

**IN THE MATTER OF THE ROYAL COMMISSION
INTO FAMILY VIOLENCE**

ATTACHMENT WS-13 TO STATEMENT OF WENDY MAREE STEENDAM

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This is the attachment marked **'WS- 13'** produced and shown to **WENDY MAREE STEENDAM** at the time of signing her Statement on 9 July 2015.

Before me: ...

**An Australian Legal Practitioner within
the meaning of the Legal Profession Uniform Law (Victoria)**

Attachment WS-13

A Right to Respect

Victoria's Plan to Prevent Violence
against Women 2010-2020

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Diritto

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Уважение

Respect

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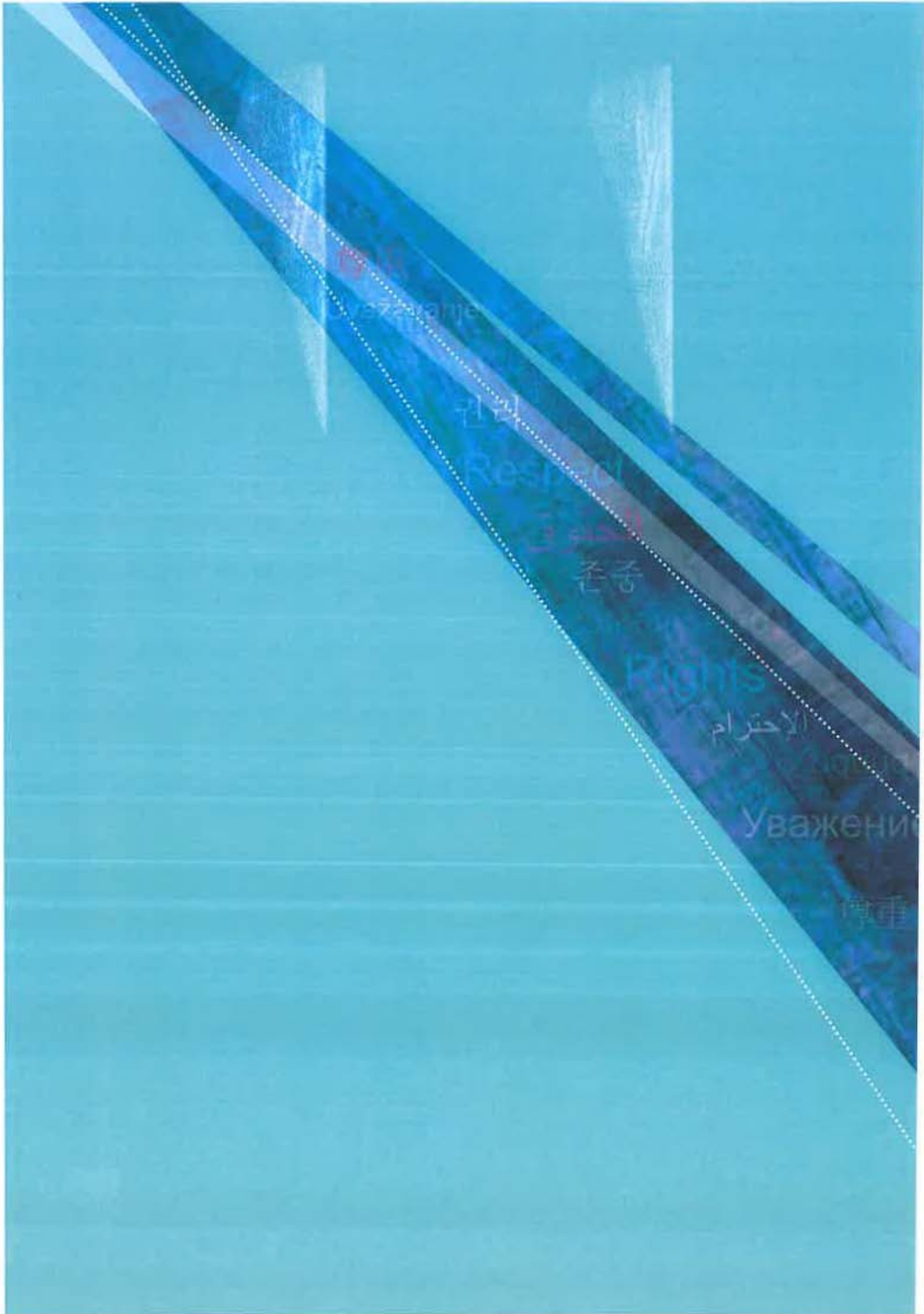
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A Victorian
Government
Initiative





A Right to Respect

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Message from the Premier



Violence against women can and must stop.

Today in Australia, over half of all women experience some form of physical or sexual violence in their lifetime. A woman is killed almost every week by a male partner or ex-partner and thousands of women are injured each year.

This is unacceptable.

As a community, we have a shared responsibility to recognise, challenge and prevent violent and disrespectful behavior or attitudes towards women.

Violence has a profound and devastating impact on women, children, young people, families and entire communities. Its social and psychological impact can become entrenched across generations. On top of that, the economic cost and effect on productivity should not be underestimated. There are many reasons to prevent violence against women. But the most important reason is because it is wrong.

Victoria has led the way on family violence and sexual assault reform.

Our Government has invested over \$140 million since 2005 to better respond to violence against women. Police, health and support services are now working more collaboratively than ever before. More women are reporting violence, more charges are being laid, and more perpetrators are being held accountable.

Our challenge now is to build on that work.

That is why we have developed *A Right to Respect: Victoria's Plan to Prevent Violence against Women 2010–2020*. This major new 10-year plan sets out short, medium and long term measures to reduce levels of violence against women by challenging its underlying causes. It will influence social norms, promote community leadership and embed a much stronger culture of equal and respectful relationships between men and women.

All women have the right to live free from violence.

A Right to Respect is our strategy to help achieve that.

John Brumby MP
Premier of Victoria

Message from the Minister



All violence is preventable. All violence is unacceptable.

A Right to Respect: Victoria's Plan to Prevent Violence against Women 2010-2020 is a new system wide approach to stop violence from occurring in our community. The Plan is based on sound research and valuable diverse input that has informed our understanding of how to prioritise and develop our action over the next 10 years.

Stopping violence is a challenge given its prevalence, and the nature and complexity of its origins. Violence against women has been present in our community for a long time and is embedded in some of our attitudes, behaviours, and social structures. Many incidents of violence are ignored or go unreported because it is deemed a 'private matter'. To stop violence it is important to address its contributing factors of unequal power relationships between men and women, gender stereotyping and discrimination.

Respect for women is a fundamental and essential starting point to effect a cultural change in attitudes which in turn will effect a change in behaviour.

In 2007, the Victorian Government commissioned VicHealth to develop a research and evidence base on effectively preventing violence against women. In response the Government, led by the Family Violence Ministers¹, proposes to address the underlying causes of violence by working with whole communities, not just individuals. Schools, workplaces, sporting clubs and the media are all settings where attitudes and behaviours tolerant of violence or disrespectful towards women must be challenged, and where healthy, equitable relationships between men and women can be promoted.

Building organisational capacity and engaging and supporting champions for change is part of influencing attitudes and social behaviours. Just as governments have used education, legislation and capacity-building to help reduce smoking and drink driving, so too can such strategies be used to change attitudes and behaviour to prevent violence.

The Victorian Government is committed to the implementation of the plan and to effecting a change that will stop the violence.

Maxine Morand

Maxine Morand
Minister for Women's Affairs

¹ The Victorian Government Family Violence Ministers are Maxine Morand, Minister for Women's Affairs and Early Childhood Development (lead minister); Rob Hulls, Attorney-General; Lisa Neville, Minister for Community Services; Bob Cameron, Minister for Police and Emergency Services; and Richard Wynne, Minister for Aboriginal Affairs, Housing and Local Government.

Executive summary

Why this Plan?

Violence against women is prevalent, serious and preventable. It has a profound and devastating effect on women, children, young people, families and whole communities. Preventing violence against women has a positive impact not only on individuals, but on society as a whole.

A Right to Respect: Victoria's Plan to Prevent Violence against Women 2010–2020 is the world's first systematic, sustained and cross-sectoral policy to build skills, attitudes and cultural values that reject violence. It is a 10-year framework to promote respectful, gender-equitable relationships in our communities and homes. It builds on Victorian Government investment of over \$140 million in a comprehensive range of reform initiatives to better respond to violence against women. While this new focus on prevention will not take priority over these reforms, it will be critical to our overall action.

Working from an evidence base

To guide policy-making, the Victorian Government commissioned VicHealth in 2007 to review the evidence on existing prevention programs and strategies. The resulting, comprehensive framework is titled *Preventing Violence Before It Occurs – A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*. It found broad international agreement that the key drivers of violence against women are:

- unequal power relations between women and men
- adherence to rigid gender stereotypes
- broader cultures of violence.

The Framework recommended a statewide prevention plan to address these factors through mutually reinforcing strategies at societal, community and individual levels, and in various community settings. The Family Violence Ministers endorsed the Framework as the basis of the statewide plan's development.

Framework for action

Vision

Victorian communities, cultures and organisations are non-violent and gender equitable. Relationships are respectful and non-discriminatory.

Goals

1. A significant reduction in violence against women.
2. Non-violent and non-discriminatory social norms.
3. Gender-equitable, safe and inclusive communities and organisations.
4. Equal and respectful relationships between women and men.

Strategies

1. Establish partnerships across government and non-government agencies and accountable leadership structures for sustainable prevention.
2. Strengthen community leadership to drive change.
3. Build capacity and tools for organisational change and workforce development.
4. Implement multiphase communications campaigns and programs, engage champions and undertake media advocacy to promote equity and non-violence.
5. Develop and strengthen systems and programs that build respectful relationships skills and influence social norms, attitudes and behaviours.
6. Research, evaluate and monitor policy and programs for continuous improvement.
7. Improve policy, regulation and legislation to embed prevention of violence and gender equity.

Priority actions

Page 30 outlines a full list of high-level priority actions within each strategy, for implementation over the 10-year timeframe. Page 25 lists the immediate actions of government in 2010.

Our approach

Across settings

Building on the VicHealth assessment of the most effective areas for prevention, *A Right to Respect* includes strategies and actions across five key settings:

1. Education and Training
2. Local Government, Health and Community Services
3. Sports and Recreation
4. Workplaces
5. Media, Arts and Popular Culture.

Because actions in these settings will engage government work areas across various departments, an interdepartmental committee will guide the Plan's development and implementation.

Statewide and place-based

As models and toolkits are developed at the state level in each of the settings, and as workforce capacity is built to deliver them, these tools can be implemented on the ground in schools, workplaces, sporting organisations and so on. Local governments, health and community organisations can play a key role in driving and coordinating the implementation of these settings-based initiatives in ways adapted to their communities, along with other prevention work arising out of local needs.

A staged process: establish, expand, embed

To structure our action in the short and medium terms, three Implementation Plans will be developed over the 10-year timeframe, aiming to establish, expand and embed prevention activity. These will include detailed actions in each setting, timelines, identification of roles and responsibilities and a performance-monitoring framework.

With and for everyone

The expertise of specialist sectors is essential to guide our work, but establishing partnerships with sectors new to violence against women is essential to making prevention 'everyone's business'.

Non-violent men can play a positive role in ending violence against women, and in shaping the attitudes and behaviours of children and other men.

Working with children and young people is also crucial, as this is when many attitudes, beliefs and behaviours are formed. Primary prevention provides young people with the skills, role models and support to choose positive, respectful behaviours and engage in non-violent relationships.

Violence against women occurs across the Victorian community. However, whole-of-population strategies are less likely to reach some groups with limited access to services or settings, and/or specific needs. The Plan will tailor strategies for specific contexts, while ensuring that all strategies build in diversity and inclusion.

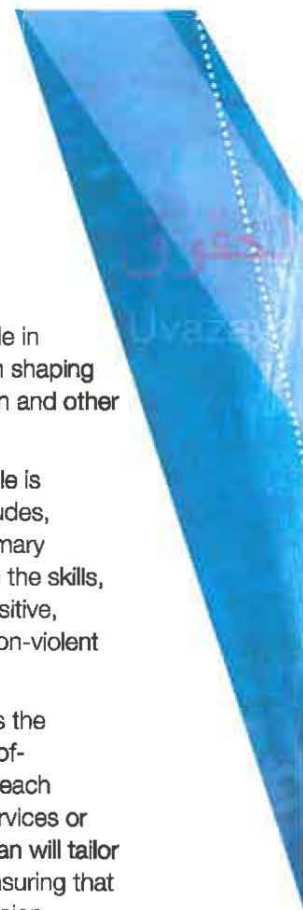
Policy enablers

International context

Under the United Nation's *Convention for the Elimination of All Forms of Discrimination against Women* (CEDAW), Australian governments have an international legal requirement to take: 'All appropriate measures [to] modify the social and cultural patterns of conduct of women and men, with a view to achieving the elimination of prejudices and customary and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for women and men'. *A Right to Respect* responds directly and systematically to this obligation.

National context

A national plan to reduce violence against women and their children will be released in early 2010. States and territories will report against this through the Council of Australian Governments (COAG). Victoria is in a strong position to support the implementation of the national plan. *A Right to Respect* will develop links to Commonwealth initiatives in primary prevention to build on good practice and provide consistency.



Victorian context

The Victorian policy context for prevention of violence against women is complex because it involves different departments and units within government, and multiple settings across the community. It is linked to policies framing our response to violence as well as policies for cultural and attitudinal change regarding discrimination and inequity, to empower women, and to promote non-violent and equitable communities and organisations. These policies help address the key contributing factors to violence against women, and can be used as 'enablers' of prevention. For example:

- Overarching legislation such as the *Victorian Charter of Human Rights and Responsibilities Act 2006*
- Key policies, as well as legislative and operational changes, supporting the family violence and sexual assault reforms. Policies include the *Violence against Women Policy Statement*, which encompasses this Plan, the *Strategic Framework for Family Violence Reform 2010–2020 (forthcoming)* and the *Sexual Assault Reform Strategy*; as well as the Attorney General's *Justice Statement 2*, and *Living Free from Violence – Upholding the Right: the Victoria Police Strategy to Reduce Violence against Women and Children 2009–2014*. Legislative and operational reforms supporting these policies are numerous, including the introduction of a new Police Code of Practice and a new *Family Violence Protection Act 2008*, as well as amendments to defences to homicide legislation and sexual assault rules of evidence.
- Policies to respond to and prevent Indigenous family violence, especially *Strong Culture, Strong Peoples, Strong Families*.
- Policies promoting gender equity, women's leadership and non-discrimination, such as the *Victorian Women's Policy Framework 2008–11*.
- Policies addressing disadvantage, and promoting diversity and inclusion, such as *A Fairer Victoria* and *All of Us: Victoria's Multicultural Policy*.
- Policies to address other forms of violence, such as *Victoria's Plan to Promote Respect*.

Performance monitoring, research and evaluation

The following processes will be used to oversee the Plan's implementation, monitoring and review:

- Three-year Implementation Plans with performance monitoring and reporting frameworks.
- Annual internal reporting through the Prevention Interdepartmental Committee with links to reporting mechanisms against the *Victorian Charter of Human Rights and Responsibilities Act 2006*.
- Ongoing, action–research evaluation with a formal mid-Plan review in 2015.
- Stakeholder review and feedback through existing governance mechanisms and new steering structures.
- Development of performance indicators and outcomes measures.

