

WHAT SHE MAKES

2019 strategy October - December

Theory of change

If people in the community can hold brands to account and shame them, then big brands will do the right thing and commit to paying a living wage to the women who make our clothes.

How we will win

By publicly holding brands to account in their changerooms, on their social media and in front of our networks, we will pressure them to make a commitment to pay a living wage.

The lead up to Christmas is a critical time for brands as they try and woo shoppers with big sales and slick marketing campaigns. By disrupting their reputation when it means the most to them, we will ensure they do the right thing.

What we will do

Planning and training will happen before the first Weekend of Action – you'll have all the tools and skills you need to hold big brands to account!

Weekend of Action 1 9-10 November

We will sneak into the changerooms of big brands who have not made genuine commitments to pay a living wage. We'll leave behind a #WhatSheMakes doorhanger, snap a photo, and share it for the world to see – tagging them on Instagram and sharing on the @OxfamAustralia page.

After the first Weekend of Action, we'll celebrate & reflect on what went well and what could improve. We'll also decide how we can up the ante during the second Weekend of Action.

Naughty or Nice list 25 November

At the end of November, we'll launch a list of the brands that are 'nice', 'naughty', and 'naughtiest'. This will be a huge public moment, and a great chance to get new activists involved in the campaign.

When the Naughty or Nice list launches, we want to ensure it goes as wide as possible.

12 Days of Activism 13-24 December

Again, we will sneak into the changerooms of brands – but we want to up the ante so that they really feel the pressure. We'll work together to decide the best way to do this.

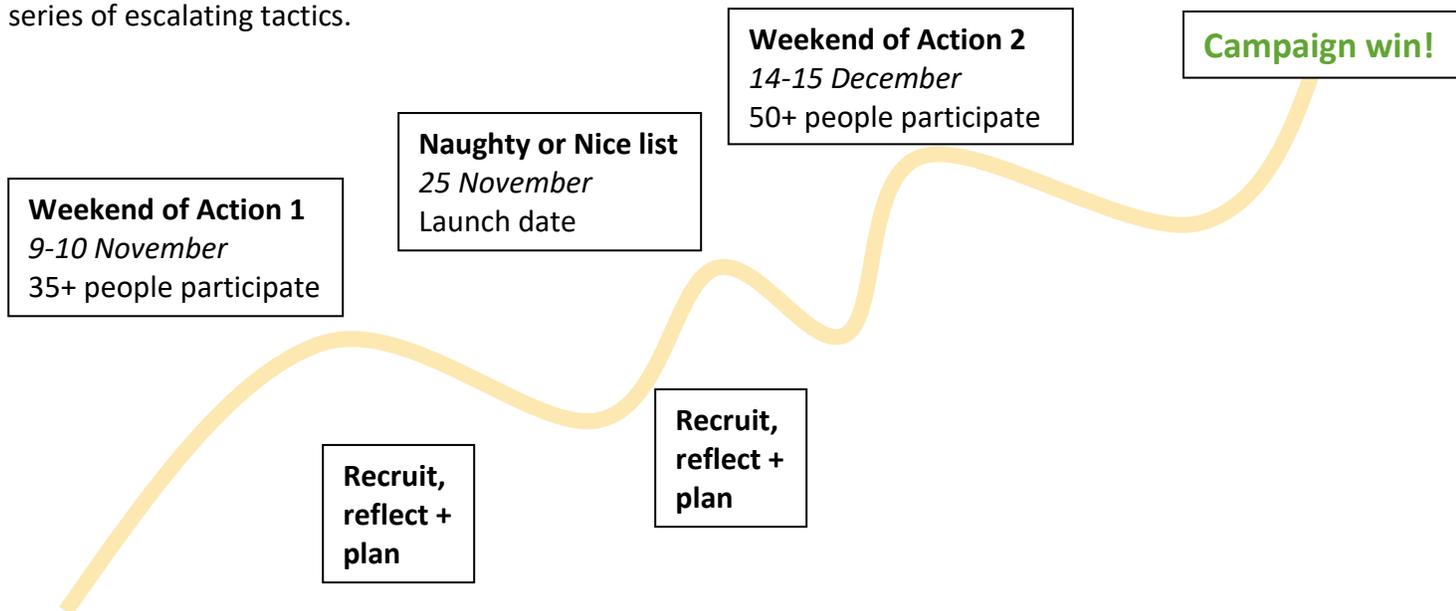
Again, after the 12 Days of Activism we'll celebrate & reflect on what went well and what could improve. This will be a really important part of planning for the campaign in 2020!

What She Makes 2020

Hopefully by 2020, many more brands will have made a genuine commitment to pay a living wage. In the new year, we'll make a strategy to ensure more brands do the right thing and pay a living wage to the women who make our clothes. This could include big actions at university O Weeks, a big speaker's tour with garment workers, actions at AGMs – the sky is the limit!

Timeline

Over the next three months, we will build our community power and the pressure on brands in a series of escalating tactics.



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
Naughty		
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