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Gippsland's  
Prevention of Men's Violence Against Women & their  
Children  
**Action Plan**  
January 2016 to December 2016

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Vision: Women and girls are free from all forms of gender-based violence



## Foreword

The Gippsland Prevention of Men's Violence Against Women and their Children Action Plan outlines key actions that will be undertaken within Gippsland during the period January 2016 to December 2016. This plan follows on from the first 3 years of the Gippsland Prevention of Men's Violence Against Women and their Children (PMVAWC) Strategy. This document provides a map of where we are, where we want to be in the next 12 months and what essential actions we will implement to achieve this. It is designed to guide key activities that have a clear purpose and that continue the partnership approach already established within Gippsland.

The Regional PMVAWC Steering Committee (Prevention Steering Committee) acknowledges that significant social change needs to occur to achieve the overarching vision of the Gippsland PMVAWC Action Plan. Although the goal and objectives outlined in this 12 month action plan are short-term they aim to continue and expand the good work that has occurred through the establishment of the Gippsland PMVAWC partnership approach during the period December 2012 to December 2015.

It is recognised across all levels of government and policy makers that the most common forms of violence experienced by women and girls in Australia is family violence and sexual assault. The COAG endorsed 12-year *National Plan to Reduce Violence against Women and their Children 2010-2022* (the National Plan) galvanized prevention work occurring across Australia at the Federal and State level that in turn

has led to a more consistent understanding of the key drivers of violence against women and has increasingly changed the language to be more reflective of the gendered nature of this type of violence.

The recognition of gendered drivers is a key component of the activities delivered by the Gippsland PMVAWC Strategy 2012-2015. These activities clearly outlined Men's Violence Against Women/Gender Based Violence as violence that is "directed against a woman because she is a woman or that affects women disproportionately" (United Nations, 1992) and that "women are far more likely than men to experience sexual violence and violence from an intimate partner, and with more severe impacts" (Cox, 2015).

Maintaining integrity of language is an important component of acknowledging what drives and reinforces gender based violence. Activities that aim to change social norms and attitudes that condone,

excuse or downplay violence against women are often met with backlash and a resistance to address violence against women (family violence & sexual assault) as gender based violence. This resistance is recognised as a barrier to progressing to implementation of fundamental gender equity activities that address men's control of decision-making at the societal, community and individual relationship

level, and address limits to women's participation in the public sphere and independence at the relationship level. Creating and maintaining a consistent discourse across activities is essential to countering this backlash and should also be included in risk management processes for future planning & implementation of prevention actions.

## Enablers critical to PMVAW in Gippsland

The considerable investment into primary prevention at the National level with the development of CHANGE the STORY: *A shared framework for the primary prevention of violence against women and their children in Australia*, is critical to driving much needed change. This framework will provide guidance to primary prevention work addressing men's violence against women in Gippsland and will inform action planning, monitoring and evaluation frameworks developed by the Gippsland PMVAW Partnership. The ongoing work of ANROW's and Our Watch will continue to provide an evidence base to draw from.

The Victorian Royal Commission into Family Violence will provide practical recommendations on how Victoria's response to family violence can be improved. Content of written submissions to the Royal Commission has included primary prevention approaches to men's violence against women and hearings have included witnesses on Engaging the community and Culture change in workplaces and the community. It is envisaged that the Royal Commission's final report and recommendations due to be delivered to government in February 2016 will influence the primary prevention sector within Victoria.

The grant scheme provided by the Victorian Government in 2012 from the Community Crime Prevention Program funds to support primary prevention and early intervention focused partnership projects to help reduce violence against women and their children. This funding was allocated to Gippsland Women's Health as lead agency of a partnership between key agencies in Gippsland for the development of a Regional Partnership Approach to the Prevention of Men's Violence Against Women (PMVAW) and their Children. This investment within Gippsland has been critical to enabling the development of a coordinated and collaborative partnership between health providers, family violence services, local government, community organisations and primary care partnerships to PMVAW. The partnership has established a clear mechanism to build prevention efforts across Gippsland.

A strong commitment from members of the Gippsland Prevention Steering Committee is essential to progressing and building primary prevention practice in the region. All member agencies understand that gender inequality is the core of the problem of violence against women and that working towards equality through gender equitable practices is central to long term change and the reduction of rates of violence.

We know that work at the regional level needs to contribute to the state and national evidence and will form part of a collaborative national effort to create safe, equal and respectful societies, communities and interpersonal relationships.