Governance and accountability

Governance mechanisms will be developed to oversee this Plan, building on work and partnerships so far. Key elements will include:

- strong Ministerial leadership
- whole-of-government processes, led by the Prevention Interdepartmental Committee
- steering structures for each of the five key settings
- additional mechanisms such as an ongoing partnership with VicHealth, and linkages with the Statewide Advisory Committee to Prevent Sexual Assault, the Family Violence Statewide Advisory Committee, and the Indigenous Family Violence Partnership Forum.

1 Introduction

1.1 Why a plan to prevent violence against women?

Women constitute the overwhelming majority of victims of family and sexual violence: 77 per cent of reported family violence victims and 92 per cent of reported rape victims are women and girls². More than half of Australian women experience some form of physical or sexual violence in their lifetimes³. A woman is killed almost every week in Australia by a male partner or ex-partner, often post-separation⁴.

While women can sometimes be perpetrators of relationship violence and men can sometimes be victims, evidence shows that women are at least three times more likely than men to experience physical violence at the hands of an intimate partner⁵. Women are also three times more likely

than men to be injured through intimate partner violence, five times more likely to require medical attention or hospitalisation as a result, and five times more likely to report fearing for their lives⁶.

There are many reasons to prevent violence against women. Research shows the profound and long-term toll it takes on women's health, on families and communities, and on society in general. The economic costs of criminal justice and service responses to the violence, and of health care and lost productivity, are also staggering. But above all we need to prevent violence against women because it is wrong. It is a fundamental violation of human rights that cannot be allowed to continue, and we base our efforts on this imperative.

VIOLENCE AGAINST WOMEN

The Plan adopts the definition of 'violence against women' set out by the United Nation's *Declaration on the Elimination of Violence against Women 1993*, that is:

any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion, or arbitrary deprivation of liberty, whether occurring in public or in private life.

While there is a range of violent behaviours perpetrated against women, family violence and sexual assault are the most common forms of violence experienced by women in Victoria. The *Family Violence Protection Act 2008* defines 'family violence' as behaviour that is physically or sexually abusive, emotionally or psychologically abusive, threatening or coercive, or in any other way controls or dominates the family member and causes that family member to fear for his or her safety or wellbeing or for the safety or wellbeing of another person. Sexual assault is any unwanted sexual behaviour that causes humiliation, pain, fear or intimidation. It includes behaviour that does not involve actual touching, such as verbal sexual harassment. Violence against women can be both criminal and non-criminal in nature and it is, in the main, behaviour intended to exercise power and control over women.

² Victoria Police (2009) *Crime Statistics 2008–09*, Corporate Statistics, Corporate Strategy and Performance, Victoria Police.

³ J Mouzos & T Makkai (2004) *Women's Experiences of Male Violence: Findings of the Australian Component of the International Violence against Women Survey*, Australian Institute of Criminology, Canberra. This national survey of 6,677 women aged 18–69 found that 57 per cent reported experiencing at least one incident of physical violence or sexual violence by a man over their lifetime (since the age of 16). Just under half (48 per cent) had experienced physical violence, and one-third (34 per cent) sexual violence.

⁴ Over the last four years of national homicide data reports, an average of 47 women per year have been recorded as killed for an alleged 'domestic' motive. Figures vary from 33 in 2006–07 to 66 in 2005–06: respectively J Dearden & W Jones (2008) *Homicide in Australia: 2006–07 National Homicide Monitoring Program Annual Report*, Australian Institute of Criminology, Canberra, p.50; and M Davies & J Mouzos (2007) *Homicide in Australia: 2005–06 National Homicide Monitoring Program Annual Report*, Australian Institute of Criminology, Canberra, p.58.

⁵ Australian Bureau of Statistics (2006) *Personal Safety Survey 2005*, Cat. No. 4906.0, Canberra.

⁶ Statistics Canada (2003) *Family Violence in Canada: A Statistical Profile 2003*, Canadian Centre for Justice Statistics, Ministry of Industry, Ottawa, Canada.

The human rights imperative

Victoria was the first state in Australia to adopt specific legislation for the protection and promotion of human rights, with the *Victorian Charter of Human Rights and Responsibilities Act 2006*. This commitment to human rights has helped drive reforms in the criminal justice and service systems responding to family violence and sexual assault.

But the legislation commits us to going further than an effective response, to taking additional action to stop systemic abuses in the first place. Public authorities must act to protect and *promote* human rights. Our duty to foster an 'inclusive human rights culture' of non-violence and gender equity is part of our law⁷.

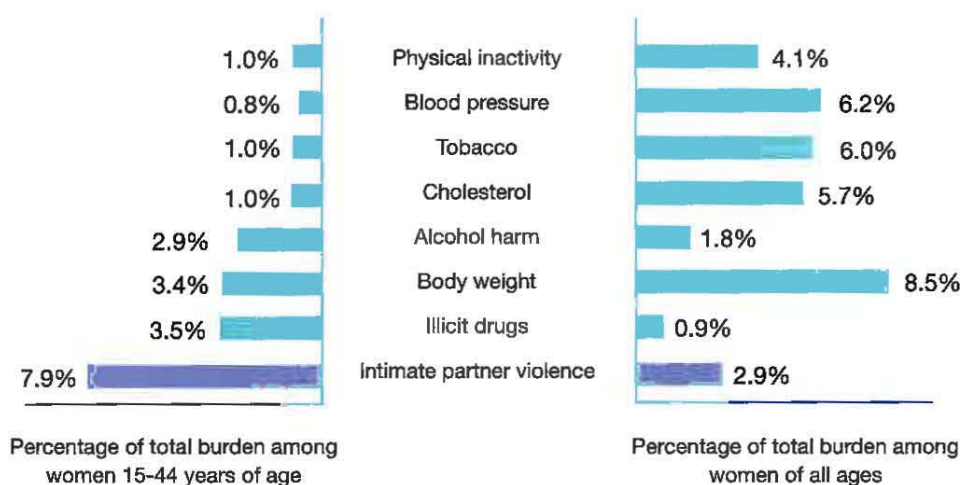
An important aspect of the human rights-based approach is recognising that claims to secure rights, including the right of women to live free from violence, do not represent 'new demands' but are rightfully claimed. It is our collective role, as government, community and individuals, to do what we can to realise these rights⁸.

Impact on women's health

Intimate partner violence – including physical, emotional and sexual violence – is the leading contributor to death, disability and ill-health in Victorian women aged 15–44⁹. Figure 1 shows the role of intimate partner violence compared to other health risk factors for Victorian women.

All forms of violence against women potentially reinforce a range of other known determinants of overall health problems, including poor mental health status, gender inequity, social isolation and economic disadvantage. Women experiencing violence may also respond to the trauma of violence in ways that damage their own health. These responses can include substance use, depression, anxiety and social withdrawal, and all can affect women's physical and mental wellbeing.

Figure 1: The proportion of disease burden attributable to eight major risk factors among women in Victoria aged 15-44, compared to women of all ages¹⁰



⁷ Our obligations under the Charter and international human rights instruments are outlined in the 'Policy Enablers' section.

⁸ Victorian Equal Opportunity and Human Rights Commission (2008) *From Principle to Practice: Implementing the Human Rights Based Approach in Community Organisations*, Victorian Equal Opportunity and Human Rights Commission, Melbourne.

⁹ VicHealth (2004) *The Health Costs of Violence: Measuring the Burden of Disease Caused by Intimate Partner Violence*, VicHealth, Melbourne.

¹⁰ T Vos, J Astbury, LS Piers, A Magnus, M Heenan, L Stanley, L Walker, K Webster (2006) *Measuring the Impact of Intimate Partner Violence on the Health of Women in Victoria*, Australia, Bulletin of the World Health Organization, 84 (9).

Impact on children and young people

Violence against women damages the health and wellbeing of children and young people both directly and indirectly, as they witness or fear violence being perpetrated against their mothers or female care-givers. Recent data shows that children were present in an average of 65 per cent of family violence incidents recorded by police each year from 1999 to 2006¹¹. One in four young people have witnessed violence against their mother or step-mother¹².

The *Family Violence Protection Act 2008* recognises the vulnerability of children to forms of violence against women: it includes 'causing a child to hear or witness, or otherwise be exposed to the effects of, family violence' as an example of family violence in itself. *A Right to Respect* aims to prevent violence against women in the home and therefore also aims to reduce the number of children exposed to violence against their mothers and other female carers¹³. The prevention of violence against women will have positive effects for children and young people and help reduce the prevalence of violence over generations.

Impact on the economy

Violence against women not only places significant costs on individuals, employers, governments, services and the community as a whole, but incurs the ongoing cost of services victims may require years after the violence was perpetrated. Violence against women and their children will cost the Australian economy \$13.6 billion in 2009 – \$3.4 billion for the state of Victoria. A recent study by KPMG for the National Council to Reduce Violence against Women and their Children found that unless appropriate action is taken to prevent violence, that sum will increase to \$15.6 billion per year by 2021 – Victoria will pay \$3.9 billion of that.

The World Health Organization (WHO) 2004 report *The Economic Dimensions of Interpersonal Violence* showed that preventing violence is cost beneficial and cost effective. The KPMG report found that preventing the experience of violence for one Australian woman can mean avoiding \$20,766 in costs¹⁴.

Figure 2: Estimated summary of costs of domestic (intimate partner) and non-domestic (non-intimate partner) violence against women and their children by category in 2021-22 without appropriate action¹⁵

Category of cost	Cost (\$ millions)	Percentage (%)
Pain, suffering and premature mortality	7,500	48
Health	863	5
Production-related	1,181	8
Consumption-related	3,542	23
Administrative and other	1,077	7
Second generation	280	2
Transfer costs	1,104	7
Total	15,577	100

¹¹ Department of Justice (2008) *Victorian Family Violence Database (Volume 3): Seven-Year Trend Analysis Report*, Victorian Government: 72.

¹² National Crime Prevention (2001) *Young People and Domestic Violence: National Research on Young People's Attitudes and Experiences of Domestic Violence*, Commonwealth of Australia, Canberra. Twenty-three per cent of young people in Victoria aged 12–20 (in a national survey of 5,000 young people) reported witnessing an act of physical violence against their mother or step-mother. Acts of physical violence included throwing things, hitting, or using a knife or a gun, as well as threats and attempts to do these things.

¹³ The prevention of all forms of child abuse and neglect is not within the scope of the Plan. The underlying causes of these forms of violence are specific and are addressed in other government strategies. The Victorian Government is additionally committed to the *National Framework for Protecting Australia's Children*.

¹⁴ National Council to Reduce Violence against Women and their Children (2009) *The Costs of Violence against Women and their Children*, Commonwealth of Australia, Canberra.

¹⁵ *Ibid*, table 1: 7. NB – Totals may not sum because of rounding.

1.2 The evidence base for prevention of violence against women

A Right to Respect: Victoria's Plan to Prevent Violence against Women 2010-2020 is based on sound research that has informed our understanding of where to start and how to prioritise and develop our action over the next 10 years. In 2007, the government partnered with VicHealth to review the evidence and produce a comprehensive framework to help develop policy and practice on the prevention of violence against women. The resulting report is *Preventing Violence Before It Occurs – A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*.

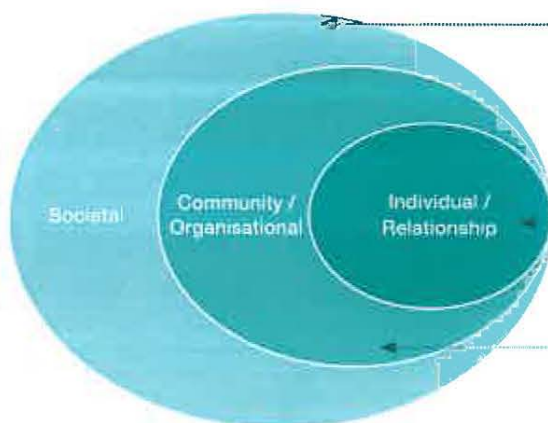
The Framework examined international evidence on the underlying and structural causes of violence against women. It identified that the determinants of violence against women are complex – not singular – and that in the ecological approach to understanding violence (see Figure 3) these factors are embedded in the social practices and cultural values of broader society. The Framework therefore recommended that the statewide plan adopt mutually reinforcing strategies at societal, community/organisational and individual/relational levels.

PRIMARY PREVENTION

A Right to Respect adopts the definition contained in the VicHealth Primary Prevention Framework:

Primary prevention interventions are those that seek to prevent violence before it occurs. Interventions can be targeted to the whole population (universal) or to particular groups that are at higher risk of using or experiencing violence in the future (targeted or selective)¹⁶.

Figure 3: An ecological approach to understanding violence¹⁷



Societal: The cultural values and beliefs that shape the other three levels of the social ecology.

Individual: The developmental experiences and personality factors that shape a person's responses to stressors in their environment.

Relationship: The intimate interactions a person has with others.

Community / Organisational: The formal and informal social structures that impact on a person.

¹⁶ VicHealth (2007) *Preventing Violence before it Occurs: A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*, VicHealth, Melbourne. Primary prevention strategies may also incorporate elements of 'secondary prevention' or 'early intervention', which means responding to risk factors or early signs of violence. 'Tertiary prevention', that is, strategies to prevent violence from recurring (such as men's behaviour change programs) are also a significant part of our response to violence. Such strategies are not part of this Plan, but feature in the Victorian Government's long-term plan for responding to violence and holding perpetrators accountable, the *Strategic Framework for Family Violence Reform 2010-2020* (forthcoming) and the *Sexual Assault Reform Strategy*.

¹⁷ *Ibid*

The VicHealth research found that the underlying factors in the perpetration of violence against women relate to the unequal distribution of power and resources between women and men and adherence to rigid or narrow gender roles and stereotypes. This reflects gendered patterns in the prevalence and perpetration of violence. Importantly, other factors such as alcohol and drug use or childhood exposure to violence were found to be neither necessary nor sufficient conditions for violence to occur. While these may be identified as risk factors, they become significant in predicting violence only where they intersect with norms and social practices relating to gender roles, identities and stereotypes.

KEY DETERMINANTS OF VIOLENCE AGAINST WOMEN

The key determinants and contributing factors to the perpetration of violence against women are:

- unequal power relations between women and men
- adherence to rigid gender stereotypes
- broader cultures of violence.

The Framework recognises that the factors contributing to or perpetuating violence against women exist across the many sectors and environments of people's everyday lives. As a result the opportunities for prevention also exist in these settings, including schools, local communities, sporting clubs and workplaces. The Plan will therefore coordinate prevention across selected key settings (see page 17).

1.3 Valuing and building on existing work

A Right to Respect: Victoria's Plan to Prevent Violence against Women provides a high-level framework for government and community action to prevent violence against women over the next 10 years. Behind this document lies the work of scores of organisations and hundreds of individuals who have contributed directly to its development, and have driven prevention of violence against women in their own work areas. Their effort has helped us bring prevention of violence against women from a broad vision and research base into a concrete set of goals, strategies and actions.

