



2019 - 2022

Respect Victoria Strategic Plan

Building strong foundations for sustained primary prevention of all forms of family violence and violence against women



Family violence services and support

In an emergency, call Triple Zero (000).
If you or someone you know is impacted by sexual assault, domestic or family violence, call 1800RESPECT on 1800 737 732 or Safe Steps on 1800 015 188 to talk to a free, confidential counsellor, 24 hours 7 days a week. You can also visit 1800RESPECT.org.au and www.safesteps.org.au.

Aboriginal acknowledgement

Respect Victoria acknowledges Victoria's Aboriginal people as the First Peoples and Traditional Owners and Custodians of the land and water on which we rely. We acknowledge and respect that Aboriginal communities are steeped in traditions and customs built on a disciplined social and cultural order that has sustained 60,000 years of existence. We acknowledge the significant disruptions to social and cultural order and the ongoing hurt caused by colonisation.

We acknowledge the ongoing leadership role of Aboriginal communities in addressing and preventing family violence and will continue to work in collaboration with the First Peoples to eliminate family violence from all communities.

Commitment to Dhelk Dja: Safe Our Way

Respect Victoria commits to be guided by the principles, strategic priorities and definition of Aboriginal self-determination in *Dhelk Dja: Safe Our Way — Strong Culture, Strong Peoples, Strong Families* in our work to address family violence. We recognise that Dhelk Dja is everyone's business. Everyone, all services and all parts of government in Victoria — is accountable for a future in which Aboriginal people live free from family violence. We can only end family violence by working together and implementing Aboriginal led solutions.

Terms used in this document

Where the term 'primary prevention' is used it refers to 'primary prevention of all forms of family violence and violence against women'.

Where the term 'Aboriginal' is used it refers to both Aboriginal and Torres Strait Islander people. 'Indigenous' is retained when it is part of a title, program or quotation.

Where the term 'LGBTI' is used it refers to people who are lesbian, gay, bisexual, trans or gender diverse, intersex, asexual or other diverse sexual orientations and gender identities.

Where the term 'norms, practices and structures' is used it refers to socially constructed rules or models of behaviour expected in a particular social group, the ways these norms are habitually practiced and how structures arrange norms and practices in particular ways.

Where the term 'policy and practice' is used it refers to 'policy, standards, programs, research, community engagement, monitoring and evaluation'.

