

**SHE WEARS
THE COST**

**OPERATION
FITTING ROOMS**



actionaid

CONTENTS

1. WHAT IS OPERATION FITTING ROOMS?

2. WHAT TO DO...

A. BEFORE THE ACTION

B. DURING THE ACTION

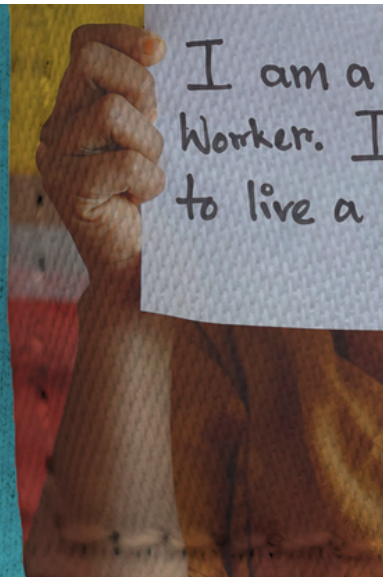
C. AFTER THE ACTION

3. CHALLENGES YOU MAY FACE

A. GUIDANCE FOR ACTION

B. FAQ

4. FLYERS TO PRINT



WHAT IS OPERATION FITTING ROOMS?

We're tackling exploitation within the garment industry – and we want you to join us!

Big brands like Nike and Just Group have continued to generate large profits while their workers are left to wear the cost. Women garment workers have been hit hard because of COVID-19, losing jobs and income. Many are being pushed further into poverty and hunger. Brands need to take responsibility for their workers and take action to ensure they survive the COVID-19 crisis.

That's where you and I come in! We're on an assignment – **Operation Fitting Rooms** (shoutout to the Inner-West Sydney Group for the name inspiration!) - **to leave flyers in change rooms to make sure that consumers know that brands need to do more to protect garment workers' rights.**

Print our flyers below and place them in the fitting rooms. The label contains a QR code which takes you to the #SheWearstheCost campaign page.

WHAT TO DO ...

Before the Action

You want to take down the big brands - great! But before you decide to move forward with this action, it is important that you meet as a group to discuss the logistics and planning of it. We've made this simple for you by creating a little checklist below!

- Meet with your local ActionAid group! Discuss:
 - The location and stores you will visit – and who will visit what stores
 - Who will do this together (consider doing this in pairs/smaller groups)
 - Who will organise the logistics (printing flyers and contacting ActionAid for support)
 - The date, day and time of the action (could be done over a few days if you'd like!)
 - Go through the information of the campaign
 - Go through the challenges and risks section in this toolkit as a team so that you're all aware of possible scenarios
 - Remind everyone that this is a stealth tactic – don't wear your ActionAid shirts

- Any support you may need from ActionAid
- Meeting location once the action is done
- How you will communicate during the action
- Logistics
 - Printing flyers for everyone
 - Consulting Shay and Kat if you need support in printing

During the Action

This action can be done alone, however it's more fun done in pairs!

During the action it would be good to have one final briefing before everyone heads off. Be sure to reiterate the plan discussed previously, who will be going off together, and the reconvening time and location.

A sample script to use:

"Today we're taking action to pressure Nike and Just Group to support the women who make their clothes through this crisis. By leaving flyers, we're letting staff and customers know that women garment workers are being hit hard by COVID-19, losing jobs and income. Garment workers are some of the lowest paid workers in the world and they are being pushed further into poverty and hunger. Brands need to support their workers through this crisis by ensuring they pay them their wages and benefits.

All we'll be doing is walking into the store and pretending to browse and try on clothes. When you go into a fitting room, leave a flyer leaning against the wall or on any chairs, if there are any. You can also take photos and/or videos of you leaving the flyer in the fitting room well (just be safe while doing so)!

After we've done this, return the clothes to the shop attendant, and leave the store. Be sure not to arouse any suspicion and don't spend more than 15-30mins in a store.