During the development of the Plan, we sent surveys around Victoria asking service providers and community organisations about their current primary prevention activities. We also convened Working Groups for each of the settings of the Plan, enabling government to build on existing knowledge and experience in the field and ensure broad community ownership of the Plan's directions and actions. The consultation process indicated that a great deal of prevention of violence against women activity was already taking place. The existing specialist sector (ie – services responding to family violence and sexual assault) has driven much of this activity, including most of the respectful relationships programs in schools. Other projects have been implemented in settings relatively new to the field, such as local governments, sporting organisations and workplaces¹⁸.

Through their work, these agencies have built a practice base in the prevention of violence against women, but the consultation highlighted a lack of capacity to share knowledge and skills beyond agencies' own areas or to put these into practice throughout settings. Time, money and workforce constraints can prevent many good programs from being implemented or evaluated more extensively. Currently, there are 'pockets of good practice' for prevention of violence against women in Victoria, and government has a clear role to play in helping expand this work statewide. Ongoing structures will be set up so government and community can continue to work together to establish, expand and embed good practice across different settings throughout the state.

¹⁸ VicHealth funding has 'seeded' a significant number of such projects over recent years, enabling the engagement of key ambassadors, building capacity, and establishing a practice and evidence base for primary prevention of violence against women in Victoria, particularly in councils, community organisations and schools.

2 Framework for action

2.1 Vision

Victorian communities, cultures and organisations are non-violent and gender equitable. Relationships are respectful and non-discriminatory.

2.2 Guiding principles

Our work is guided by principles and values developed throughout our research and consultation process, and aligns with the principles of relevant state and national-level frameworks such as the *Strategic Framework for Family Violence Reform 2010-2020 (forthcoming)* and *Time for Action: The National Council's Plan to Reduce Violence against Women and their Children*.

- Violence against women is an abuse of power and a violation of human rights. It affects women and girls throughout their lives, irrespective of cultural, religious or socio-economic background. All women have the right to safe and respectful relationships and to live free from violence.
- Violence against women is facilitated by, and reinforces, unequal power relations between women and men, sex discrimination and gender stereotyping. We will not effectively prevent the violence unless these underlying factors are systematically addressed.
- All prevention strategies, programs and initiatives must ensure accessible and appropriate systems of support are available to respond to existing violence.
- Factors such as class, age, Aboriginality, sexuality, ethnicity and disability intersect with gender to shape women's experience and risk of violence. Women and men's diverse backgrounds, contexts and life experiences must be recognised and addressed in prevention strategies.
- Work to prevent violence against Indigenous women cannot be separated from efforts to address racism, dispossession and intergenerational trauma. Integrated and culturally competent strategies that incorporate Indigenous history, values and experience will be developed in an Indigenous-specific prevention framework. *A Right to Respect* will be guided by the learnings in this framework and the guiding principles of *Strong Culture, Strong Peoples, Strong Families: Towards a Safer Future for Indigenous Families and Communities 10-year Plan*.
- The whole community is responsible for condemning and eliminating violence against women, and developing a culture of respect and equity. Community consultation, ownership and meaningful participation are essential in creating effective solutions to prevent and reduce violence.
- Non-violent men have a positive role to play in helping prevent violence against women, and in shaping respectful, gender-equitable attitudes and behaviours among peers, colleagues, children and friends.
- Men who are violent against women must be held accountable for their behaviour and are expected to change.
- The expertise of the violence against women specialist sector is invaluable to our efforts, and the engagement of new partners is critical to our success.
- Research evidence and practice must inform the development of approaches and delivery of strategies to prevent violence against women.

2.3 Goals

1. A significant reduction in violence against women.
2. Non-violent and non-discriminatory social norms.
3. Gender-equitable, safe and inclusive communities and organisations.
4. Equal and respectful relationships between women and men.

2.4 Strategies

1. PARTNERSHIPS AND STRUCTURES

Establish partnerships across government and non-government agencies and accountable leadership structures for sustainable prevention.

2. COMMUNITY LEADERSHIP

Strengthen community leadership to drive change.

3. CAPACITY AND TOOLS

Build capacity and tools for organisational change and workforce development.

4. COMMUNICATIONS, ADVOCACY AND CHAMPIONS

Implement multiphase communications campaigns and programs, engage champions and undertake media advocacy to promote equity and non-violence.

5. SKILLS, ATTITUDES AND SOCIAL NORMS

Develop and strengthen systems and programs that build respectful relationships skills and influence social norms, attitudes and behaviours.

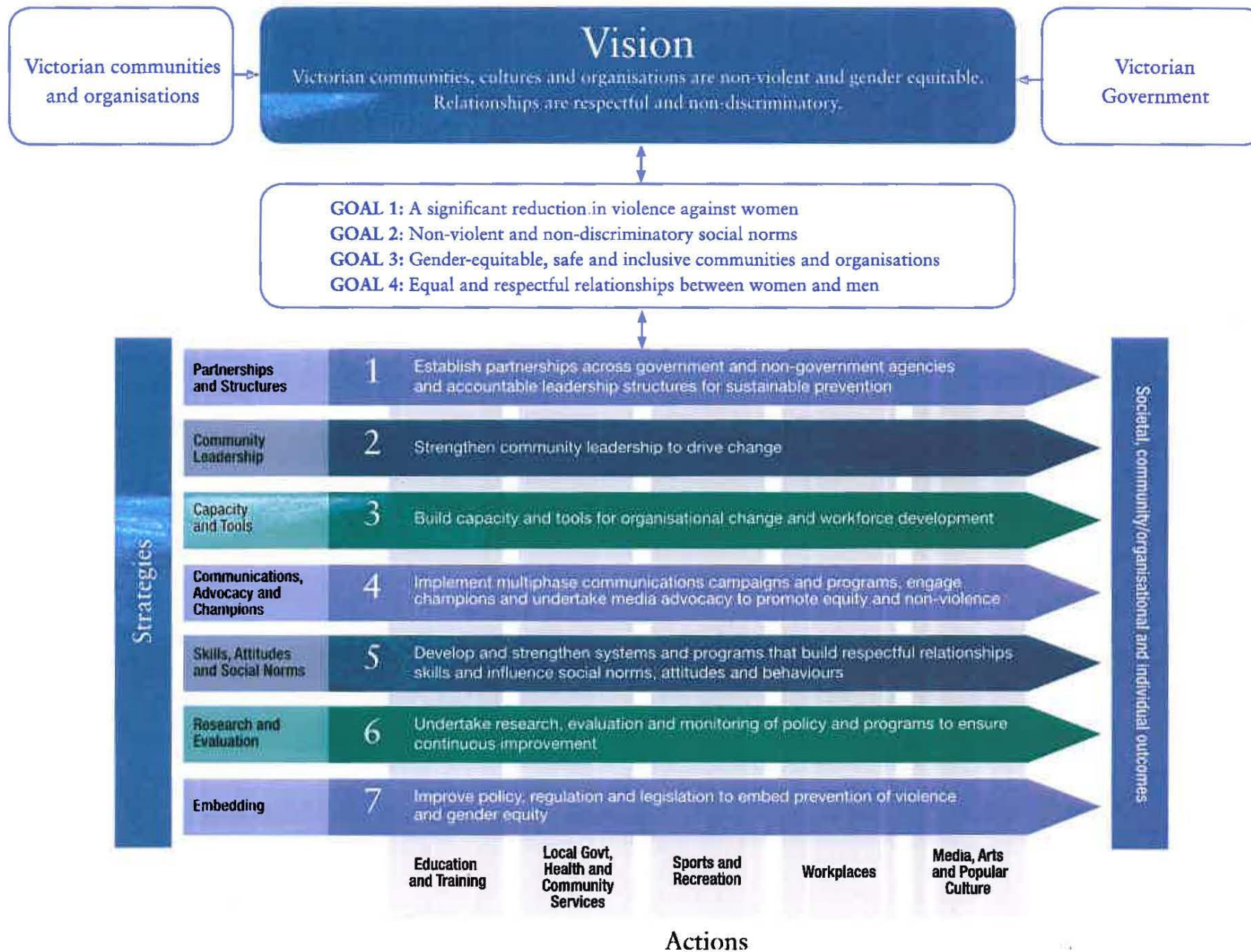
6. RESEARCH AND EVALUATION

Undertake research, evaluation and monitoring of policy and programs for continuous improvement.

7. EMBEDDING

Improve policy, regulation and legislation to embed prevention of violence and gender equity.

Priority actions areas to guide implementation of these strategies are outlined in Annex 1. Actions we will undertake immediately are listed in 'Next Steps' on page 25.



3 Our approach

Our approach is characterised by the following four elements:

- across settings
- statewide and place-based
- a staged process: establish, expand, embed
- with and for everyone.

3.1 Across settings

Strategies to prevent violence against women must be implemented across a variety of settings to be effective. A single program run, for example, in a school or sporting organisation is valuable but will be even more effective if its messages are supported and continued through other sources.

Local communities, workplaces, sporting clubs, media and the arts are all key places where social and cultural values are expressed and maintained, and where prevention efforts can therefore be effective. Prevention initiatives are also powerful in education settings, child and family services, and youth services.

Building on the VicHealth assessment of which areas are the most effective for prevention, the Plan will include actions across five key settings:

a. Education and Training

Programs aimed at building skills in the development of respectful relationships, and to help students recognise and respond to violent behaviour are key to this setting, which includes primary and secondary schools, Technical and Further Education (TAFE) and universities, youth transitions and youth work settings, specialist education settings and Adult and Community Education.

b. Local Government, Health and Community Services

This setting includes a broad range of agencies, such as local councils, various general and specialist community organisations, and faith-based institutions. These agencies can have a profound influence on cultural change, engaging people in their own communities and responding to local issues and priorities.

c. Sports and Recreation

Participation in sports can help build skills and positive behaviours such as teamwork and cooperation, but the existence of sexist peer cultures in some male team sports has been associated with violence-supportive attitudes and behaviours. Prevention of violence against women activities led by sporting clubs can potentially reach large numbers of adults and young people, particularly men and boys, and build a positive and violence-free sporting (and wider) culture. This setting includes sporting clubs/organisations and recreational centres at local, regional and state levels.

d. Workplaces

Workplace environments that are safe and inclusive of women and encourage their participation and leadership are essential for the prevention of violence against women in the workplace itself, and can create and reinforce broader social norms of non-violence and equity. Initiatives encouraging organisations to develop and implement respectful relationships and gender equity policies and programs are key to prevention work in this setting.

e. Media, Arts and Popular Culture

Given that the media, arts and popular culture can both reflect and challenge the society in which they are based, they can either reinforce or undermine the attitudes and norms that contribute to violence against women. The representation of women and girls in popular culture, for instance in billboard and television advertising, can powerfully influence the way the role of women is viewed (particularly in relation to men). But the media, arts and popular culture can also raise awareness of violence against women, its consequences and underlying causes. From community arts to mainstream media, new technologies and advertising, there is enormous potential to promote respectful relationships and build non-violent and equitable norms.

More detail on what the evidence tells us about work in these settings, what we plan to do in each, and examples of existing initiatives, can be found on pages 34 to 43.

3.2 Statewide and place-based

The government has a clear role to play in supporting existing local or agency-level prevention work so it can be expanded and embedded throughout the state. To do this effectively, we need first to create the foundation at the statewide level to support prevention of violence against women. Examples include supporting relevant professional training; establishing forums and strengthening networks to enable practice and knowledge sharing; adapting policies and regulatory frameworks to support prevention and building on existing good practice to create models of prevention for use across the settings. Partnerships with key stakeholders are essential for success, and the proposed steering structures to implement the Plan will drive the work at this level (see 'Governance and Accountability' section, page 28).

However, for prevention to work, we also need local leadership to drive change and create ownership in local communities. Policies, toolkits and training will not in themselves create the attitudinal, behavioural and cultural changes necessary to prevent violence against women. Ambassadors and professionals 'on the ground' are essential to help develop a shared understanding of violence against women, and create and implement strategies to promote non-violence and gender-equity in and for their own communities and local contexts.

The link between these two ways of working – statewide and place-based – is the settings. As models for prevention of violence against women are developed in each of the settings at state level, and as the workforce is equipped to deliver them, these tools can then be implemented in schools, workplaces, sporting organisations and so on. Local governments, health and community organisations can play a key role in driving and coordinating these settings-based initiatives tailored to their communities, along with other prevention work according to local needs. The resulting whole-of-community prevention strategies would therefore be supported at the state level but driven from the local level, including interconnected strategies in multiple settings within that community.

Different communities are at different stages of readiness to apply such strategies, and local councils and agencies would not be expected to drive prevention activity beyond their current capacity. For this reason we envisage a staged approach to implement the Plan over the 10-year period.

3.3 A staged process: establish, expand, embed

Since effective prevention requires long-term planning and short-term action, the Plan will adopt a staged approach. Through three Implementation Plans, we will establish, expand and embed prevention activity. This will help address emerging priorities while building on earlier achievements.

The first three-year Implementation Plan will establish systems to support prevention, build good practice, pilot new initiatives and develop models for expansion.

The next stage of the Plan will look at expanding these models and strategies across the different settings-based organisations and communities statewide.

The third stage will aim to embed the good practice that has been developed so that it is integrated into policies, structures and initiatives across the settings.

Implementation Plan 1 2010–2013 ESTABLISH

Implementation Plan 2 2013–2016 EXPAND

Implementation Plan 3 2016–2019 EMBED

Finally, our actions in 2020 will be dedicated to an evaluation and review of the Plan to set the foundation for action beyond 2020 and inform strategies for sustainability.

3.4 With and for everyone

Specialist knowledge engaging new partners

The domestic/family violence and sexual assault sectors have led the way, not only in our response to violence against women, but in developing strategies to prevent it. Their expertise, commitment and long experience in communicating issues of violence against women, creating and strengthening partnerships with generalist agencies, and translating specialist knowledge into 'mainstream' models of practice, will be invaluable as we move forward. Government will continue to work closely with these sectors and their networks while implementing the Plan.

However, the specialist sector alone cannot be expected to drive prevention work. For prevention of violence against women to be effective, everyone must be involved. Embedding prevention as the core work of non-specialist agencies is essential for the Plan's success, as is engaging new partners, both across government and the settings (e.g. councils, workplaces, sporting organisations and so on).

Men as partners in prevention

Primary prevention of violence against women requires changes in culture, society and social norms: it involves everyone. Working with men is a critical part of the Plan. While most men do not perpetrate violence against women, it is perpetrated mostly by men. Non-violent men have a positive role to play in ending violence against women, and shaping the attitudes and behaviours of children and other men, including peers, colleagues and friends. Non-violent men from marginalised groups can act as champions for the prevention of violence against women in particular cultures or contexts.

The VicHealth Primary Prevention Framework cites men and boys as one of the most important population groups in primary prevention. It explains why men and boys play an important part in the primary prevention of violence against women (see boxed text below).

WHY DO MEN AND BOYS PLAY A ROLE IN PRIMARY PREVENTION?