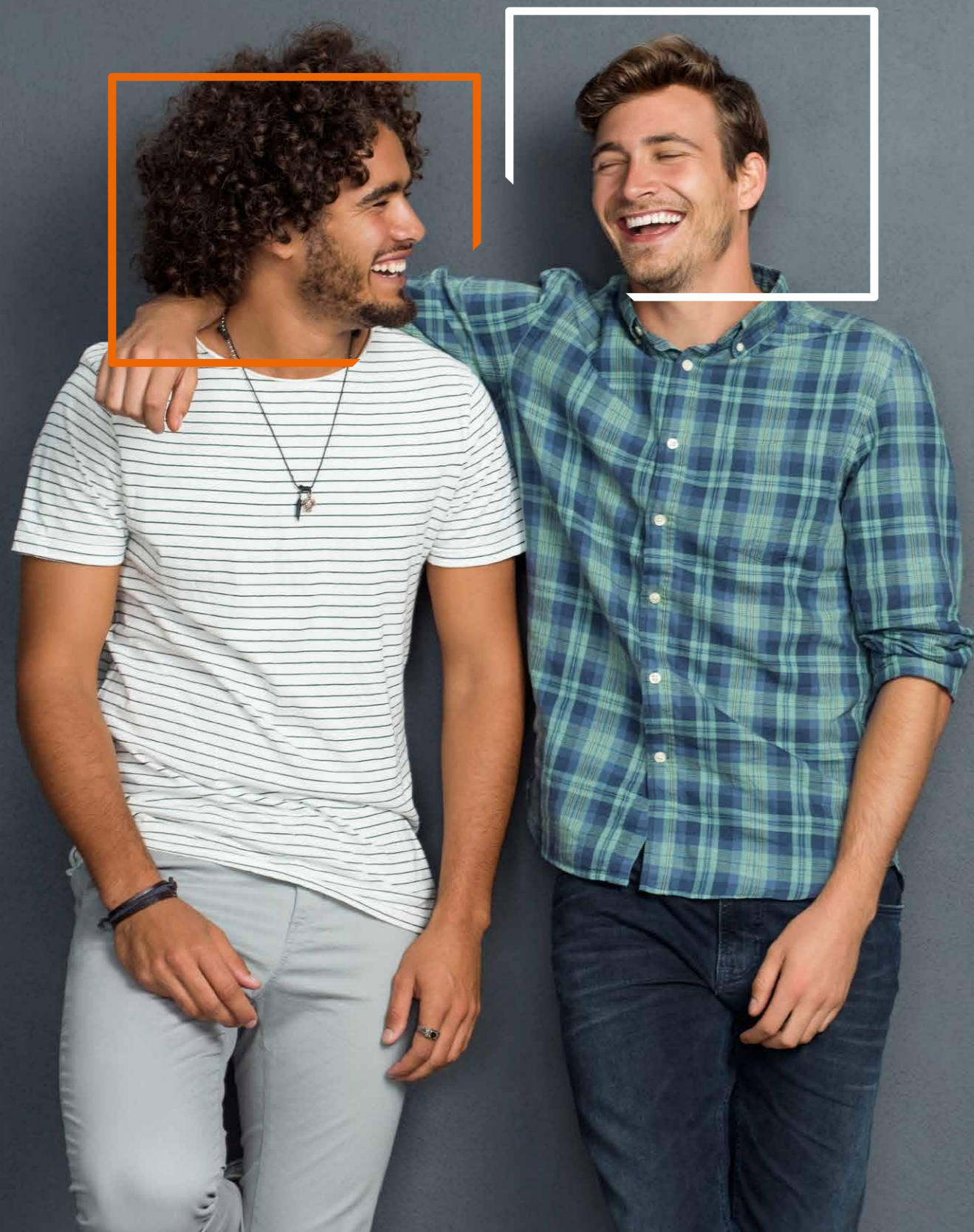
A detailed glossary of terms is included in the appendix.

Acknowledgements

This is Respect Victoria's first strategic plan. It was developed in consultation with key people and advisory bodies, along with leaders in primary prevention, family violence response and behaviour change. Respect Victoria thanks everyone who contributed to it, including Pivot Space Consulting and The Shannon Company for helping bring it to life.



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“We know that evidence-based prevention works, and we know we can change the mindset of a community, and the harmful behaviours and attitudes that lead to family violence.”

Minister's foreword



Preventing family violence and violence against women is everyone's business.

Family violence is preventable. We all have a part to play in challenging the attitudes and behaviours that drive family violence and violence against women.

That is why it's an honour to be part of Respect Victoria's first strategic plan, which marks another milestone in the work to reform Victoria's family violence system.

This chapter began in 2016, when the Royal Commission into Family Violence opened the door on our number one law and order issue – the violence that shatters lives, families and communities.

The Royal Commission made 227 recommendations to improve how Victoria responds to and prevents all forms of family violence and violence against women. We have committed to implementing every reform and, nearly three years on, many have already been implemented and every single recommendation is underway.

Free from violence: Victoria's strategy to prevent family violence and all forms of violence against women – was launched in 2017. The passage of the Prevention of Family Violence Bill and the establishment of Respect Victoria as an independent Statutory Authority followed in 2018.

We know that evidence-based prevention works, and we know we can change the mindset of a community and the harmful behaviours and attitudes that lead to family violence.

We know this because we've seen it before. Only a short time ago, driving while impaired or without a seatbelt, or going to the beach without wearing sunscreen was considered socially acceptable. We only started reducing the road toll when we started addressing the attitudes and behaviours behind it.