## Where we are now

Gippsland has established a Regional Prevention of Men’s Violence Against Women and their Children Steering Committee (Prevention Steering Committee) with a commitment to leading, resourcing and supporting PMVAW in the region. There are a total of 19 key partner agencies and individuals that are members of the Prevention Steering Committee, this includes 13 full members and 6 associate members.

“The PMVAW Strategy was enabled by a flexible and inclusive partnership structure, which grew in strength, functionality and membership over the 3 years. This is demonstrated by the Partnerships Development and Capacity Index (PDCI), which shows increased capacity between June 2014 and October 2015 across all four domains: Partnerships development; Knowledge Transfer; Problem Solving, and Resourcing and Sustainability” (PG 11, Federation University , *Gippsland PMVAW Strategy Final Evaluation Report*)

Four broad action areas outlined in the Gippsland PMVAWC Strategy 2012-2015 have guided prevention efforts within the region. These

efforts have included the implementation and evaluation of a number of key projects;

- the establishment of a workplace and organisational development approach ‘Paving the Way’
- the coordination of direct participation bystander program ‘Mentors in Violence Prevention’
- the development of a direct participation program for women with intellectual disability ‘Purple Hearts Group’
- the development of a sports setting organisational development approach ‘50/50 Clubs’ and capacity building activities in partnership with the Gippsland Regional Sports Assembly, GippSport
- development of and support for one sub-regional reference group and one community action group with key partner agencies to extend the reach of the Prevention Steering Committee

“the Gippsland PMVAW Strategy was successful in achieving all objectives, across all action areas. A functional and effective cross-sector partnership framework underpinned, coordinated and implemented the core projects, and supported the emergence of new initiatives.

The SC (Steering Committee) acted as a vital site for building the capacity of stakeholders and fostering links between projects.” (PG 10, Federation University, *Gippsland PMVAW Strategy Final Evaluation Report*)

Other key activities that have been implemented across the region include;

- the strengthening and support of PMVAW activities within Municipal Public Health & Wellbeing Plans
- an increased number of community awareness events across the region
- development of an online social marketing campaign ‘Make the Link’

## Where we want to be in the next 12 months

**Goal:** To create a strategic, collaborative and consistent regional approach in Gippsland to the prevention of men’s violence against women.

<b>Objective 1:</b> By December 2016 strengthen existing Gippsland PMVAW Partnership Approach.			
<b>Strategies</b>	<b>Actions</b>	<b>Outputs</b>	<b>Impact</b>
Regional Prevention Steering Committee (RPSC) to lead and guide consistent and collaborative PMVAW action across Gippsland	<p>1.1 Partners demonstrate high level leadership by integrating prevention of men’s violence against women as core organisational business</p> <p>1.2 Share learnings about the prevention of men’s violence against women across organisational networks outside of the PMVAW Partnership</p> <p>1.3 Partners to implement and monitor actions of the <i>Regional PMVAW Action Plan January - December 2016</i></p>	<p>Number of key partners that have demonstrated organisational commitment to PMVAW</p> <p>Number of key partners that have organisational policies and practices in place</p> <p>Number of leadership networks within Gippsland that have knowledge of PMVAW partnership</p>	<p>100% of partners have a clear organisational commitment to PMVAW Action</p> <p>80% of partners implement practices and procedures to support PMVAW Action</p> <p>100% of partners allocate agreed level of resources to build capacity for PMVAW in Gippsland</p> <p>Partners are recognised as PMVAW organisational leaders</p>

	<p>1.4 Take active measures to seek out funding opportunities to strengthen and increase prevention actions across the region</p> <p>1.5 Partners support Activities embedded in Municipal Health &amp; Wellbeing Plans</p>	<p>Number of key partners involved in implementation and monitoring of PMVAW actions</p> <p>Increased level of funding for PMVAW actions in Gippsland</p> <p>Increased collaboration for the purpose of implementing Actions in MH&amp;WP</p>	<p>in the region by other leadership networks within Gippsland</p> <p>Increased number of PMVAW partners involved in delivery of MH&amp;WP Activities</p>
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<b>Objective 2:</b> By December 2016 increase the number of organisational development programs commenced.			
Strategies	Actions	Outputs	Impacts
Implement organisational development program, utilising 'Paving the Way' & other relevant resources, with identified workplaces in Gippsland	<p>2.1 Identify workplaces that are ready to commence organisational development program</p> <p>2.2 Identify key partners to assist with implementation of organisational development program</p> <p>2.3 Develop implementation plans with workplaces selected for organisational development program &amp; commence implementation</p>	<p>Number of workplaces &amp; key partners in Gippsland confirmed</p> <p>Number of implementation plans developed and reviewed with workplaces</p> <p>Number of Workplace &amp; Organisational programs commenced</p>	100% increase in number of workplaces implementing PMVAW organisational development programs in Gippsland