- While most men do not perpetrate violence against women, it is perpetrated largely by men.
- Men are more likely than women to hold attitudes which support or are linked to the perpetration of violence.
- Constructions of masculinity play a crucial role in shaping some men's perpetration of physical and sexual assault.
- Men have a positive role to play in helping to end men's violence against women, and have a stake in doing so.
- Men (as parents) play an important role in shaping the attitudes and behaviours of children and of other boys and young men (e.g. as peers, colleagues, sporting role models, coaches and the like).
- There is a growing body of experience and knowledge regarding effective violence prevention practice among boys and young men, often grounded in wider efforts to involve men in building gender equality¹⁹.

¹⁹ VicHealth (2007) *Preventing Violence before it Occurs: A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*, VicHealth, Melbourne.

Interventions engaging men who currently use violence, or which aim to prevent the recurrence of men's violence (e.g. through men's behaviour change programs) are outside the scope of primary prevention. Instead, they are part of secondary and tertiary prevention initiatives and are administered as part of the response to violence after it has occurred. Primary prevention strategies may positively affect perpetrators of violence though these men are not the main target group.

Women and the women's movement in particular have led violence prevention for many decades. They have provided the leadership and direction for significant social change and have dedicated their skills, time and resources to ending violence against women. The shift to primary prevention will help men and boys play a more significant role in violence prevention and in building gender equality and this will complement and strengthen the leadership women have provided.

Men's substantive involvement in prevention is relatively new. There are few formal frameworks or explicit guidelines that focus on how men should work in partnership with women to change gender relations or how they can contribute most effectively to prevention. Specific strategies may be required to engage men and boys from specific age groups and cultural backgrounds. As a result, the evaluation and monitoring frameworks for this Plan will identify how effectively men are engaged in prevention and how to improve this. They will also focus on how men's leadership and inclusion affects the processes and outcomes of prevention.

Working with children and young people

Working with children and young people is a critical part of the Plan. Many attitudes, beliefs and behaviours are formed in childhood and adolescence, and this is a crucial time to educate and build skills around respectful relationships. Primary prevention can provide young people with the skills, role models and support to choose positive, respectful behaviours and engage in non-violent relationships²⁰.

Young people also experience disproportionately high rates of violence in their own relationships. In 2005-06 young people under 24 years were the victims in 66 per cent of all rapes and 90 per cent of all other sexual offences reported to police in Victoria. Of these, young women were the victims in 85 per cent of rape reports, and in 75 per cent of other sexual offences²¹. Nationally, one in seven girls and young women (aged 12-20) has experienced rape or sexual assault²². Younger women also experience higher rates of violence overall than older women, with 26.4 per cent of women aged 18-24 reporting at least one incident of violence over the last 12 months, compared to 5.8 per cent of women generally²³.

The Plan is designed to prevent violence against women across their lifespan. While the language of the Plan refers largely to 'women', our prevention strategies aim to reduce gender-based violence across all age groups. This means reducing the rate at which men and boys perpetrate violence against women and girls on the basis of gender.

Incorporating diversity and inclusion

Violence against women occurs across the Victorian community, however, some groups are less likely to be reached by whole-of-population strategies; have limited access to services or settings and/or have specific needs that 'general' strategies do not account for. Additionally, the women in these groups are often at increased risk of violence.

A Right to Respect aims to prevent violence against *all* women, including those who are marginalised or in hard-to-reach groups. Primary prevention will only be effective for certain groups when it includes tailored strategies to address their specific contexts and risks. We will also ensure that *all* our strategies incorporate diversity, and are based on consultation, participation and consideration of the needs of different groups.

For example, the issues relating to violence against older women must be viewed in the context of an ageing population and shifting family relationships.

²⁰ M Flood & L Fergus (2009) *An Assault on Our Future: The Impact of Violence on Young People and Their Relationships*, White Ribbon Foundation, Sydney.

²¹ Victoria Police (2009) *Crime Statistics 2008-09*, Corporate Statistics, Corporate Strategy and Performance, Victoria Police.

²² National Crime Prevention (2001) *Young People and Domestic Violence: National Research on Young People's Attitudes and Experiences of Domestic Violence*, Commonwealth of Australia, Canberra: 115.

²³ Australian Bureau of Statistics (2006) *Personal Safety Survey 2005*, Cat. No. 4906.0, Canberra (Table 6).

Similarly, where children and young people are the target groups for violence prevention, it is important that adults and community leaders provide guidance and positive role modelling.

Through the Indigenous Family Violence Regional Action Groups and Indigenous communities there is a great deal of prevention activity taking place, building on and strengthening local leadership and capacity. The Indigenous Family Violence Partnership Forum will continue to ensure these learnings are incorporated into the Plan and maintain links with the Indigenous Family Violence Prevention Strategy.

Women with disabilities experience violence at a significantly higher rate, and in different forms, than other women, and they have greater difficulty in accessing support services. Women and girls with disabilities also experience challenges to leadership and skill development based on gender and disability discrimination.

Refugee and immigrant women can face language and cultural barriers to accessing services or strategies. They are also more likely to be killed as a result of family violence²⁴.

Lesbians experience both sexist and homophobic violence, discrimination and stereotyping. Some of the 'contributing factors' to violence against women (around unequal power and gender stereotyping) are shared in part with those for homophobic violence. To be effective, prevention strategies need to examine issues of gender and power, and explicitly challenge homophobia and gender stereotyping.

Violence can also occur in same-sex relationships. Prevention work has to make it clear that violence in any relationship, perpetrated by either sex is unacceptable.

The issues faced by certain groups reinforce the need for community-led approaches to prevention outlined above. Many women with disabilities, for example, are isolated and marginalised from participating in various mainstream settings (e.g. educational institutions, workplaces and sporting

clubs) and so it is vital that agencies like disability business services, special schools, community centres and neighbourhood houses are also engaged in implementing the Plan.

This Plan is guided by the human rights principles of participation and empowerment, meaning that its actions and strategies will be applied in a way that supports and promotes self-advocacy and capacity building of marginalised groups rather than treating them as passive recipients of initiatives. We also need to consider ways that power relationships and forms of discrimination operate for different women, and find solutions for them. We have considered the above issues in framing our strategies and priority actions for *A Right to Respect*, in which we commit to:

- Promote not only respectful relationships and gender equity, but also challenge negative stereotypes based on disability, sexuality or ethnicity.
- Identify population groups with specific needs or contexts within all government, community and research initiatives developed to prevent violence against women.
- Ensure representation of different population groups on steering structures and at key planning forums concerned with preventing violence against women.
- Build capacity and systems for the meaningful participation of diverse groups in these structures and the Plan's general implementation.
- Incorporate diverse groups into accreditation standards, performance monitoring and evaluation of policy and regulatory frameworks to ensure the Plan is meeting its outcomes for everyone.
- Assist women from diverse groups to be involved in leadership roles.
- Plan future research to address gaps on prevention of violence against marginalised women, identify trends in the perpetration of violence and highlight good practice in prevention for specific groups.

²⁴ M Dimopoulos & H Assafiri (2004) *Pathologising NESB Women and the Construction of the 'Cultural Defence'*. *Point of Contact: Responding to Children and Domestic Violence, Partnerships against Domestic Violence, Commonwealth of Australia, Canberra.*

4 Policy enablers

The policy context for prevention of violence against women is outlined in figure 4. It involves all levels of government, different departments and units, and multiple settings across the community.

4.1 International context

Our work in preventing violence against women is supported by the United Nation's *Convention on the Elimination of All Forms of Discrimination against Women* (CEDAW). Under CEDAW, Australian governments have an international legal requirement to take:

All appropriate measures [to] modify the social and cultural patterns of conduct of women and men, with a view to achieving the elimination of prejudices and customary and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for women and men.

4.2 National context

In May 2008, the Australian Government announced the development of a national plan to reduce violence against women and their children. An 11-member Council, with two Victorian representatives, was convened to provide expert advice on the Plan's development, culminating in a report to the Australian Government in April 2009: *Time for Action: the National Council's Plan for Australia to Reduce Violence against Women and their Children*.

Time for Action identifies six key outcome areas and 20 high-priority actions that require an urgent response. It includes a significant commitment to primary prevention and states that this will be achieved through a coordinated, consistent approach.

Many of the Council's recommendations require joint effort by the Australian Government, state and territory governments and the general community. Victoria's work places us in a strong position to support the implementation of the national plan, which will build on Victoria's good practice and strengthen areas of joint federal and state responsibility.

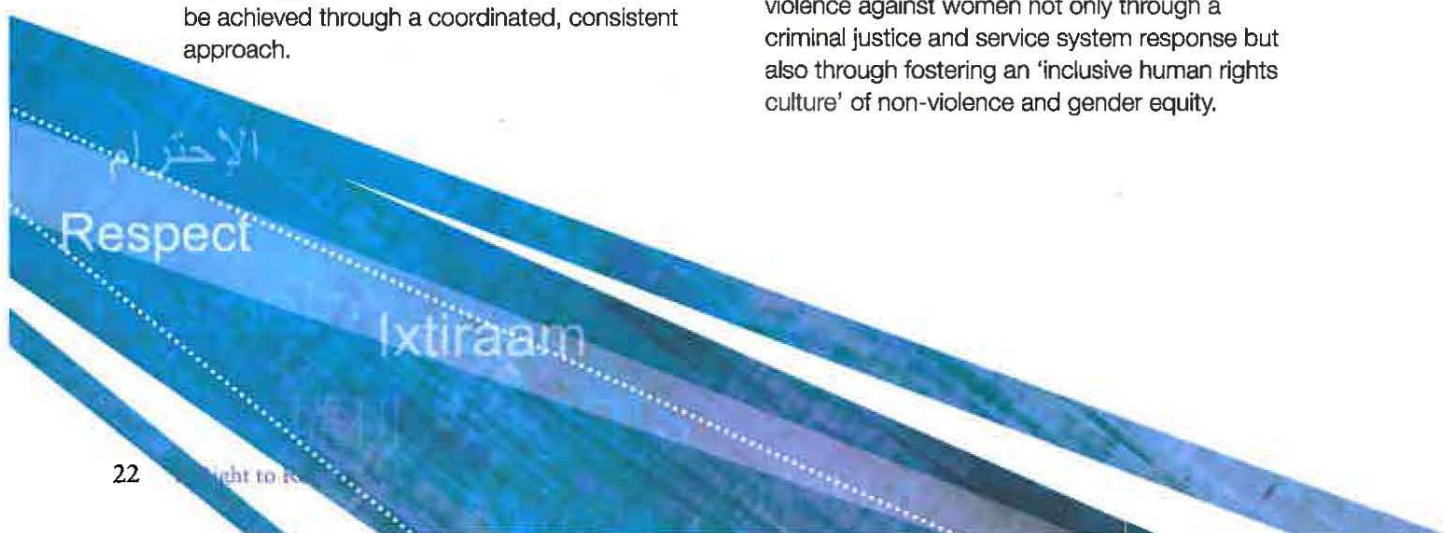
Other relevant national policies include the federal *Sex Discrimination Act 1984* and the *Equal Opportunity for Women in the Workplace Act 1999*.

4.3 Victorian context

The Victorian policy context for the prevention of violence against women is complex because it involves different departments and units within government, and multiple settings across the community. It is linked to policies framing our response to violence as well as policies designed to create cultural and attitudinal change regarding discrimination and inequity, to empower women, and to promote non-violent and equitable communities and organisations. These policies help address the key contributing factors to violence against women, and can be used as enablers of prevention. For example:

• Key overarching legislation

The *Victorian Charter of Human Rights and Responsibilities Act 2006* is one simple but important law that sets out our freedoms, rights and responsibilities. It imposes a positive duty on government to ensure that our work in preventing and reducing violence against women is consistent with the human rights that are contained in the Charter. It commits government to addressing violence against women not only through a criminal justice and service system response but also through fostering an 'inclusive human rights culture' of non-violence and gender equity.



- **Key policies and legislation on family violence and sexual assault**

Primary prevention will be most effective where there are robust response and intervention systems in place. These systems may in themselves be preventative because they send a message that violence against women is a serious issue and is unacceptable. Alongside this Plan, several major policy initiatives frame the vision and commitment of the Victorian Government to end violence against women, both through responding to the violence occurring now, and through working to create a society where it will no longer happen at all. They are brought together and guided by the *Violence against Women Policy Statement*.

The Strategic Framework for Family Violence Reform 2010–2020 (forthcoming) is the Victorian Government's 10-year strategy that continues to build on reform effort to respond to family violence against women after it occurs and to hold perpetrators accountable. The family violence reforms framed by the Strategic Framework aim for an effective, integrated police, service and criminal justice response to family violence, well supported by the sector and wider community.

The Sexual Assault Reform Strategy is a collaborative effort to change attitudes and behaviour across the criminal justice system. It aims to encourage reporting of sexual assault, minimise the trauma and distress for complainants during the criminal justice process and lead to reduced incidences of sexual assault.

There are two further strategies that improve our response to violence against women and to provide more options for women. The first is the Attorney General's *Justice Statement 2*, and the second *Living Free from Violence – Upholding the Right: the Victoria Police Strategy to Reduce Violence against Women and Children 2009–2014*. The Victoria Police Strategy also aims to reduce risks of violence through prevention and early intervention. It will support and promote primary prevention efforts alongside its strong criminal justice response to violence against women.

Legislative and operational reforms supporting these policies are numerous, including the introduction of a new Police Code of Practice and the new *Family Violence Protection Act 2008*, as well as amendments to defences to homicide legislation and sexual assault rules of evidence.

- **Indigenous Family Violence 10-year Plan and Prevention Framework**

Strong Culture, Strong People, Strong Families: Towards a Safer Future for Indigenous Families and Communities is a 10-year plan to prevent and respond to family violence in Indigenous communities. It provides a broad strategic framework outlining a vision for the next 10 years, and the objectives, strategies and action needed to prevent, reduce and eliminate violence. This plan also ensures that culturally competent mainstream services are developed alongside specialist Indigenous services. All our work to prevent Indigenous family violence in *A Right to Respect* is based on the guiding principles of *Strong Culture, Strong People, Strong Families*. An Indigenous family violence prevention framework is also being developed in parallel with *A Right to Respect: Victoria's Plan to Prevent Violence against Women 2010–2020* and will be an important guide for implementation.

- **Policies promoting gender equity, women's leadership and non-discrimination**

Violence against women is caused by – and also reinforces – gender inequality and entrenched discrimination. The *Victorian Women's Policy Framework 2008–11* sets out the Victorian Government's priority areas for realising full equality for women and provides a structure for whole-of-government action to help Victorian women participate in all aspects of Victoria's social, economic and political life.

The *Women's Health and Wellbeing Strategy Stage Two: 2006–2010* identifies violence as a major contributor to women's ill-health. A key initiative from the strategy is the Gender and Diversity lens for health and human services, which aims to help programs and services better account for gender, diversity and disadvantage through the planning cycle and service delivery.