I acknowledge that this plan is the culmination of months of work, building on the work done by organisations across our state to prevent family violence.

I want to thank Respect Victoria's inaugural chair Melanie Eagle and the board for their work on this. I also acknowledge the leadership of the former Ministers for the Prevention of Family Violence, the late Honourable Fiona Richardson and the Honourable Natalie Hutchins. We all stand on the shoulders of those who came before us, and I'm proud to continue the work so diligently shaped and built by my colleagues.

The establishment of Respect Victoria is thanks to many, but not least to victim-survivors and their families. I am forever grateful to the Victorians who brought family violence from behind closed doors to the halls of parliament.

By challenging the harmful norms, practices and structures that lead to violence – gender inequality, marginalisation and discrimination – together we can create a Victoria free from violence.

The Hon. Gabrielle Williams MP
Minister for the Prevention of Family Violence
Minister for Women

Message from the Chair



Respect Victoria is proud to share with you our first strategic plan. This document sets out our vision and the pathway we will follow to drive evidence-informed primary prevention across Victoria.

Our end goal is a lofty one: for all people to be safe, equal and respected, and free from all forms of family violence and violence against women. As our organisation's name makes clear, the principle of respect is inherent in everything we do. There is no doubt that our vision is a long-term one, and one that will take significant investment and dedication to achieve. However, we are confident that through our joint endeavour we can get there. This strategy sets out the first steps on the journey - laying the foundations for a Victoria free from violence.

We are supported in this journey by a critical tool: our legislative remit. As a Statutory Authority, Respect Victoria has the ability and resources to hold the Victorian Government accountable for primary prevention initiatives and funding. We have a direct line to decision makers in government and the community, and the independence to drive evidence-informed primary prevention no

matter a change in political will or public attention. In fact, our remit is to ensure this will and attention sustains and builds.

Respect Victoria is indebted to those who have led prevention work before us and who continue to partner with us, including victim-survivors, the women's movement, the primary prevention sector, the family violence sector, government, and Victorian communities in all their strength and diversity. We sincerely thank those who have lent their time, energy and generosity of spirit in consultations on this strategy.

I wish to thank our Chief Executive Officer Tracey Gaudry for leading consultation on this important document. Thank you to my fellow Directors and to our staff for their commitment and expertise in guiding this work.

It is a privilege and a great responsibility to begin Respect Victoria's first steps on the primary prevention journey. We are committed to leading this work with and for all Victorians.

Melanie Eagle
Chair Respect Victoria

Message from the Chief Executive Officer



Changing the norms, practices and structures that drive family violence and violence against women is the challenge of a generation. It is one that Victoria has made a historic investment in, and is now the privilege and responsibility of Respect Victoria to lead.

We have established five pillars of work to drive evidence-informed primary prevention across Victoria, for the next four years and for the long-term. Respect Victoria will lead research, monitoring and evaluation to inform how violence can be prevented, build community awareness of the drivers of violence, drive uptake of best practice, collaborate with others to strengthen primary prevention infrastructure, and advocate for primary prevention policy, practice and investment.

Underpinning this work are our principles, the theoretical frameworks of human rights, gender equality, self-determination and intersectionality that guide how we approach primary prevention. Like any successful organisation, our greatest asset is our people. We commit to living our values as individuals, with each other and with the people we work alongside.

Tracey Gaudry
Chief Executive Officer Respect Victoria

It has been an honour to lead a bold new organisation in its infancy, and all the more so because of the staff I work with every day. Building this plan has been an incredibly collaborative exercise. Thank you to my colleagues at Respect Victoria for your passion, energy and critical thinking to crystallise our strategic directions. Thank you to our Directors, led by Chair Melanie Eagle, for your leadership, guidance and support.

As a new organisation, we look to the next four years with open minds and enthusiasm, with a willingness to learn from and empower the communities we work with, with the determination to bring primary prevention to new and diverse sectors, and with the resolve to create a Victoria where everyone is safe, equal and respected.