<p>Assist schools to strengthen their ability to implement a whole school approach to build respect and equality to Prevent MVAW.</p>	<p>2.4 Map current activities being implemented in schools by key PMVAW partners within Gippsland.</p> <p>2.5 Utilise Victorian Healthy Together Achievement Program model to encourage schools to incorporate PMVAW into strategic planning</p> <p>2.6 Identify partnership approach for implementation of PMVAW activities within school setting</p>	<p>Established current level of PMVAW activity being implemented in the schools setting in Gippsland</p> <p>Number of PMVAW partners identified for implementation of schools partnership initiative</p> <p>Regional PMVAW Schools partnership initiative developed</p>	<p>Collaborative approach to delivery of school based PMVAW activities experienced by PMVAW partners</p> <p>Increase in number of school staff participating in workforce development to build capacity for implementation of whole school approach to PMVAW</p>
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**Objective 3:** By December 2016 increase access to evidence based direct participation programs that address the known gendered drivers of violence against women.

Strategies	Actions	Outputs	Impacts
<p>Implement evidence based PMVAW Activities (e.g MVP bystander program) within community, sports, workplaces &amp; school settings in Gippsland</p>	<p>3.1 Support and actively engage MVP facilitators in Gippsland to maintain a consistent approach to delivery of the MVP bystander program</p> <p>3.2 Establish clear organisational approaches to support the delivery of bystander programs</p> <p>3.3 Provide opportunities across community, sports, workplaces and school</p>	<p>Number of MVP facilitators delivering bystander program</p> <p>Number of organisational approaches implemented that support bystander programs</p> <p>Number of evidence based activities implemented across settings</p>	<p>80% of participants will understand the known gendered drivers of violence against women and understand the importance of bystander intervention in response to these known drivers</p> <p>70% of participants provide examples of addressing the known gendered drivers of</p>

	settings for individuals to participate in evidence based PMVAW activities		<p>violence against women post bystander program</p> <p>50% of organisations hosting PMVAW activities for individuals establish organisational policy and practices to address the known gendered drivers of violence against women</p>
Strategies	Actions	Outputs	Impacts
Support delivery of Gender & Disaster Training within Gippsland	<p>3.4 Provide Gender &amp; Disaster training sessions in partnership with local government and IFVRS (Integrated Family Violence Reform Steering Committee)</p> <ul style="list-style-type: none"> <li>- MEMP Committees</li> <li>- Recovery Sub-Committees</li> </ul>	<p>Number of sessions delivered</p> <p>Number of participants completing Gender &amp; Disaster Training</p> <p>Number of policy changes/references to gender implemented in management plans</p>	<p>100% of participants will understand gender as a critical factor in disaster recovery and resilience</p> <p>100% of participants are aware of MAV GEM Strategy</p> <p>Integrate gender transformative practice into;</p> <ul style="list-style-type: none"> <li>- Emergency Exercises including, Relief and Recovery</li> </ul> <p>References to gender integrated into;</p>

			<ul style="list-style-type: none"> <li>-Recovery Sub Plans</li> <li>-Municipal Emergency Management Plan</li> <li>-Relief and Recovery Standard Operating Procedures</li> </ul>
Continue to support delivery of Respectful Relationships Education Program to women with an intellectual disability	<p>3.5 Map current RRE programs for women with a disability being delivered in Gippsland</p> <p>3.6 Establish clear organisational partnerships to support &amp; expand current RRE programs being delivered</p>	<p>Number of organisational partnerships developed</p> <p>Number of RRE programs implemented for women with a disability</p> <p>Number of participants completing RRE programs</p>	To be determined

**Objective 4:** By December 2016 an increase of social marketing messages that advocate for change to address the gendered drivers of violence against women are delivered in a wide range of media