- **Policies addressing disadvantage, and promoting diversity and inclusion**

Violence against women affects some sections of the community disproportionately or in specific ways, including Indigenous women, women from culturally and linguistically diverse (CALD) backgrounds, and women with a disability. If the inequalities and disadvantages faced by these communities can be reduced, the prevention of

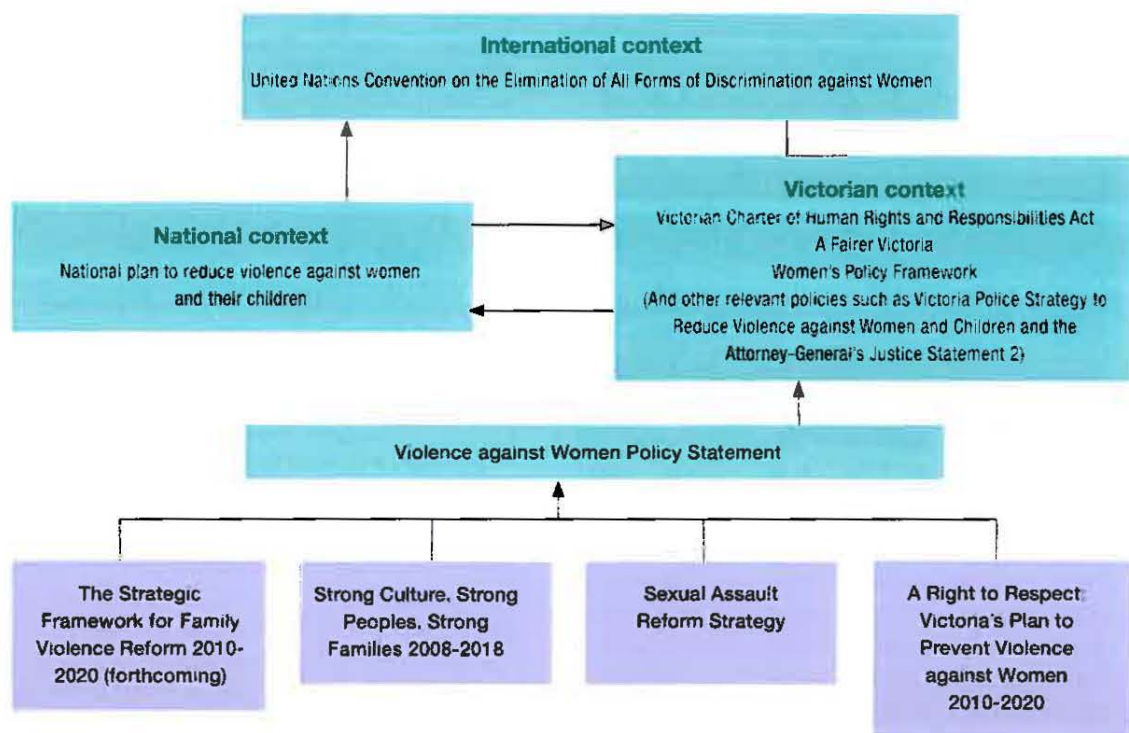
violence will be more effective. A *Fairer Victoria* provides the Victorian Government's framework for providing opportunity, addressing vulnerability and disadvantage, and creating a more inclusive society.

All of Us: Victoria's Multicultural Policy aims to advance equality and human rights and support our cultural, linguistic and religious diversity. It includes a number of targeted strategies addressing issues of racial, sexual and family violence against immigrant and refugee women. *The Refugee Health and Wellbeing Action Plan 2008–2010* highlights the key needs of refugees and outlines how the Department of Human Services (DHS) and its funded sectors can respond to these needs. It includes the Family and Reproductive Rights Education Program (FARREP), which works to prevent and respond to female genital mutilation through a community-based approach. *The Victorian State Disability Plan 2002–2012* recognises that people with a disability currently face many inequalities and barriers to participating in the community, and provides a strong and flexible agenda for change.

• Policies addressing other forms of violence

The Victorian Government recognises there are multiple forms of violence in the Victorian community and that different strategies must address these different types of violence. *Future Directions*, for instance, the Victorian Government's overarching strategy for young people aged 12 to 25, has an outcome area called Being Safe and Promoting Safe Behaviours. *Victoria's Plan to Promote Respect* focuses on building greater understanding and respect for others as a vital channel for addressing some of the root causes of violence in the community. Development of *Victoria's Plan to Promote Respect* will involve broad-ranging public discussion, and a clear focus for government activity across several areas including stemming alcohol-related violence and encouraging people to get involved in their communities. *A Right to Respect: Victoria's Plan to Prevent Violence against Women 2010–2020* will make appropriate links with these policies to ensure government addresses all forms of violence.

Figure 4: Contextualising policy and system reform to prevent and respond to violence against women



5 Next steps

5.1 Our immediate actions

While the goals and strategies on page 15 provide a guide for preventing violence against women over the next 10 years, certain actions need to, and will, be taken immediately. The Victorian Government commits to the following in 2010:

Strategy 1: Partnerships and structures

1. Establish high-level steering structures for the whole Plan and for each setting (with links to existing advisory and governance structures), comprising representatives from relevant agencies and government work areas to develop Implementation Plans and oversee prevention.
2. Identify and engage high-profile people in each setting to act as champions and ambassadors for non-violence, respect and equity.

Strategy 2: Community leadership

3. Build appropriate links between state, regional and local stakeholders and the specialist sector for developing and implementing strategies, knowledge transfer and advocacy for prevention work. Maintain appropriate links to Family Violence Regional Committees and Integration Coordinators, Indigenous Family Violence Regional Action Groups, Primary Care Partnership (PCP) working groups and other existing structures.
4. Support the development of a targeted conference to examine current approaches to primary prevention in local government, partnering with VicHealth and their statewide capacity-building project.
5. Build on VicHealth's substantial local-level investment to strengthen and embed community-driven prevention.

Strategy 3: Capacity and tools

6. Support the current development of Indigenous cultural competency guidelines for mainstream services.
7. Work with specialist community organisations to build the capacity and skills of women from marginalised groups to take a leadership role in prevention.
8. Partner with VicHealth to support the delivery of their Prevention of Violence against Women short course.

Strategy 4: Communications, advocacy and champions

9. Support the coordination of White Ribbon Day activities at a state and local level.
10. Partner with the Federal Government to support national communications campaigns and tailor them for the Victorian context.

Strategy 5: Skills, attitudes and social norms

11. Develop, implement and evaluate the Respectful Relationships Education in Schools initiative (RREIS) according to best practice principles, in partnership with community agencies and using a whole-of-school approach.
12. Support women in taking leadership positions in sport and recreation organisations, and support sports women and men to act as ambassadors for the prevention of violence against women.
13. Identify strategies to implement respectful relationships education in non-school settings such as TAFE, university and vocational education.
14. Work with peak organisations and other bodies to develop and implement good practice models across a range of workplaces and sporting codes/clubs, building on successful existing initiatives and networks.



Strategy 6: Research and evaluation

15. Develop a comprehensive performance-monitoring framework for the Plan and its setting specific strategies against goal and outcome-defined indicators. Use existing and emerging research as an evidence base for developing the framework, setting targets and defining priorities.
16. Establish research partnerships to identify the potential for arts initiatives to support primary prevention and possible linkages across sectors.
17. Undertake research to identify the role of information and communication technologies in the prevention of violence against women and identify policy tools and materials to promote responsible usage.

5.2 Development of Implementation Plans

We will establish expert, cross-sectoral steering structures to develop the initial three-year Implementation Plan. These structures, along with existing advisory committees, will be the key mechanism for government to obtain expert advice on prevention and will therefore involve partnerships with practitioners, service providers and leading agencies in the different settings.

The first Implementation Plan will include detailed actions in each of the key settings, along with timelines, roles and responsibilities and a performance-monitoring framework. The Implementation Plan will guide the Plan's initial years of activity, thereby building a sound foundation for longer-term strategies.

6 Performance monitoring, research and evaluation

Preventing violence against women is a complex task, involving interventions at several levels of government and community, intersecting policies and overlapping interventions in numerous settings.

Primary prevention of violence against women is a relatively new area of public policy and we will need to identify new kinds of data to assess the long-term and cultural effects of our work. To implement the Plan we will continue to be guided by the best evidence available.

The Victorian Government will take the following steps to oversee the implementation, monitoring and review of the Plan:

- development of three-year Implementation Plans and the accompanying frameworks for reporting
- annual internal reporting through the Prevention Interdepartmental Committee with links to reporting mechanisms against the *Victorian Charter of Human Rights and Responsibilities Act 2006*
- ongoing, action-research evaluation with a formal mid-Plan review in 2015
- stakeholder review and feedback through existing governance mechanisms and new steering structures
- development of performance indicators and outcomes measures.

Monitoring of the overall impact of the Plan will be critical for accountability and the process of continuous review and improvement.

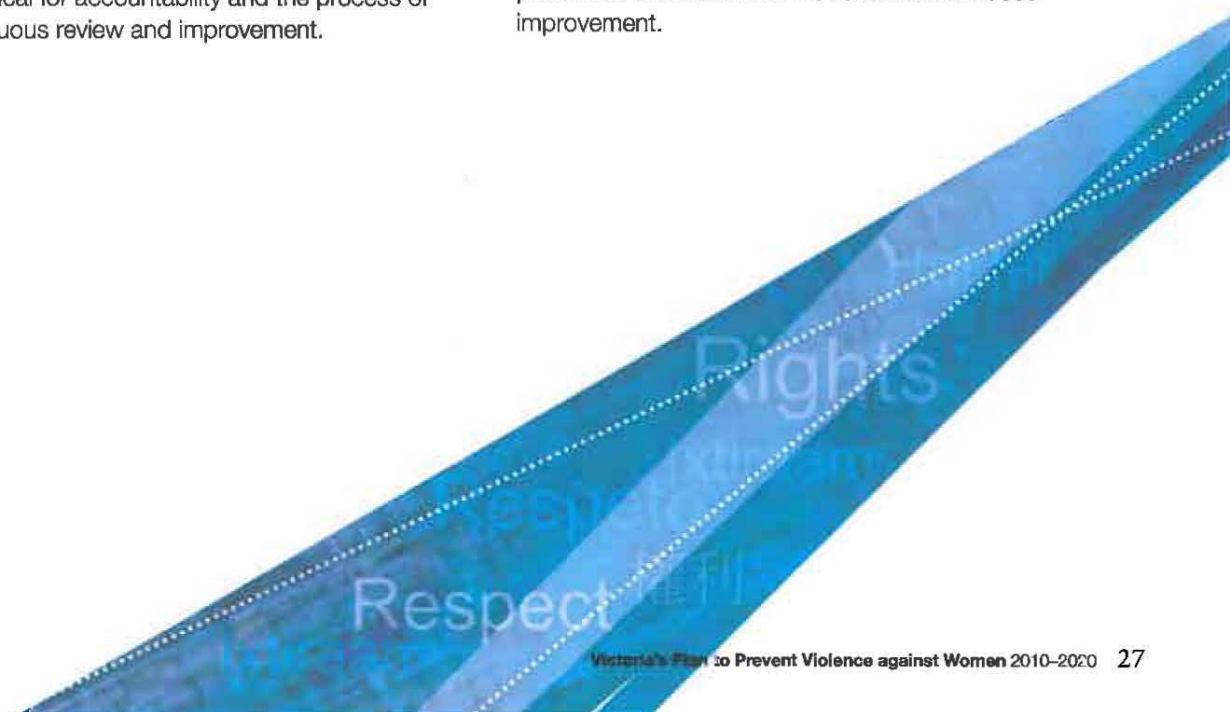
We will develop detailed performance-monitoring frameworks alongside Implementation Plans in each setting. We will assess the success of the Plan through strategic change indicators, based on the goals detailed in this document. Additional indicators and reporting mechanisms will evolve during the 10-year timeframe of the Plan.

These frameworks will be key to monitoring progress and will create strong links to the emerging indicators at Commonwealth level related to the national plan to reduce violence against women and their children.

During the Plan's implementation we will build measurement tools to capture long-term outcomes, based on the following broad areas:

- community attitudes, behaviours and social norms around gender stereotyping and violence
- interpersonal skills, family and gender relations that support respectful and non-violent relationships
- measures of gender equity, inclusion and non-violence at organisational, community and societal levels
- actual levels of violence against women.

Government departments will continue to work collectively and in partnership with communities to achieve long-lasting change. We will involve all key stakeholders and keep them informed of research and review outcomes. We will also embed the processes and structures that ensure continuous improvement.



7 Governance and accountability

The Victorian Government has worked closely with its stakeholders throughout the development of this Plan. We have also linked with and built on the extensive work undertaken through the family violence and sexual assault reforms in Victoria.

We will develop governance mechanisms to oversee this Plan and build on current work and partnerships. Key elements of the governance and advisory structure will include:

7.1 Strong Ministerial leadership

The five Victorian Family Violence Ministers will continue to lead and oversee the Plan. New linkages will be developed with Ministers whose work is associated with primary prevention activity.

7.2 Whole-of-government processes, led by the Prevention Interdepartmental Committee

The whole-of-government Interdepartmental Committee will continue to oversee the Plan through its implementation, monitoring and review. This Committee has been central to building the Plan into a whole-of-government strategy and has been a key mechanism to cultivate shared understandings and leadership in prevention. It will seek expert advice as required during implementation.

The Prevention Interdepartmental Committee will also continue to provide linkages to the national plan to reduce violence against women and their children and ensure Victoria maintains its leadership role in prevention.

7.3 Steering structures for each of the five key settings

We will establish new high-level Steering Groups in each of the five key settings of the Plan: Education and Training; Sports and Recreation; Local Government, Health and Community Services; Workplaces, and Media, Arts and Popular Culture. These groups will comprise government and non-government experts in different areas. They will advise on the prevention of violence against women in and through the setting, and direct and drive the Plan's actions.

These Steering Groups will link to other relevant government and Ministerial steering structures and help develop the first Implementation Plan in the setting. The groups will be able to, for example, facilitate the auditing of existing initiatives, tools and resources relating to prevention in/through the setting, and help identify good practice and enablers of success. Involving strong collaboration with non-government partners, they will be well placed to identify strategies to establish partnerships and engage settings-based organisations and ambassadors.

7.4 Additional governance and advisory structures

• Partnership with VicHealth

VicHealth plays a leadership role in Victoria and nationally with its developmental work in the primary prevention of violence against women. Much of the initial work of the Plan will build on VicHealth-funded initiatives that have established, over recent years, a sound evidence and practice base for the primary prevention of violence against women across the settings. The Victorian Government will continue to partner with VicHealth to implement and progress the Plan's priority activities.

• Linkages with the specialist violence against women sector

Developing the Plan has involved partnering with Victoria's established advisory committees for violence against women: the Statewide Advisory Committee to Prevent Sexual Assault and the Family Violence Statewide Advisory Committee. These committees will continue to bring together government and non-government policy experts and service providers to advise on specific and emerging issues. They will play a key consultative role in implementing the Plan, at both statewide and regional levels.



- **Linkages with the Indigenous Family Violence Partnership Forum**

The Indigenous Family Violence Partnership Forum is currently developing an Indigenous family violence prevention framework. Consultation with the Partnership Forum has been, and will continue to be the main means of ensuring links between the Plan and the Indigenous-specific prevention framework. The Partnership Forum will also help to ensure that the Plan is tailored to meet the needs of Indigenous communities wherever possible.