Dedication

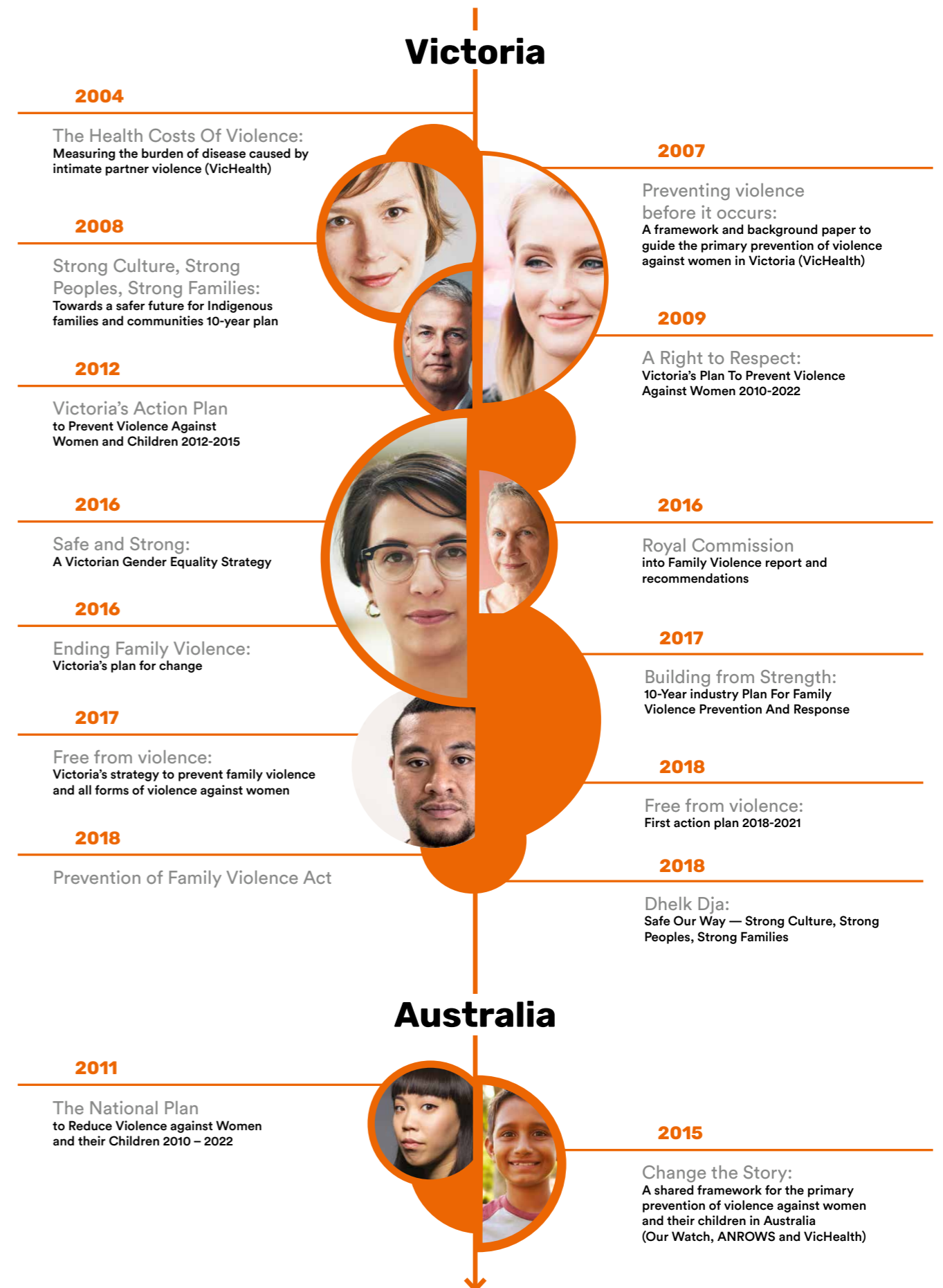
This work is dedicated to victim-survivors of all forms of family violence and violence against women, and to those who have not survived this violence.