Strategies	Actions	Outputs	Impacts
Maintain and extend Make the Link Campaign	<p>4.1 Maintain current Make the Link social media tools</p> <p>4.2 Maintain clear and consistent communication messages that address the gendered drivers of violence against women</p> <p>4.3 Explore other forms of media to extend reach of current Make the Link campaign</p> <p>4.4 Advocate for funding to extend reach of current Make the Link campaign</p>	<p>Number of interactions on social media tools to distribute key messages</p> <p>Number and type of media utilised to extend messaging</p> <p>Clear and consistent messages are delivered across a range of tools</p> <p>Funding received for make the link campaign</p>	<p>80% of targeted population report a change in knowledge, attitude and behaviour in relation to gender based violence (targeted population will be those that are determined as having been exposed to the social marketing tools)</p> <p>Make the Link campaign has extended reach beyond social media tools</p>

**Objective 5:** By December 2016 support the education and skill development of leadership groups that identify & support influential, non-violent individuals to promote gender equality and the prevention of violence against women.

Strategies	Actions	Outputs	Impacts
<p>Established Professional Networks/Business Groups/Community Groups are encouraged and empowered to develop &amp; sustain Gender Equity and PMVAW activities</p>	<p>5.1 Proactively identify potential groups within the region</p> <p>5.2 Support established groups that self-identify PMVAW as a priority</p> <p>5.3 Deliver and facilitate PMVAW, Bystander and Gender Equity training to identified groups</p> <p>5.4 Disseminate Gender Equity and PMVAW resources to identified groups</p> <p>5.5 Encourage groups to utilise social marketing campaign to strengthen reach and messaging</p> <p>5.6 Promote active participation of groups in PMVAW Activities supported by RPSC</p>	<p>Number of groups that are identified</p> <p>Number and type of training delivered to established groups</p> <p>Resources are disseminated to established groups appropriate to their needs</p> <p>Number of established groups that utilise PMVAW Partnership social marketing materials</p> <p>Number of established groups participating in PMVAW Partnership Activities</p>	<p>80% of established groups who participate in Gender Equity and PMVAW Activities have a plan developed to continue action in their networks or communities</p>

## Gippsland PMVAW Steering Committee Membership List

### Full Membership

Wellington Shire Council

Windermere

Bass Coast Shire Council

Relationships Australia Victoria

South Gippsland Shire Council

Gippsland Community Legal Service

Baw Baw Shire Council

Quantum Support Services

GippSport

Gippsland Women's Health Service

Gippsland Region's Primary Care Partnerships (Representative from East Gippsland PCP)

Latrobe Community Health Service

SalvoCare Eastern, Gippsland

Latrobe City Council

Gippsland Centre against Sexual Assault

### Associate

Julia Lambert - DHHS (Julie Hall is currently attending on her behalf)

Ross Dawson - Community Member

Karen Crinall - Federation University

Chris Laming- Federation University

Kerry Hamer - Gippsland Family Violence RIC

## Endorsement

Gippsland Women's Health is seeking endorsement of the Gippsland Regional PMVAW Action Plan 2016 from Steering Committee Members at the February 2016 Steering Committee meeting.

Endorsing the action plan will require organisations to identify resources and organisational contributions to enable implementation of key actions outlined in the plan. This will require the development of Memorandum's of Understanding between agencies responsible for delivery of programs and key actions in order to ensure collaborative efforts are formalised.

A strength of the Gippsland PMVAW partnership structure has been the reduction of duplication and the collaborative use of resources across the region. The development of clear MOU's during the implementation of the 2012 – 2015 Strategy was a key tool to ensuring that the consistent, flexible and inclusive partnership structure grew. It is envisaged that this growth will continue over the period of the next action plan and increase the current connections and strengths of the partnership.

## Monitoring and Evaluation

The allocation of resources to evaluation during the 2012 – 2015 Strategy was considerable and enabled external evaluation of the partnership. Moving forward the lead agency, Gippsland Women's Health, will be responsible for monitoring the progress of the Regional Action Plan and will provide progress reports to the Regional PMVAW Steering Committee. Evaluation reporting will occur to Department of Health & Human Services as part of Gippsland Women's Health Integrated Health Promotion reporting requirements. Further monitoring will also occur through the Local Government Municipal Health & Wellbeing Plans that include actions from the Gippsland PMVAW Action Plan 2016. The Regional Steering Committee members will endeavour to seek research funding opportunities to support external evaluation processes eg. Most Significant Change. The Regional Steering Committee members will be responsible for disseminating evaluation findings.