- **Linkages with diverse communities**

During the development of the Plan, extensive research and consultation was undertaken to ensure that our prevention strategies benefit all Victorians. A range of government and non-government agencies provided input to this end, led by the Office for Disability, Victorian Multicultural Commission, Department of Human Services Diversity Unit, Office for Senior Victorians and the Office for Youth.

We will continue to engage in extensive consultation during the Plan's implementation. Key government agencies will advise on tailoring and monitoring strategies in the interests of particular groups. Non-government stakeholders will be invited to participate in the steering structures to ensure population-group and life-course issues are addressed in the Plan.

ANNEX 1: Priority actions

Below are the priority actions for each of the strategies, distilled from the research and our consultation process. More detailed actions for each setting will be prepared for our Implementation Plans, including timelines, roles and responsibilities, outcomes and indicators of change.

<p>STRATEGY 1</p> <p>Establish partnerships across government and non-government agencies and accountable leadership structures for sustainable prevention.</p>	<ol style="list-style-type: none"> 1.1 Establish high-level steering structures for the whole Plan and for each setting (with links to existing advisory and governance structures), comprising representatives from relevant agencies and government work areas, to develop Implementation Plans and oversee prevention. 1.2 Build capacity and systems for meaningful participation of diverse groups in steering structures and implementation. 1.3 Identify and engage high-profile people in each setting to act as champions and ambassadors for non-violence, respect and equity. 1.4 Situate the Indigenous Family Violence Partnership Forum as an advisory structure on preventing violence in Indigenous communities, and build broader capacity for the meaningful participation of Indigenous representatives in steering structures and throughout implementation. Maintain linkages to the guiding principles of the Indigenous Family Violence 10-Year Plan, and the actions developed through the Indigenous-specific prevention strategy. 1.5 Coordinate and support setting-specific actions.
<p>STRATEGY 2</p> <p>Strengthen community leadership to drive change</p>	<ol style="list-style-type: none"> 2.1 Build appropriate links between state, regional and local prevention of violence against women stakeholders and the specialist sector for development and implementation of strategies, knowledge transfer and advocacy for prevention work. Maintain appropriate links to Family Violence Regional Committees and Integration Coordinators, Indigenous Family Violence Regional Actions Groups, Primary Care Partnerships working groups and other existing structures. 2.2 Support the development of a targeted conference to examine current approaches to primary prevention in local government, partnering with VicHealth and their statewide capacity-building project. 2.3 Build the capacity for local/regional organisations to undertake prevention of violence against women as core business, working with leading local governments, funding bodies and community and specialist agencies to help share good practice and build skills among relevant professionals. Build on VicHealth's substantial local-level investment to strengthen and embed community-driven prevention. 2.4 Support the development of whole-of-community prevention models, to allow the building, sharing and embedding of good practice throughout local governments and communities. Maintain and strengthen partnerships with VicHealth and other relevant bodies to support local and community-led activity and maximise outcomes. 2.5 Continue to support Indigenous community leaders, the Indigenous community and Indigenous Family Violence Regional Action Groups to develop locally based prevention strategies.
<p>STRATEGY 3</p> <p>Build capacity and tools for organisational change and workforce development</p>	<ol style="list-style-type: none"> 3.1 In partnership with VicHealth and training providers, build workforce capacity across government and within settings-based organisations to undertake primary prevention. Use the VicHealth Prevention of Violence against Women short course as a key means of capacity building. 3.2 In partnership with various organisations, develop and share strategies for organisational change in workplaces, sporting organisations, schools, early childhood services, health and mental health services, advocacy groups, community arts organisations, specialist services and other agencies. Tailor tools and strategies to suit different settings, to be adapted by different groups and organisations and to address intersecting forms of discrimination and violence. 3.3 Improve the capacity of Indigenous Family Violence Regional Action Groups, organisations and Indigenous community groups to implement local prevention programs. Where possible, support strategies to increase Indigenous people's access to prevention training through formal and professional courses. 3.4 Support the current development of Indigenous cultural competency guidelines for mainstream services and support mainstream family violence and sexual assault workers and organisations to undertake cultural competency training. 3.5 Work with specialist community organisations to build the capacity and skills of women from marginalised groups to take a leadership role in prevention. 3.6 Coordinate and support setting-specific actions for organisational change and workforce development.

<p>STRATEGY 4</p> <p>Implement multiphase communications campaigns and programs, engage champions and undertake media advocacy to promote equity and non-violence</p>	<p>4.1 Support the coordination of White Ribbon Day activities at a state and local level.</p> <p>4.2 Partner with the Federal Government to support national communications campaigns (in development) and tailor them for the Victorian context to ensure they:</p> <ul style="list-style-type: none"> • challenge attitudes that support violence • positively influence behaviours • are inclusive of diverse groups and promote positive and non-discriminatory messages • complement the respectful relationship programs • achieve consistency in messaging to the community about zero tolerance of violence against women. <p>4.3 Support national campaigns by engaging with audiences across the five settings of the Plan that would not otherwise be directly targeted, including through champions/ambassadors.</p> <p>4.4 Based on research, continue to develop and deliver communications, media advocacy and social marketing campaigns and programs that support the objectives of the Plan.</p>
<p>STRATEGY 5</p> <p>Develop and strengthen systems and programs that build respectful relationships skills and influence social norms, attitudes and behaviours</p>	<p>5.1 Within each setting, develop, pilot, evaluate, and expand good practice strategies and programs designed to build respectful relationships skills, influence attitudes and behaviours and challenge violence-supportive social norms. Key examples are set out below.</p> <p>In the Education and Training setting:</p> <ul style="list-style-type: none"> • Develop, implement and evaluate the Respectful Relationships Education in Schools initiative (RREIS) according to best practice principles, in partnership with community agencies and using a whole-of-school approach. The RREIS initiative will comprise the following elements intended to support and encourage an integrated and multifaceted approach: <ul style="list-style-type: none"> - a revised safe schools policy that more comprehensively addresses all aspects of violence prevention and personal safety (including cyberbullying) than the current anti-bullying policy, Safe Schools are Effective Schools - implementation of violence prevention demonstration projects in schools in collaboration with community agencies to inform the development of respectful relationships education curriculum - development and implementation of Respectful Relationships Education in Schools curriculum guidance and resource material - teacher professional learning program and resources - evaluation of the implementation and effectiveness of the Respectful Relationship Education in Schools policy and curriculum guidance. • Embed the RREIS across Victorian schools, building workforce capacity for its delivery through the development of respectful relationships education tertiary courses and incorporation into pre-service training. • Work with key partners to build on the federally funded respectful relationships pilot for young people with an intellectual disability, using a peer-educator model and engaging support groups and local communities. • Identify strategies to implement respectful relationships education in non-school settings such as TAFE, university and vocational education. • Building on the RREIS initiative, develop a best practice model for the extension of respectful relationships education across non-school and post-compulsory settings; primary and secondary schools; special schools; catholic, other faith-based, and independent schools, and Adult and Community Education. • Support the development of culturally inclusive curricula for school students, and of professional learning packages for teachers and other professions, for example to promote cultural safety and respect for Indigenous culture and history. <p>In the Workplace setting:</p> <ul style="list-style-type: none"> • Work with peak organisations and other bodies to develop and implement good practice models across a range of workplace settings, building on successful existing initiatives and networks. Work to embed implementation of the model through ongoing support, training, advice and capacity building, legislation and regulation. • Work with peak agencies to promote non-violence and gender-equitable attitudes and norms through their member organisations.

ANNEX 1: Priority actions cont'd

<p>STRATEGY 5 cont'd</p> <p>Develop and strengthen systems and programs that build respectful relationships skills and influence social norms, attitudes and behaviours</p>	<ul style="list-style-type: none"> • Engage Registered Training Organisations to develop prevention of violence against women training that can be linked to current anti-bullying/harassment training models. <p>In the Sports and Recreation setting:</p> <ul style="list-style-type: none"> • Work with peak organisations and other bodies to develop good practice models across a range of sporting codes/clubs, building on successful existing initiatives and networks. • Support opportunities for women to take leadership positions in sport and recreation organisations. • Support sports women and men to act as ambassadors for the prevention of violence against women, such as through the White Ribbon program or in working with other players at the community and elite club level. <p>In the Media, Arts and Popular Culture setting:</p> <ul style="list-style-type: none"> • Establish ongoing forums for practitioners and agencies in the media, arts, advertising and entertainment industries to discuss primary prevention. Work with practitioners and peak bodies to enhance awareness and capacity of these industries to support primary prevention. • Develop capacity and resources to support public dialogue around issues of violence against women in the mainstream media. • Support the state's major arts and cultural institutions to provide pilot projects, arts education and public programs that focus on primary prevention. <p>In the Local Government, Health and Community Services setting:</p> <ul style="list-style-type: none"> • Work with peak health, mental health and community sector organisations and institutions to develop and implement prevention strategies across the local community sector, building on successful initiatives and existing networks. • Support local councils to integrate primary prevention into their core business and planning.
<p>STRATEGY 6</p> <p>Undertake research, evaluation and monitoring of policy and programs to ensure continuous improvement</p>	<ol style="list-style-type: none"> 6.1 Develop a comprehensive performance monitoring framework for the Plan and its setting specific strategies against goal and outcome-defined indicators. Use existing and emerging research as an evidence base for developing the above framework, setting targets and defining priorities. 6.2 Support strategies that build the capacity of organisations to undertake impact evaluation. 6.3 Undertake regular and ongoing evaluation of programs and strategies in each setting. 6.4 Recognise good practice by establishing an awards program, presented each White Ribbon Day. 6.5 Identify and support new areas of research to address the gaps in data, particularly around effective prevention for marginalised groups, and to inform future practice, for example: <ul style="list-style-type: none"> • establish research partnerships to identify the potential for arts initiatives to support primary prevention and possible linkages across sectors • undertake research to identify the role of information and communication technologies in the prevention of violence against women and identify policy tools and materials to promote responsible usage.

STRATEGY 7

Improve policy, regulation and legislation to embed prevention of violence and gender equity

- 7.1 Embed prevention of violence against women in relevant government policies, plans and resources with a view to modelling and encouraging policy improvement for the corporate and community sectors.
- 7.2 Work with key organisations to embed primary prevention in frameworks, plans and policies across all settings. For example:
 - review and embed the capacity-building and workforce development strategies for schools and education settings to deliver respectful relationships and culturally inclusive education
 - incorporate prevention into existing sporting club and code development programs and workplace inclusion and development programs
 - collaborate with advertising and media peak bodies to investigate how self-regulation frameworks can be strengthened through legislation or other mechanisms.
- 7.3 Link prevention of violence against women with other areas of policy, regulation and legislation designed to address broader discrimination, disadvantage and abuse and promote inclusive and diverse communities.
- 7.4 Examine regulation of services and professionals in relevant sectors to identify opportunities for strengthening prevention of violence against women (e.g. minimum standards for qualifications and accreditation, or guidelines, awards systems and codes of conduct).
- 7.5 Ensure efforts to prevent violence against women are linked to the obligation to promote human rights contained in the *Victorian Charter of Human Rights and Responsibilities Act 2006*, and so engage whole-of-Victorian Government (and local government) policy making.
- 7.6 Work with the Federal Government to ensure concord between the strategies and actions of the Victorian and National Plans, share good practice and maximise investment and effort.

ANNEX 2: Prevention across the settings

EDUCATION AND TRAINING

Definitions and scope

The Education and Training setting includes primary and secondary schools, TAFEs and universities, youth transitions and youth work settings, specialist education settings and Adult and Community Education. Industry-based professional development programs in the area of prevention are considered under the Workplace setting of the Plan.

Rationale

The most thorough evidence for primary prevention in this setting currently relates to programs for young people, especially in secondary schools, and the rationale presented here is based on that evidence.

The **VicHealth Framework** sets out the following rationale for targeting this setting:

- School-based anti-violence/respectful relationships programs are among the best documented and most effective primary prevention interventions.
- School contexts have a significant influence in childhood and adolescence, times when the prospects for primary prevention are strong.

Not all children and young people are exposed to models of respectful relationships in their daily lives. One in four children and young people is living with violence against their mothers or step-mothers²⁵. All children and young people are exposed to a wide array of violence-supportive messages in the media, and such messages are often reproduced among their peer groups. The overall impact of the cumulative experience of, and exposure to, violence and violence-supportive messages can limit children and young people's capacity to imagine alternatives and build the skills they need to create respectful relationships²⁶.

Young people also experience disproportionately high rates of physical and sexual violence in their own relationships, with girls and young women making up the majority of victims. Schools have also been found to be one of the most frequent sites in which boys' sexual and sex-based harassment of girls occurs²⁷. Violence against girls and women has been shown to impact on students' education and school engagement, that of their peers, the daily lives of staff, and the school or organisational culture in general.

Schools and other educational institutions are part of the day-to-day lives of young people, enabling prevention programs to be delivered in a context where non-violent and gender-equitable relationships can be normalised.

Well-planned violence prevention programs have been shown to have positive outcomes for schools and other educational institutions on numerous levels. Reductions in violence-supportive attitudes and violent behaviour are well documented²⁸. A recent meta-study also showed improvements in school attendance and achievement following the delivery of good practice programs and reductions in drug abuse and inappropriate sexual behaviour²⁹.

²⁵ D Indermaur (2001) *Young Australians and Domestic Violence*, Australian Institute of Criminology, Issues Paper no.195.

²⁶ M Flood & L Fergus (2009) *An Assault on Our Future: The Impact of Violence on Young People and Their Relationships*, White Ribbon Foundation, Sydney.

²⁷ *Ibid*

²⁸ VicHealth (2007) *Preventing Violence before it Occurs: A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*, VicHealth, Melbourne: 57.

²⁹ US Department of Health and Human Services, Centers for Disease Control and Prevention (2007) The Effectiveness of Universal School-Based Programs for the Prevention of Violent and Aggressive Behavior, *Morbidity and Mortality Weekly Report* 56(7): 7.

What prevention looks like in this setting

A Right to Respect will build on existing evidence about respectful relationships education and facilitate an expansion of good practice principles. A major building block for prevention work in this setting is the Respectful Relationships Education in Schools initiative (see Priority Action 5.1). Following the implementation of a demonstration project, a 'best practice model' for school-based prevention education will be developed. We will identify strategies to help school staff and educators deliver respectful relationships education and participate in whole-of-school approaches. We will also examine

strategies for embedding respectful relationships education in assessment and reporting frameworks to recognise young people's knowledge, skills and competencies. Similarly, we will look at how to incorporate respectful relationships education into teachers' pre-service training and professional learning.

While there is a high degree of readiness for action in secondary schools, there is a need to expand the evidence base for other educational institutions, in order to develop, expand and maintain good practice. We will examine how the best practice model can be adapted and implemented in other settings such as youth work, higher education and non-school services.

CASE STUDY

Sexual Assault Prevention Program for Secondary Schools (SAPPSS)

The CASA House *Sexual Assault Prevention Program for Secondary Schools (SAPPSS)* takes a whole-of-school, long-term approach to primary prevention. The program aims to reduce the incidence of sexual assault in school communities and build the capacity of schools to respond to sexual assault.

SAPPSS aims to effect long-term cultural shifts across the school community with a clear focus on collaboration between schools and agencies and ongoing evaluation. *SAPPSS* includes components to address staff training and professional development, student curriculum, school policy and procedures and, more recently, the development of Peer Educators.