Building from strength

Respect Victoria acknowledges the legacy, ongoing strength and expertise of women's organisations, particularly those working with victim-survivors. It is their tireless advocacy, work and commitment, alongside other national, state and local organisations and governments, that has established the ground swell for change in which Respect Victoria begins its work. We are committed to working alongside these organisations, governments and others to prevent all forms of family violence and violence against women.

Respect Victoria's strategy is part of and builds on the existing government policy framework – both in Victoria and nationally – for the primary prevention of all forms of family violence and violence against women.

We are committed to working alongside these organisations, governments and others to prevent all forms of family violence and violence against women from occurring in the first place.



Strategic plan overview



Vision

All people are safe, equal and respected, and free from all forms of family violence and violence against women.

Purpose

To prevent all forms of family violence and violence against women before they happen, by driving evidence-informed primary prevention.

Principles

| Human rights | Gender equality | Self-determination | Intersectionality |

Pillars

- 1 Research, monitor and evaluate
- 2 Communicate and engage
- 3 Drive uptake
- 4 Coordinate and collaborate
- 5 Advise and influence

Values

| Accountability | Collaboration | Courage | Excellence | Leadership | Persistence |

Foundations

Who we are

Respect Victoria is an organisation dedicated to the primary prevention of all forms of family violence and violence against women. Our focus is on stopping violence before it starts by changing the norms, practices and structures that allow it to happen.

Our role

We are an independent Statutory Authority established under the *Prevention of Family Violence Act 2018* to:

- › fulfil Recommendation 188 of the Royal Commission into Family Violence
- › deliver on commitments under Recommendation 187 of the Royal Commission into Family Violence, *Free from violence: Victoria's strategy to prevent family violence and all forms of violence against women*.

Respect Victoria leads on two pillars of *Free from violence* – research and evaluation, and engage and communicate with the community.

What we do

Primary prevention

Respect Victoria applies a *primary prevention* approach to all forms of family violence and violence against women. Primary prevention is a term used across preventative health and is applied here in the context of family violence and violence against women. In this context, primary prevention is a long-term approach focused on preventing violence from happening in the first place. It works by identifying the underlying causes or drivers of violence. These include the social norms, practices and structures that influence individual attitudes and behaviours. Rather than focusing solely on the behaviour of perpetrators, primary prevention goes deeper. It focuses on the whole community and the systemic structural and social drivers that allow violence to happen.

Primary prevention is distinct from *secondary or tertiary prevention*, which are also known as *early intervention and response*. These activities focus on stopping violence from escalating or recurring. An effective primary prevention approach will support and complement early intervention and crisis response by reducing pressure on these parts of the system.

The continuum of prevention

	Primary prevention	Secondary prevention (early intervention)	Tertiary prevention (response)
What it is	Preventing violence before it occurs	Intervening early to prevent recurring violence	Preventing long-term harm from violence
What we need to focus on	The population as a whole, and the range of settings in which inequalities and violent behaviour are shaped, to address factors that lead to or condone violence	Individuals and groups with a high risk of perpetrating or being a victim of violence, and the factors contributing to that risk	Those affected by violence, and on building systemic, organisational and community capacity to respond to them and hold perpetrators to account
What we need to do	Build social structures, norms and practices that prevent violence from happening or reduce the risk of it occurring	Challenge the impact that exposure to the drivers and reinforcing factors of violence has had on individuals	Contribute to social norms against violence by demonstrating accountability for violence and women's right to support and recovery

Source: *Free from violence: Victoria's strategy to prevent family violence and all forms of violence against women* (Victorian Government 2017)

Why this is important

Primary prevention is the only way to reduce the overall prevalence of all forms of family violence and violence against women, and the demand for response services that they create.

