

WHAT SHE MAKES | DOORHANGER ACTION

Right now, we're tackling poverty in the fashion industry – and we want you to join us!

Big brands are not paying a living wage to the women who make our clothes enough to live on, keeping them in poverty. Despite long hours away from their families, working full time plus hours of overtime, big brands do not pay enough money to cover the basics of life – such as food and shelter.

It doesn't have to be like this. We've been leaving messages in the fitting rooms of major brands – little notes for their customers and staff, to make sure the people who buy their clothes know that the brands they love do not pay a living wage.

BEFORE YOUR ACTION

CHOOSE YOUR TARGET

Take a look at our [Company Tracker](#) and choose your target. You'll see that some brands have made more movement on living wages already – which is fantastic! Choose some clothing brands near you that have not made a credible commitment yet.

ASSEMBLE YOUR CREW

You can do this alone if you like, but we think it's great fun with friends, and a good way to recruit people to our campaign. You can run this action with one person, large groups, or anything in between, but we think it works best with groups of 3-10.

PLAN THE DETAILS

To make sure your action is effective and your team is well supported, it's important to plan ahead. Who is going into which shop? (You could allocate shops by level of a mall, or the left or right side of the street.) Where will you meet afterwards? Do you have everyone's number? How will you celebrate a great action?

DURING THE ACTION

BRIEFING

Gather everyone together and brief your team. Make sure you explain the steps of the action, answer any questions that people have, and get people excited about standing up for the women who make our clothes. Here is a suggested script for what you'll need to say in the briefing.

"Hi everyone and thanks for coming today!"

What we're doing

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Today we're taking action to pressure brands to pay a living wage to the women who make our clothes. By leaving door hangers behind in fitting rooms, we're letting staff and customers know that this is a huge issue and the brand should do the right thing and commit to paying a living wage.

This is how it works

We'll walk into the store just like we're going shopping. We'll each have a browse around and pick a few things to try on. When we're in the fitting rooms, we'll each leave a What She Makes hanger in there. Take a photo of the hanger, ideally with something that identifies the brand in the photo (a brand logo or clothing label.) If possible, pop some hangers in other empty change rooms as well. Then we return the clothes and leave the store. If possible, take a photo out the front of the store with the green 'Pay a Living Wage' t-shirt sign (ensuring the brand logo is in the photo.)

Remember

*What we're doing is a legal and powerful tool for reaching customers and staff with our campaign. This is not about confrontation – we don't need to ask permission to do this, and we **don't need to interact with staff** outside of politely saying "hi" and asking to try clothes on.*

After the action

We'll head to [food court, café, person's house] to have a chat about how everything went and have a celebration. We'll also post the photos that we took on the brand's Facebook page, and we can even tag on Instagram and Twitter as well if we like."

DO THE DOOR HANGER ACTION!

Now it's time to go into the store/s and do the action. Remember to support your activists and pay attention to how everyone is feeling. It's supposed to be fun and natural, so keep an eye on your team's wellbeing.

DEBRIEF

Now it's time to celebrate and debrief! Head to your predetermined meeting point: the mall's food court, a pub, a café, or someone's house. Let everyone get settled in, buy a drink or some food, and then thank everyone for their awesome work.

IMPORTANT: Fill out [the action tracker](https://actions.oxfam.org/australia/doorhangers-in-stores/petition/) so we can track our impact!
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SOCIAL MEDIA

Now – post your images on social media: on the brand's Facebook wall (or comment on their photos,) tag them on Twitter or Instagram – or all of the above! If you're not sure what to say, go to the [Company Tracker](#) 'demand change' button to find some suggested text for the brand you're targeting.

Also make sure you post your photos in the [Oxfam Australia Activists](#) Facebook group so that we can see your great work!

TIP: If you don't have social media, doing the action is still sending a powerful message to the brands.

WRAP UP

Thank everyone for standing with the women who make our clothes.
Arrange a date and time for your next What She Makes action before you leave.

STORES TO VISIT – BRANDS OXFAM IS WATCHING

Naughtiest		
Noni B Katies, Rivers, Rockmans, Liz Jordan, W.Lane, Table Eight, Beme	Not very responsive, but feeling the heat recently	@katiesfashion @riversaustraliaofficial @nonibofficial @rockmansfashion @wlanestyle @bemestyle
Myer	Have lagged behind for a long time.	@myer
Just Group Just Jeans, Jacqui E, Jay Jays, Portmans, Peter Alexander, Dotti	Have lagged behind for a long time.	@justjeans @jacquieofficial @jayjays @portmans_ @peteralexanderofficial @dotti_squad
Naughtyish		
Zara	Has a commitment to a living wage, but isn't transparent	@zara
Big W	The Big W Code of Conduct mentions living wages without any clear commitment to paying living wages.	@bigwaustralia