30am-11.30pm. Visit [www.dvconnect.org/sexual-assault-helpline](http://www.dvconnect.org/sexual-assault-helpline).
  - 1800 Respect ([www.1800respect.org.au](http://www.1800respect.org.au)) on 1800 737 732 offers 24/7 telephone and online crisis support.
  - Lifeline ([www.lifeline.org.au](http://www.lifeline.org.au)) on 13 11 14 offers 24-hour crisis support and suicide prevention.
  - Help and support is available, find out more about the [support services in Queensland](#).



## Proposed content

View, download or share the campaign resources [here](#).

Channel	Copy
E-newsletter / Intranet article	<p><b>Only 100% is consent</b></p> <p>Sexual consent is a clear, simple and normal part of positive sexual experiences.</p> <p>It's all about mutual respect and communication.</p> <p>Consent can be communicated through words or clear body language. Before and during any sexual activity, everyone must say or do something to communicate consent. If you're not sure you've got consent – you need to check and be sure.</p> <p>You might say it or show it through body language. If you're ever unsure, stop check in and respect everyone's choice. Creating a space where everyone feels safe to say no is just as important.</p> <p>It's about making sure that everyone involved in a sexual activity feels safe, equal and respected. It's not okay to pressure or threaten anyone into doing something they don't want to do.</p> <p>Find out more about sexual consent and some of the ways you can seek, give or not give consent at <a href="http://www.qld.gov.au/consent">www.qld.gov.au/consent</a></p> <p><b>The Queensland Government has strengthened consent laws</b></p> <p>Queensland is moving to the affirmative model of consent, which requires free and voluntary agreement to participate in a sexual activity where consent is mutually discussed and agreed.</p> <p>The new consent laws in Queensland, commencing 23 September 2024, clarify misunderstood sexual offences and drive change in the way offences are prosecuted and defended in the justice system.</p> <p>Learn more about the <a href="#">new consent laws in Queensland</a>.</p> <p><b>Support is available</b></p> <p>No one has the right to make you do anything you don't want to do. If you believe you have experienced sexual violence, please know this is not your fault and you are not alone.</p> <p>Help and support is available, find out more about the <a href="#">support services in Queensland</a>.</p>
Social media post  General awareness – affirmative consent	<p>Consent is a normal and necessary part of positive sexual experiences.</p> <p>Consent can be communicated through words or clear body language. Before and during any sexual activity, everyone must say or do something to check for consent. If you're not sure you've got consent – you need to check and be sure.</p> <p>There are lots of ways to do it. Learn more at <a href="http://www.qld.gov.au/consent">www.qld.gov.au/consent</a></p> <p>#Only100isconsent #AffirmativeconsentQLD #ConsentQLD</p>



<p>Social media post</p> <p>General awareness – new consent laws in Queensland</p>	<p>The Queensland Government has strengthened sexual consent laws to better reflect community expectations of equality and mutual respect in sexual relationships.</p> <p>Amendments to the law include moving Queensland to the affirmative model of consent, explicitly criminalising ‘stealthing’ and expanding the circumstances where there is no consent.</p> <p>Find out what this means for you at <a href="http://www.qld.gov.au/consent">www.qld.gov.au/consent</a></p> <p>#Only100isconsent #AffirmativeconsentQLD #ConsentQLD</p>
<p>Social media post</p> <p>Youth focus</p>	<p>Asking for sexual consent can feel awkward, but it doesn’t have to be – there are lots of ways to do it.</p> <p>It’s all about respect and mutual communication. It’s not pressuring or threatening someone into doing something they want to do.</p> <p>Checking in with each other is how we make sure everyone feels safe and respected during sex. Find out more at <a href="http://www.qld.gov.au/consent">www.qld.gov.au/consent</a></p> <p>#Only100isconsent #AffirmativeconsentQLD #ConsentQLD</p>

