

Gippsland for Gender Equality: Changing the Story of Men’s Violence against Women

ATTACHMENT 1 Project Plan

OVERARCHING GOALS

1. Increase social, structural and individual support for gender equality in public and private life, in principle and in practice, across a diverse range of organisations and communities in Gippsland
2. Equalise access to power and resources between women and men by strengthening women’s social, economic and civic participation in Gippsland’s organisations and communities
3. Encourage and support organisations, communities and individuals in Gippsland to reject rigid gender roles, identities and practices
4. Promote positive, equal and respectful relationships between women and men, girls and boys, in all contexts of life in Gippsland (societally, organisationally, within communities, and interpersonally)

Objective 1 Build the capacity of the region’s primary prevention infrastructure for sustainable partnerships and evidence-based practice			
Strategies	Actions	Outputs	Desired impacts
Continue strengthening the Regional Prevention Steering Committee (RPSC) as Gippsland’s preeminent partnership structure for leading and guiding a consistent and collaborative approach to preventing men’s violence against women (PMVAW) across the region	<ol style="list-style-type: none"> 1.1. Formalise strategic commitment to Gippsland’s partnership approach to PMVAW 1.2. Extend the reach/increase the collective efforts of the RPSC by engaging more partners in the partnership; in particular, organisations or individuals representing rural and remote, Aboriginal (i.e. Indigenous Family Violence Regional Action Group) or culturally and linguistically diverse (CALD) communities 1.3. Assess the strength of the partnership using the Partnership Development Capacity Index (or other partnership tool) at key points in time, and use results to inform partnership development activities 	<p>Revised governance model and structure(s)</p> <p>1 partnership document that clearly states the roles and responsibilities of signatories, and all partner accountabilities</p> <p>1 high-order PMVAW strategy that all partners commit to operationalising</p> <p>At least 3 organisations or individuals from rural/remote, Aboriginal or CALD communities identified and engaged with the partnership via its governance structure(s)</p>	<p>Greater clarity among partners of their roles, responsibilities and accountabilities</p> <p>Improved reach in Gippsland for PMVAW strategies and actions</p> <p>Strengthened partnership across the domains of partnership development, knowledge transfer, problem solving, and resourcing and sustainability</p>

Strategies	Actions	Outputs	Desired impacts
Continue supporting partner organisations to ‘pave the way’ for gender equity and primary prevention in their workplaces as settings	1.4. Identify partners ready for organisational development for gender equity and primary prevention (including partners ready for furthering work already undertaken in this area) 1.5. Determine where they’re at and where they want to be 1.6. Co-design realistic implementation plans using the region’s well-tested and highly appropriate Paving the Way approach 1.7. Commence work on implementing these plans with them, e.g. action groups, bystander training, gender equity audits, policy development and implementation, communications ... 1.8. Plan for evaluation and evaluate for processes and impacts	At least 3 partner organisations identified for organisational development At least 3 co-designed plans that clearly show desired outputs and reach	Increased partner organisations’ capacity to undertake workplace gender equity and primary prevention initiatives Enhanced visibility of partner organisations as leaders of gender equity and primary prevention within the communities they serve

Objective 2 Increase the region’s access to well-formulated and evidence-based messages that advocate for change on the gendered drivers of violence against women			
Strategies	Actions	Outputs	Desired impacts
Ensure Make the Link as a social marketing technique is utilised by partners for framing/unifying a discourse on violence against women and primary prevention	2.1 Provide information and/or capacity development to partner organisations to ensure consistent uptake of the Make the Link message in their primary prevention activities, e.g. <ul style="list-style-type: none"> • for organisational development activities at 1.5–1.6 • during participation in the 16 Days of Activism against Gender-based Violence campaign (25 Nov to 10 Dec) • in their work with the region’s sports settings at 4.2–4.5 2.2 Plan for evaluation and evaluate for processes and impacts	15–16 sessions to partner organisations on Make the Link and its utilisation	Improved partner organisations’ understanding of the value of Make the Link in PMVAW strategies and activities

Objective 3 Enhance the region’s access to evidence-based direct participation programs that address the known gendered drivers of violence against women

Strategies	Actions	Outputs	Desired impacts
<p>Ensure the region’s pool of community-based MATE (formerly MVP) facilitators are effectively skilled and supported for their practice in community-based settings (e.g. at 1.7 above and 4.2 below)</p>	<p>3.1 Deliver a schedule of MATE training to continue building the region’s pool of community-based bystander facilitators</p> <p>3.2 Convene a working group of trained MATE facilitators to co-design a community of practice with a focus on sharing practice experiences, identifying practice challenges, problem solving and planned learning</p> <p>3.3 Establish the community of practice; deliver it in the region</p> <p>3.4 Plan for evaluation and evaluate for processes and impacts</p>	<p>1 MATE training session (max 25 participants) targeting local government areas where there are currently fewer community-based bystander facilitators</p> <p>1 x MATE working group</p> <p>1 x co-designed plan</p> <p>At least 2 community of practice meetings held in the region, each with a focus on a specific practice theme or learning topic (max 25 participants in each)</p>	<p>Improved skills/practice among community-based bystanders facilitators</p> <p>Greater accountabilities to the role of the community-based bystander facilitator among the region’s MATE facilitators</p>

Objective 4 Strengthen community-based actions on the gendered drivers of violence against women in everyday settings

Strategies	Actions	Outputs	Desired impacts
<p>Implement evidence-based PMVAW actions within the region's sports settings</p>	<p>4.1 Identify which of the region's sports clubs, associations, leagues and State Sporting Associations with a strong presence in Gippsland, are ready to 'step up' on women's and girls' participation in sport/women's leadership in sport</p> <p>4.2 Engage with these entities as partners to:</p> <ul style="list-style-type: none"> • determine where they're at in the journey and where they want to be • co-design steps they can take as part of achievable implementation plans • commence work on implementing these plans with them, e.g. positive messages, success stories, bystander training, gender equity audits, facilities audits, policy development, strategic planning, 'Orange Round' ... <p>4.3 Develop and implement a Champions of Change program for Gippsland that can harness male leaders within the sports sector who are ready to go to the next level in their advocacy for women's leadership in sports (and elsewhere)</p> <p>4.4 Balance the Champions of Change activity with a leadership program for Gippsland's female sports administrators, which will include mentoring and training opportunities (but not be limited to these ideas alone);</p> <p>4.5 Leverage the role of the region's local governments in ensuring that sporting clubs and recreation facilities engage with strategies that foster and build inclusive environments</p> <p>4.6 Plan for evaluation and evaluate for processes and impacts</p>	<p>At least 6 sports entities identified/engaged for actions</p> <p>At least 6 co-designed plans that clearly show desired outputs and reach</p> <p>1 Champions of Change program with at least 6 male leaders recruited</p> <p>1 leadership program for female sports administrators with at least 10 participants</p> <p>Professional development for appropriate Council staff of at least 3 local governments, to improve skills in fostering/building inclusive sport and recreation environments</p>	<p>Greater gender inclusivity and representation in Gippsland's sports entities, regarding both membership <i>and</i> leadership (e.g. committees, senior/executive positions)</p> <p>Improved capacity of Council staff to identify ways they can drive more inclusive sport and recreation environments</p>