Historically, family violence funding has focused on response. However, family violence and violence against women will continue indefinitely without complementary prevention resourcing. Investment in primary prevention ensures we build prevention into the overall family violence system to prevent violence from occurring in the first place.

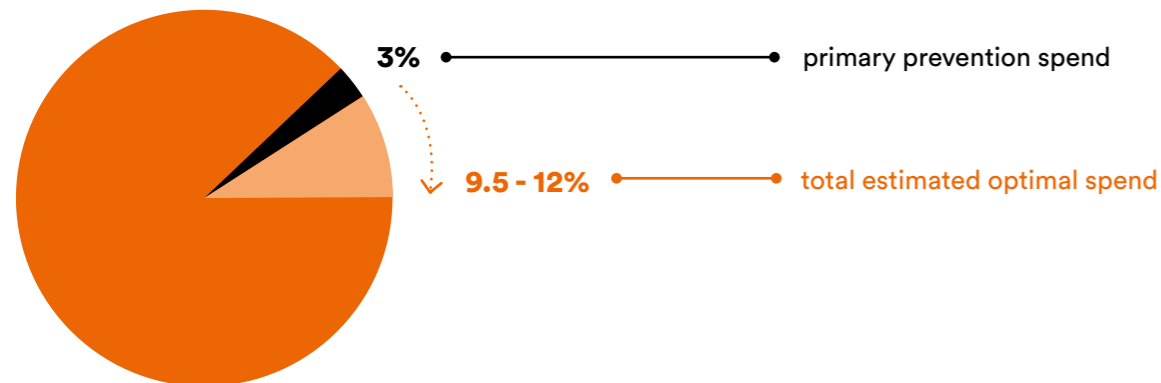
Significant and sustained investment has saved lives and reduced harm in other primary prevention initiatives across Australia, including smoking cessation, skin cancer reduction and road safety. By increasing and sustaining investment in the primary prevention of all forms of family violence and violence against women, Victoria will save lives.