The Peer Educator project was piloted in 2007–2009 to develop opportunities for senior students to take leadership on issues of gender-based violence, funded by VicHealth. Early evaluation has suggested that through their experience of training and taking a leadership role, young people are more likely to encourage respectful behaviours among their peers.

Overall evaluation of *SAPPSS* has shown that positive changes in young people's knowledge and skills in respectful relationships are best supported by a whole-of-school, long-term approach involving teachers, support staff and school leaders. *SAPPSS* is now established in the curriculum and policies of several Victorian secondary schools and enables school staff to take ownership of the delivery and development of the program.

**CASA House (Centre Against Sexual Assault)
Royal Women's Hospital
www.casahouse.com.au**

CASE STUDY

Solving the Jigsaw

Emergency Accommodation and Support Service (EASE) in Bendigo has established *Solving the Jigsaw* for schools in regional and metropolitan Victoria. This whole-of-school approach works both in the classroom and through professional development training to promote a culture, language and understanding that encourages discussion and action on violence, bullying, abuse, depression and anxiety.

Solving the Jigsaw was established in response to concerning statistics on the prevalence of violence in local communities. It targets students in later primary school (Grades 5 and 6) and junior secondary school (Years 7 and 8). The program addresses the issues and impacts of bullying, harassment and violence at school and home. It has been adapted for secondary students to emphasise respectful intimate relationships.

More than 80 schools are involved in the program and it has to date reached more than 20,000 students. 650 teachers and professionals have participated in training that emphasises the creation of nurturing and supportive classroom environments.

The program provides a language to discuss violence and uses the school setting to provide support to those experiencing or witnessing violence. *Solving the Jigsaw* has an early intervention, recovery and overall prevention approach to addressing and putting an end to violence in schools, at home, and in the wider community.

**Emergency Accommodation and Support Service
www.solvingthejigsaw.org.au**

ANNEX 2: Prevention across the settings

LOCAL GOVERNMENT, HEALTH AND COMMUNITY SERVICES

Definitions and scope

This setting includes:

- local councils and their peak bodies.
- women's health and community health organisations and their peak bodies.
- general and specialist community services such as ethno-specific agencies.
- local networks and community groups such as Neighbourhood Houses.
- all the services that people access in their local communities, including state-managed services such as health care and residential settings.
- faith-based organisations and institutions.

Rationale

Local government, health and community services are the closest entities to individuals and communities and can profoundly influence social and community change. They are well placed to respond to concerns formulated at the local level and to lead primary prevention activities through existing infrastructures³⁰. They have an extensive reach and mandate so their work benefits people at different stages of life (for example, young people, new parents, seniors), different faith and cultural groups and vulnerable or marginalised groups.

In Victoria, local government and women's health services play a pivotal role in leading and coordinating primary prevention activities across municipalities and regions respectively. Primary Care Partnerships can integrate primary prevention activities at the catchment level through their planning processes. Other community and health services also play a crucial role, as do sexual assault and family violence services that have long-standing experience in issues relating to violence against women.

³⁰ See VicHealth (2007) *Preventing Violence before it Occurs: A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*, VicHealth, Melbourne: 58.

What prevention looks like in this setting

Many agencies in the Local Government, Health and Community Services setting already play a lead role in the prevention of violence against women. By collaborating across different sectors, they bring prevention to life for communities. We aim to build on this collaboration and develop whole-of-community strategies and models for prevention. We will support capacity building, information sharing and networking among councils and across regions to support place-based prevention. We will seek opportunities to develop local leadership within regions, cultural institutions and faith communities. We will assist local, health and community services to bring primary prevention to their workplaces and their community outreach programs. We will also help these services incorporate primary prevention into strategic planning and organisational development programs and identify appropriate reporting mechanisms. We will help establish processes for local governments to collect relevant local data and help measure the impact of prevention over time.

The **VicHealth Framework** sets out the following rationale for targeting this setting.

- Experience in Victoria suggests there is a high level of interest at the **local government** level in coordinating local community mobilisation and community development responses to violence against women.
- Given the extensive role local government plays in creating safe public environments, developing community facilities and providing health and community services, it is well placed to take an active role in preventing violence against women.
- **Health and community services and networks** (such as community health centres, centres against sexual assault, primary care partnerships and women's health services) currently play an important role in supporting collective mobilisation and community development initiatives to prevent violence against women.
- Both local governments and health and community services can play a role in supporting or delivering anti-violence/respectful relationships programs and direct participation initiatives targeted at high-risk populations such as socially isolated young women.
- There is significant potential to incorporate violence prevention objectives and associated activities into the core business of a range of early childhood, health and family support programs, including those in contact with women during pregnancy and early child-rearing years.

CASE STUDY

Local Councils Partnering with Faith Leaders

The *Northern Interfaith Respectful Relationships Project*, coordinated by Darebin City Council, is working with faith leaders and their communities, neighbouring Councils, and other organisations, to undertake a range of activities designed to prevent violence against women before it occurs.

Funded over three years under VicHealth's *Respect, Responsibility and Equality Program*, this project aims to increase the capacity of faith leaders, organisations and communities to undertake primary prevention work and promote respectful relationships between women and men within their faith groups and in the broader community. Faith leaders will participate in "train the trainer" workshops to increase their knowledge and confidence in providing leadership for policy development, community strengthening events and campaigns such as White Ribbon Day.

Darebin City Council
www.darebin.vic.gov.au

The *Promoting Peace in Families* project is an innovative partnership between the City of Casey, the Cardinia Casey Community Health Service and the Casey Pastors Network. The project provides education for senior ministry leaders to identify, respond to and prevent family violence. The key strategy is to increase the skills of leaders to intervene effectively with victims and perpetrators, to educate congregations and the broader community about unacceptable behaviours and attitudes and to promote healthy relationships.

In addition to the capacity-building and networking that has been achieved, there have been several unanticipated outcomes from the project. These include a formal apology from faith leaders to the community for previous inadequacies in responding to violence against women, as well as significant numbers of perpetrators accessing behaviour change services.

Promoting Peace in Families is funded by the Federal Attorney-General's National Community Crime Prevention Program and is a 2009 Australian Crime & Violence Prevention Award winner.

Casey City Council
www.caseyconnect.net.au/promotingpeace

CASE STUDY

Respect and Equity: Preventing Violence against Women

Maribymong City Council is building on the Maribymong Preventing Violence Against Women Action Plan 2007-2008 to address the determinants of violence across the core business of Maribymong Council.

The project, as part of VicHealth's *Respect, Responsibility and Equality Program*, takes an integrated approach by strengthening activity within Council and raising awareness of the issue within the general community. This includes integrating violence prevention into Council business by developing strategic relationships and capitalising on opportunities arising in policy, programs and

CASE STUDY

Leadership in Preventing Violence against Women

Women's health services are actively involved in regional initiatives and local partnerships to prevent violence against women.

Women's Health West is developing a western metropolitan sub-region strategy for the prevention of violence against women as part of a joint venture with Primary Care Partnerships. The strategy aims to make prevention of violence against women a top priority at every level in local government and community health. The initiatives linked to this strategy include capacity building, partnership development and training for professionals working in the associated agencies.

Women's Health in the South East undertakes several activities to prevent violence against women in their region. Among them are women's leadership programs; the *Respect Protect Connect* program for secondary school students in partnership with South East CASA; family violence forums; and participation in White Ribbon Day activities.

In partnership with local agencies and local councils, Women's Health in the North held the Prevention of Male Violence Against Women Conference in 2008. The conference was an important step towards increasing collaboration to prevent violence against women in the north and it facilitated the initiation of a prevention strategy for the northern region.

Gippsland Women's Health Service is coordinating the *Family Violence and Schools Respectful Relationships Project* as well as the *Say No to Family Violence* Campaign. These projects support school communities to develop prevention strategies and to participate in White Ribbon Day and other relevant campaigns. Gippsland Women's Health Service also partnered with a number of local agencies to organise the Gippsland CommUNITY Walk Against Family Violence in 2008.

Women's Health Goulburn North East worked in partnership with Upper Murray Centre Against Sexual Assault to conduct research on the issues of rape and rural issues. As a result of this project, a comprehensive report and resources for services were developed and disseminated. In addition, Women's Health Goulburn North East coordinates the *Real Life* program for local secondary schools. *Real Life* builds young people's skills in developing healthy relationships and forges vital links between young people, schools and youth support organisations, domestic violence agencies, police and community health services.

Women's Health Services
www.whv.org.au

planning. Through this project, Council will also increase the capacity of community groups and organisations to undertake primary prevention activities.

Maribymong Council will also play an active role in providing leadership and mentoring opportunities for other local governments within their region. Maribymong Council will document the experience and learnings from the evaluation of the project and this will provide a valuable resource for other councils engaged in activity aimed at preventing violence against women.

Maribymong City Council
www.maribymong.vic.gov.au

ANNEX 2: Prevention across the settings

SPORTS AND RECREATION

Definitions and scope

The Sports and Recreation setting includes sporting clubs and organisations for women, men, children and young people at local, regional and state levels, along with recreational activities and programs.

Rationale

Sport is about more than playing or watching a game. People are involved as players, volunteers, fans, parents, administrators and many other roles, in both elite professional sports and community sports. Sports and recreation play a clear role in building stronger communities, and participation in sports can also build individual skills and positive behaviours such as teamwork and cooperation.

The **VicHealth Framework** sets out the following rationale for targeting this setting:

- Experience suggests these are settings through which primary prevention approaches can be effectively targeted, especially to men and boys
- There are features associated with some sporting environments that increase the risk of the perpetration of violence by men associated with them. This suggests that there is an important role for education and organisational development initiatives to prevent violence against women in such environments.

Research and consultation in this setting has uncovered various reasons for sports and recreation organisations to engage in prevention work. First, the positive elements and values associated with sports, such as those of 'fair play' and inclusivity can be extended naturally to the active promotion of respectful relationships, gender equity, inclusiveness and non-violence.

Second, sporting clubs and organisations, particularly at the community level, bring together large numbers of people for a common end and so provide an effective environment for skills-building and awareness-raising.

Third, frequent media reports of incidents of sexual and physical violence by high-profile sportsmen have led to concerns around role modelling and the perpetuation of violence-supportive norms. There is some international evidence of higher violence-supportive and/or victim-blaming attitudes in male team sports particularly. There is therefore a good argument for working to build positive, respectful attitudes and behaviours toward women in this context.

Finally, there is some concern that certain sporting environments are not inclusive of women. The research has identified high levels of gender stereotyping in sports, with contact team sports in particular (e.g. football) being perceived as a masculine domain, and non-contact and/or 'individual' sports (e.g. netball, tennis) being seen as the only 'appropriate' sports for women. This can lead to sexist and/or homophobic treatment of women in contact team sports, with women left feeling excluded, unsafe and unvalued in such environments. The creation of 'safe, supportive and inclusive' sporting cultures (to take the language of the AFL *Respect and Responsibility* policy – see case study) is therefore an essential first step to challenging sexist and/or violence-supportive attitudes.

What prevention looks like in this setting

In the Sports and Recreation setting, primary prevention will involve multiple strategies across many codes and organisations. We will seek women and men who can act as role models and ambassadors for prevention in the broader community. We will identify opportunities to incorporate primary prevention into club and code development programs and look at how to support them through organisational change models and renewed Codes of Conduct. We will encourage women and girls' participation and leadership, and help sports and recreation bodies to play an active role in developing and implementing respectful relationships education for players, especially in male-dominated codes. Ultimately, we will aim to build sport and recreation environments that are safe and inclusive of women.

We will need experts to partner with us and help drive prevention in the sports sector.

Sports and Recreation Working Group

CASE STUDY

Respect and Responsibility and Fair Game: Respect Matters

In 2005 the Australian Football League (AFL), in partnership with VicHealth, launched an industry wide response to addressing violence against women through the introduction of its *Respect and Responsibility* Policy.

Since then, under the national program, the AFL has developed standards of excellence for delivering training and education programs for players at the elite, state and draftee levels and has introduced a respectful workplace behaviour program for their executives and staff. In addition the AFL continues to play an active role in the White Ribbon campaign by encouraging men from across business, government and the community to become actively engaged in preventing violence against women.

Australian Football League
www.afl.com.au

At the community level, a program called *Fair Game: Respect Matters* is being trialled across 42 local senior and junior clubs throughout Victoria's Northern Football League. *Fair Game: Respect Matters* is a program committed to cultural change where the focus is on building football club environments that are safe, supportive and inclusive of women and girls. AFL Victoria is leading the project in partnership with La Trobe University, with funding support from VicHealth. The implementation of *Fair Game: Respect Matters* includes nominating club-based 'drivers' who identify where the club can improve their physical facilities, their policies, their codes of conduct, and their approach to mentoring and encouraging women and girls to participate equally in the game, both on and off the field.

AFL Victoria
www.afvic.com.au

ANNEX 2: Prevention across the settings

WORKPLACES

Definitions and scope

Workplaces include private and public enterprises, small businesses, home-based employment, institutions such as the military and the police, as well as numerous organisations across the Plan's other settings such as schools, sporting clubs (where people are employed), local councils, and non-government agencies.

Rationale

The **VicHealth Framework** sets out the following rationale for targeting this setting.

- **Workplaces** are organisational contexts through which social norms are shaped and can be changed
- Workplaces are an important context for reaching women and men who have limited contact with place-based community networks and organisations.
- Employers are potential partners in violence prevention efforts and benefit from reductions in violence through increased productivity in the workplace.
- The **corporate sector** is an important funder of violence prevention and has an interest in doing so given the cost of violence to business.

The workplace is an important setting for the prevention of violence against women, first because women experience high levels of violence *within* the workplace, and second because workplaces are effective contexts for addressing violence occurring *outside* the workplace setting. Workplaces are also important because of their unique potential to reach and support vulnerable or isolated groups who may have limited access to other settings. The research indicates that a holistic model for workplace-based prevention of violence against women, which encompasses all of the above, would be best practice.

• Using the setting to prevent violence against women in the workplace

The violence against women that typically occurs within the workplace includes sexual harassment, workplace bullying, and violence perpetrated by a co-worker, supervisor/manager or client. It is estimated that over 60 per cent of women have experienced some form of violence at work, and 75 per cent have experienced unwanted or unwelcome sexual behaviour at work³¹. The Australian Human Rights Commission found that around one in three Australian women reported experiencing sexual harassment in their lifetime, but that a further 'one in five (22 per cent of respondents) who said they had not experienced sexual harassment then went on to report having experienced behaviours that may in fact amount to sexual harassment'³². Violence such as bullying, while seemingly gender-neutral, is experienced differently by women and men. While both women and men can be victims of bullying, the fact that women are over-represented in casual and/or insecure employment, and under-represented in positions of power, has been shown to increase their vulnerability to such abuse, and decrease their bargaining power to address it³³.

³¹ Hayes, P. (2004) *Taking it Seriously: Contemporary Experiences of Sexual Harassment in the Workplace*. WASH- Working against Sexual Harassment Research Project 2003/2004, CASA House, Melbourne.