Remember we are only visiting Nike, Just Jeans, Jay Jays and Dotti. Do not enter any other Just Group stores such as Peter Alexandar, Smiggle, Jacque E and Portmans.

*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 – whatever is permitted under COVID restrictions] 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.

After the Action

Time to regroup, debrief and celebrate! Head to the meeting point the group agreed on, have some food and be proud of the actions you've accomplished.

Be sure to share any content collection with Shay or Kat at ActionAid! If you'd like to post it on your socials and tag the brands, we've added their social handles below.

Facebook:

- [Nike](#)
- [Dotti](#)
- [Jay Jays](#)
- [Just Jeans](#)

Instagram:

- [Nike](#)
- [Dotti](#)
- [Jay Jays](#)
- [Just Jeans](#)

CHALLENGES YOU MAY FACE

Guidance for action

Do this action as discreetly as possible.

This means:

- Take care not to damage any clothing or anything else in the shop
- Ensure that no staff are around you when you put the postcards in the fitting rooms
- Don't congregate in big groups
- Do the action quickly
- Abide by the general 'rules' of the store e.g. wear a face mask if you have to, and don't do anything illegal
- Leave the store after having put the postcards in fitting rooms
- Don't wear any ActionAid branded clothing
- Don't leave any rubbish or other stuff behind apart from the QR codes
- **Only do the QR action in Jay Jays, Dotti, Nike and Just Jeans. This means don't go into other Just Group brand stores like Peter Alexandar, Jacqui E, Portmans or Smiggle**

FAQ

What could happen if I get caught by a store employee? What should I do?

If you get caught the store employee (and/or their manager) may ask you what you are doing. Remember to be respectful and answer their questions. You can explain this briefly by using the key messages document.

If they tell you to leave the store, follow their instructions.

There is a small chance that you could be banned from the store. To minimise the chances of this, leave the store if staff members ask you to.

Here's a sample script to use if staff ask you what you are doing:

I'm participating in a global campaign working to ensure that women garment workers have access to safe and decent working conditions.

I'm putting these postcards here to help educate consumers about how clothing brands can step up to support workers in countries like Bangladesh and Cambodia during the pandemic. Garment workers have been hit hard by the pandemic, losing jobs and incomes.

We need brands to make strong, public commitments to make sure their garment workers are paid and can get through this crisis.

What should I do if an employee catches me and say they will call their manager?

Tell them you will leave the store immediately.

What should I do if an employee tells me to delete photos I've taken?

You don't have to delete photos you've taken even if an employee asks you to.

What should you do if an employee/manager of the store threatens to call the police?

This is unlikely to happen but if this is the case you should leave the store. You don't have to stay there, and police don't have the right to arrest or charge you for this action.

Does this action pose any legal risks for ActionAid or myself?

The chances of any legal action threatened against ActionAid Australia or yourself are very slim. Just make sure that you don't mention you are an ActionAid activist, be respectful, and follow staff's instructions to leave if they ask you to.

If you find yourself for any reason in a situation where you don't know what to do, feel free to text or call us on (even if it's the weekend):

Kat – 0422 430 282

Shay – 0452 155 933

96% OF GARMENT WORKERS
REPORTED THAT THEY DID NOT RECEIVE
SEVERANCE PAY WHEN THEY LOST THEIR JOBS
BECAUSE OF **COVID-19**



BRANDS
MUST PAY
THEIR WORKERS
#SHEWEARSTHECOST



75% OF GARMENT WORKERS
REPORTED THAT THEY **HAVE RUN OUT OF MONEY**
TO BUY FOOD SINCE **COVID-19**



BRANDS
MUST PAY
THEIR WORKERS
#SHEWEARSTHECOST

GARMENT WORKERS ARE FACING
HUNGER, POVERTY, AND CAN'T FEED THEIR
FAMILIES. ALL WHILE BIG FASHION BRANDS
CONTINUE TO MAKE HUGE PROFITS DURING
COVID-19.



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