Prevention spending as a proportion of total expenditure is estimated at

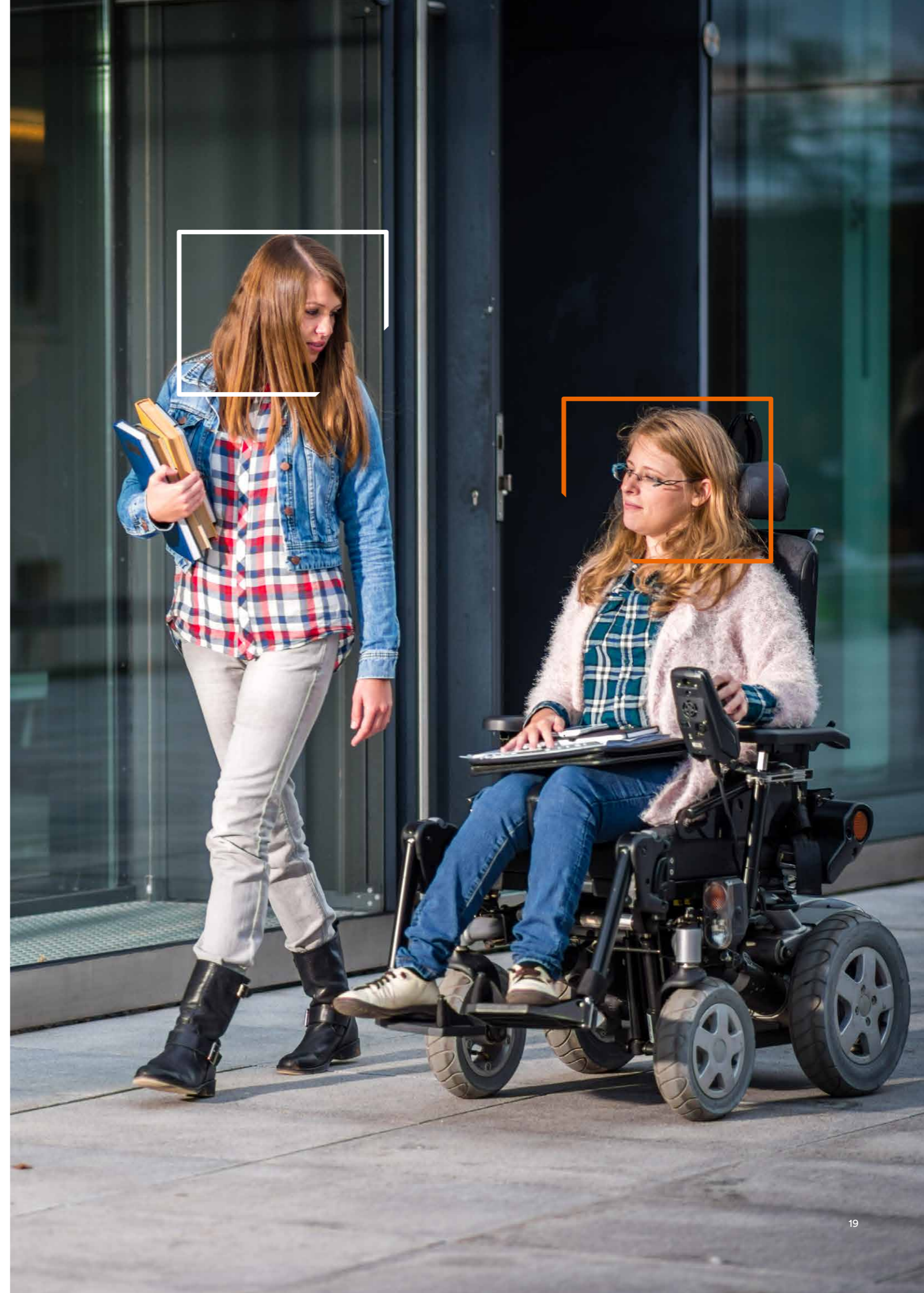


This has led to corresponding outcomes in decreased smoking prevalence, reduced incidence of sunburn and skin cancer, and a halving of the road toll.

Family Violence Budget 2017-18



Source: Investing in primary prevention of family violence: Discussion paper (PricewaterhouseCoopers for the Victorian Department of Premier and Cabinet 2016)





How we do it

It is Respect Victoria’s legislated responsibility to ensure that prevention of all forms of family violence and violence against women is implemented across the government and community. To do this, we advise the Minister for the Prevention of Family Violence on policy, decision making and funding. We also monitor and report on trends in primary prevention.

We undertake and disseminate research into the drivers of all forms of family violence and violence against women. Using this research, we develop and

promote best practice primary prevention for government, industry, organisations and communities. We provide advice about what programs work and should be invested in.

We work collaboratively with others to promote awareness of and build primary prevention efforts in the community. Informed by research and evidence, we lead social marketing campaigns and engage with stakeholders across sectors to build a culture of respect for all Victorians.

We know that to deliver our vision we need to establish our own solid foundations so we can build the capacity and capability to work effectively with others.

Where we fit in

We are the only Victorian organisation dedicated to the primary prevention of all forms of family violence and violence against women. As a Statutory Authority, we are an independent voice with functions, powers and duties protected by law. We exist to drive primary prevention over the long-term and ensure prevention efforts are considered and coordinated.

Respect Victoria is one of many organisations that continue Victoria’s work to address gender inequality as a root cause of family violence. We also recognise other forms of inequality, including racism, ageism, ableism and heterosexism, which influence the patterns of violence perpetrated and experienced in society. We address all forms of family violence for all Victorian communities.

We work in close partnership with organisations whose focus is on men’s violence against women and their children, including Our Watch, Australia’s National Research Organisation for Women’s Safety (ANROWS), and other national and state organisations. We learn from and build on the work of practitioners and advocates who have led this work for decades. We partner with VicHealth to learn from its approach to health promotion and chronic disease prevention. We work closely with the Victorian Government’s dedicated family violence response reform entity, Family Safety Victoria.