³² Australian Human Rights Commission. (2008) *Sexual Harassment: Serious Business. Results of the 2008 Sexual Harassment National Telephone Survey*, Australian Human Rights Commission, Sydney: 1.

³³ Statewide Steering Committee to Reduce Violence against Women in the Workplace. (2006) *Reducing Violence against Women in the Workplace*. Unpublished final report of the Statewide Steering Committee to Reduce Violence against Women in the Workplace. Melbourne: Government of Victoria.

³⁴ VicHealth (2007) *Preventing Violence Before it Occurs: A Framework and Background Paper to Guide the Primary Prevention of Violence against Women in Victoria*, VicHealth, Melbourne.

³⁵ Henderson, M. (2000) *Impacts and Costs of Domestic Violence on the Australian/Corporate Sector*, Report to Lord Mayor's Women's Advisory Committee, Brisbane City Council, Brisbane.

- Using the setting to prevent violence against women outside the workplace**

One of the most convincing rationales for workplace-based prevention suggested by the VicHealth Framework was that workplaces are organisational contexts through which social norms are shaped and can be changed³⁴. Furthermore family or domestic violence and sexual violence, while rarely physically occurring in the workplace itself, can still have direct and indirect impacts on workplaces. Studies have estimated that the economic costs to the Australian business and corporate sector of family violence make up \$1.5 billion per annum in staff absenteeism, lost productivity, replacement staff (including training) costs, and misused workplace resources³⁵.
- Key role of the setting in reaching vulnerable groups**

Workplaces are also an important context for reaching women and men who have limited contact with place-based community networks and organisations, which in itself can be a risk factor for violence against women. Women may seek assistance for experiences of violence (whether occurring inside or outside the workplace setting) through workplace support mechanisms and collegial networks. For newly-arrived immigrant or refugee women, the workplace may be the only contact with systems of support beyond their own families – and therefore an essential resource for addressing family violence.

What prevention looks like in this setting

In the workplace setting, primary prevention will involve multiple strategies across many sectors and organisations. We will encourage employer organisations to recognise their role in violence prevention and collaborate with women's and specialist agencies to develop initiatives. We will seek women and men who can act as role models and ambassadors for prevention among employer organisations. We will identify opportunities to incorporate primary prevention into workplace development programs and look at how to support them through organisational change models. We will aim to build workplace environments that are safe and inclusive of women and encourage women's participation and leadership across a range of industries.

There can be an over-reliance on individuals to lead prevention, but it needs to be embedded in the organisation.

Workplaces Working Group

CASE STUDY

Working Together against Violence

Women's Health Victoria has partnered with a major trucking and logistics organisation to develop programs and policies aimed at preventing violence against women and promoting respectful relationships in the workplace and home.

Funded under VicHealth's *Respect, Responsibility and Equality Program*, the *Working Together Against Violence* project is producing a series of training sessions across the organisation and also developing and promoting an innovative workplace resource kit. The kit will include various tools and systems that promote safe workplace behaviour and will be transferable to other organisations.

A final report on the project will include a training module and implementation plan. It will illustrate the process of a specialist agency engaging a mainstream workplace in primary prevention and provide a resource for similar activities in the future.

The project was recently awarded a Certificate of Merit at the Australian Institute of Criminology's Crime and Violence Prevention Awards.

Women's Health Victoria
www.whv.org.au

ANNEX 2: Prevention across the settings

MEDIA, ARTS AND POPULAR CULTURE

Definitions and scope

This setting includes:

- advertising – including outdoor, printed and audio-visual material
- journalism – radio, television, print, web-based
- community and mainstream arts and culture, including performing arts, film, television, creative writing and visual arts
- the internet and cyber technologies, and interpersonal communication technologies, such as mobile phones and hand-held devices.

Rationale

The **VicHealth Framework** sets out the following rationale for targeting this setting:

- The **arts** are an important medium for raising awareness of violence against women, its consequences and the reasons for it.
- The **media and popular culture** play an important role in transmitting social norms and beliefs.
- **New information technologies** have been used as vehicles for perpetrating violence against women and for reinforcing attitudes implicated in its perpetration and so should be a focus for future work.
- These technologies also offer potential for communicating positive messages, particularly to children and young people.

There is currently no coordinated framework for this conversation to happen in our industries.

Arts, Media and Popular Culture Working Group

There is clear potential for mainstream and community arts and media to challenge existing social norms and support primary prevention. Given that the media and arts can at once reflect and challenge their society, they can either reinforce or undermine the attitudes and norms, such as gender stereotyping or victim-blaming, that contribute to violence against women. The potential for drama and story, for example – particularly when delivered through mass media – to determine what is acceptable in our society make them powerful tools for social change³⁶.

These characteristics may also be shared for broader media and popular culture. A recent report by the Australian Communications and Media Authority³⁷ showed that children, young people, adults and families use a range of media in their homes and everyday lives including mobile phones, the internet and online gaming, as well as more established forms like radio and television. The report highlighted issues such as increased access to pornography and exposure to violent content, and included an introductory discussion of the links between such technology use and violence.

At present there is a limited evidence base to conclude that actual exposure to the portrayal of violence in media and popular culture plays a direct role in the perpetuation of violence against women. However, we have progressed in our understanding of the role of mass media in the socialisation that supports violence against women³⁸. There is emerging consensus that specific social norms (such as those relating to gender inequality, relations between women and men and conformity to gender-based stereotypes) have a causative role in violence against women. Harnessing the influence of the media on individual and societal norms is therefore an important area of primary prevention. For example, the representation of women and girls in popular culture formats (such as billboard and television advertising) may have powerful implications for attitudes toward gender, and therefore violence against women.

Other recent studies have described emerging patterns of 'cyber-crime' and 'cyber-victimisation' where technologies are used to perpetrate violence, particularly among children and young people³⁹. The ways in which information and communication technologies might facilitate new forms of violence (such as through the distribution of sexualised images) is of particular concern, and will be addressed in prevention work across the settings.

What prevention looks like in this setting

From community arts to mainstream media, from film festivals to the world of advertising, there is enormous potential to promote respectful relationships and build shared understandings of violence against women. In the Media, Arts and Popular Culture setting we aim to build on the creativity in these industries to support primary prevention. We will seek opportunities to strengthen public dialogue about issues of violence against women in mainstream media. We will work collaboratively with various industries to raise awareness of their role in prevention. We will form partnerships to investigate the role of the arts in supporting primary prevention. We will identify strategies to encourage best practice in the portrayal of gender in advertising. We will undertake research to understand the role of new and cyber technologies in the prevalence of violence against women, and also in prevention. We will encourage initiatives that emphasise inclusion and diversity and are accessible to marginalised groups.

CASE STUDY

The No Means No Show

Melbourne comedian and actor Nelly Thomas developed *The No Means No Show* with the Royal Women's Hospital in 2006. The Show built on the CASA House schools program to create a comedy event for young women about sex, consent and respectful relationships.

The No Means No Show has been a resounding success and has since played to thousands of teenage girls. The content of the Show is respectful and appropriate and opens a dialogue about the issues of rights and responsibilities in relationships and sexual assault. More recently Nelly and her team have worked with a panel of health and violence prevention experts to develop *The No Means No Show* for young men based on the same themes.

Both one-hour Shows are followed by a question and answer session with health professionals working in the areas of violence prevention, sexual assault and sexual health. A long-term evaluation of *The No Means No Show* is currently underway.

Nelly Thomas and CASA House, Royal Women's Hospital
www.nellythomas.com/nomeansnoshow.htm

CASE STUDY

Soul City Television Drama

The Soul City Institute in South Africa – a multi-media health promotion and social change project – uses 'edutainment' approaches and strategies to reach more than 16 million people. The project's popular television drama series, *Soul City*, deals with health and social issues. Storylines are planned on the basis of rigorous audience research and their impact on awareness levels and attitudes is evaluated in the community.

Series Four of *Soul City* dealt extensively with issues surrounding violence against women, as well as gender sensitivity and empowerment of women. The series was explicitly designed to inspire friends and community to take a stand on violence against women, as well as to provide role models of non-sexist men and influential figures in the community speaking out against sexism and violence.

'Participants reported a decrease in their acceptance of intimate partner violence and an increase in the belief that communities can play a role in preventing intimate partner violence following the series.' World Health Organization

The messages in the television series are reinforced through public advocacy and print material directing women to support services. According to the World Health Organization, the *Soul City* project 'shows promise in changing cultural and social norms and attitudes associated with violent behaviour'.

Soul City demonstrates that mainstream popular culture can be used as a powerful tool to challenge cultural norms and attitudes tolerant of violence and that entertainment can facilitate social change.

Soul City Institute, South Africa
www.soulcity.org.za

CASE STUDY

Building an Evidence Base: Media Reporting of Violence against Women

The University of Melbourne is exploring the coverage of violence against women in the news print media. The project, funded by VicHealth, will review the state of knowledge, both nationally and internationally, on the ways in which violence against women is represented in news media and the media's role in community influencing attitudes towards violence against women.

Research will also be undertaken first hand, through examining Australian daily metropolitan newspapers, to explore how media attention can both challenge and reinforce misconceptions about victims, perpetrators and incidents of rape and domestic homicide.

Melbourne University and VicHealth
www.vichealth.vic.gov.au

³⁶ G Japhet, Director of *Soul City*, cited in VicHealth (2009) 'A Scandal of Unparalleled Dimension: Changing Attitudes to Violence against Women', *VicHealth* Letter, Issue 34, Autumn 2009: 21.

³⁷ Australian Media and Communications Authority (2007) *Media and Communications in Australian Families 2007: Report of the Media and Society Research Project*, Commonwealth Government of Australia, Melbourne.

³⁸ K Dill, BP Brown & MA Collins (2008) 'Effects of exposure to sex-stereotyped video game characters on tolerance of sexual harassment', *Journal of Experimental Psychology*, 44, 1402–1408: 1403.

³⁹ L Roberts (2008) *Cyber-victimisation in Australia: E-tent, Impact on Individuals and Responses*, University of Tasmania, Briefing Paper No. 6, June 2008.

APPENDIX: Organisations involved in the Plan's development

Education and Training

Association of Independent Schools Victoria
 Australian Education Union
 Catholic Education Office
 Chisholm Institute of TAFE
 Department of Education and Early Childhood
 Development
 Domestic Violence Resource Centre Victoria
 Dr Sue Dyson, Australian Research Centre for
 the Study of Sexuality, Health and Society,
 La Trobe University
 EASE Bendigo
 Gippsland Women's Health
 Goulburn Murray LLEN
 Dr Jane Kenway, Monash University
 Mill Park Secondary College
 Swinburne University
 Victorian TAFE Association
 VicHealth
 Victorian Institute of Teaching
 Victorian Women with Disabilities Network
 Wedderburn School

Ixtiraam

Respect

الاحترام

Local Government, Health and Community Services

Australian Local Government Women's Association
 Centre for Culture Ethnicity and Health
 City of Darebin
 City of Maribyrnong
 City of Whittlesea
 Department of Human Services
 Department of Planning and Community Development
 Frankston-Mornington Peninsula Primary Care Partnership
 Immigrant Women's Domestic Violence Crisis Service
 Dr Helen Kelleher, Monash University
 Knox Community Health Services
 Municipal Association of Victoria
 No to Violence
 The Royal Women's Hospital
 VicHealth
 Victorian Immigrant and Refugee Women's Coalition
 Victorian Local Governance Association
 Victorian Women with Disabilities Network
 Women's Health Association Victoria

Workplaces

Australian Football League
 CASA House
 Department of Innovation, Industry and Regional Development
 No to Violence
 Dr Sue Ellen Murray, Royal Melbourne Institute of Technology
 Multicultural Centre for Women's Health
 Dr Anastasia Powell, La Trobe University
 Royal Women's Hospital
 URCOT
 Victorian Employer's Chamber of Commerce and Industry (VECCI)
 Victorian Trades Hall Council
 Victorian Equal Opportunity and Human Rights Commission
 Victoria Police
 Victorian Women with Disabilities Network
 Women's Domestic Violence Crisis Service
 Women's Health Victoria
 WorkSafe Victoria

Sports and Recreation

Australian Football League
 Phil Cleary
 Cricket Victoria
 Department of Planning and Community Development
 Dr Sue Dyson, Australian Research Centre for the Study of Sexuality, Health and Society, La Trobe University
 Netball Victoria
 No to Violence
 RecLink Victoria
 Tennis Victoria
 VicHealth
 VicSport
 Victorian Women with Disabilities Network
 YMCA Victoria

Media, Arts and Popular Culture

Alannah and Madeleine Foundation
 The Arts Centre
 Arts Victoria
 Australian Association of National Advertisers
 Jacqui Cheng
 Domestic Violence Resource Centre Victoria
 Draft FCB
 It's the Thought
 No to Violence
 Dr Louise North, Monash University
 Phunktional Theatre
 Nelly Thomas
 Victorian Women with Disabilities Network
 Western Edge
 The Women's Circus
 Women's Domestic Violence Crisis Service



Indigenous communities

Geraldine Atkinson, President, Victorian Aboriginal Education Association Inc
 Marianne Atkinson, Statewide Coordinator, Indigenous Family Violence Strategy, Department of Human Services
 Frances Bond, Chairperson, Eastern Metropolitan Indigenous Family Violence Regional Action Group
 Damien Goodall, Chairperson, East Gippsland Indigenous Family Violence Regional Action Group
 Faye Lynam, Chairperson, Hume Indigenous Family Violence Regional Action Group
 Angelina Tabuteau-Moore, Board member, Elizabeth Hoffman House Aboriginal Women's Services Inc
 Daphne Yarram, Chairperson, Indigenous Family Violence Task Force

Children and young people

Gatehouse Centre/CASA Forum
 Partners in Prevention Network
 Office for Youth, Department of Planning and Community Development
 Youth Affairs Council Victoria (YACVIC)

Culturally and linguistically diverse communities

Centre for Culture, Ethnicity and Health
 Immigrant Women's Domestic Violence Crisis Service
 Islamic Women's Welfare Council of Victoria
 Multicultural Centre for Women's Health
 VicHealth
 Victorian Multicultural Commission

Women with disabilities

Carers Victoria
 Disability Services Division, Department of Human Services
 Office for Disability, Department of Planning and Community Development
 Victorian Disability Advisory Council
 VicHealth
 Victorian Women with Disabilities Network

Technical and Further Education (TAFE) sector

Bendigo TAFE
 Chisholm Institute of TAFE
 Goulburn Ovens TAFE
 Kangan Batman TAFE
 Northern Metropolitan Institute of Technology
 Swinburne TAFE

University sector

La Trobe University
 Monash Student Association
 Monash University
 Royal Melbourne Institute of Technology
 Swinburne University
 Victoria University

Older women

Aged Care Services, Department of Human Services
 Council on the Ageing (COTA) Victoria
 Dr Robyn Mason, Monash University
 Office of Senior Victorians, Department of Planning and Community Development
 Seniors Rights Victoria

In addition practitioners, communities, peak bodies and service providers were represented via consultation through:

Family Violence Statewide Advisory Committee
 Indigenous Family Violence Partnership Forum
 Rural Women's Network
 Statewide Advisory Committee for Prevention of Sexual Assault

Ixtiraam

Prawa 尊重

Respect

احترام

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