Primary prevention’s whole-of-population approach means that we bring this work to all areas of Victorian life. Respect Victoria will engage with workplaces, industry, sport, the arts, media, community organisations and others. New and diverse sector partnerships will drive the cultural change needed for a Victoria free from violence.

Our approach to building the evidence

We understand that the primary prevention of all forms of family violence and violence against women involves complex social issues. Our approach to research and evaluation must therefore be inclusive and participatory, using a range of mixed-methods to creatively and innovatively address key questions and gaps in our understanding. Our approach contains flexibility for reflection,

learning and adaption to improve and respond to emergent issues, and produce high-quality research and evaluation outcomes.

We will commission and conduct in-house high-quality research and evaluation to build our own and the sector’s capacity. We will disseminate, share and learn from our research partners to guide government, industry, organisations and communities, in what works to prevent all forms of family violence and violence against women.

Language in this strategic plan

The focus of this strategy is on preventing two different but overlapping and related forms of violence.

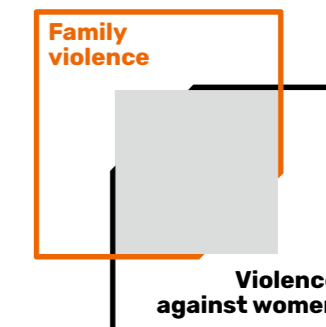
The first is family violence, as defined in the *Family Violence Protection Act 2008*.

In line with *Ending Family Violence: Victoria’s plan for change*, this strategy approaches family violence as a deeply gendered issue. While family violence takes many forms and affects many in our community, structural inequalities and unequal power relations between women and men mean women are more likely to experience it.

The second is violence against women, as defined by the *Declaration on the Elimination of Violence against Women* (United Nations 1993) and *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia* (Our Watch, ANROWS and VicHealth 2015).

While much violence against women occurs in a family or relationship context, violence against women is broader than what is covered by the term ‘family violence’. Violence against women can include sexual assault and harassment perpetrated by

someone other than a partner or family member. It can include other gender-based physical, sexual or psychological harm or abuse experienced by women in public or private life.



Violence against women arises from gender inequality, as may many forms of family violence. Both forms of violence can also be influenced by multiple intersecting forms of discrimination, such as racism, ageism, ableism, heterosexism and others.

This strategy recognises that both family violence and violence against women have serious impacts for children, whether they suffer it directly or are exposed to it.

Vision

All people are safe, equal and respected, and free from all forms of family violence and violence against women.



Purpose

To prevent all forms of family violence and violence against women before they happen, by driving evidence-informed primary prevention.



Principles

Respect Victoria recognises that it is everyone's responsibility to promote and advance a society where we are all safe, equal and respected. Our vision - to prevent all forms of family violence and violence against women before it happens - is guided by the following principles.

Human rights

The *Victorian Charter of Human Rights and Responsibilities Act 2006* recognises that all people are born free and equal in dignity and rights. Human rights are essential in a democratic and inclusive society that respects the rule of law, human dignity, equality and freedom. Diversity enhances our Victorian community, and human rights belong to all people without discrimination.

Human rights have a special importance for the Aboriginal people of Victoria as descendants of Australia's first peoples, with diverse spiritual, social, cultural and economic relationships with traditional lands and waters.

Human rights that have particular resonance to the primary prevention of all forms of family violence and violence against women include:

- › protection from torture and cruel, inhuman or degrading treatment

- › protection of families and children
- › cultural rights, including distinct cultural rights held by Aboriginal people.

Respect Victoria applies a human rights-based approach to our work by translating legislative requirements into effective policy and practice. We understand the particular significance of human rights to people whose social or economic background, living circumstances, age, gender, disability, race or other personal attributes make them more at risk of unfair treatment, abuse or neglect. This is why we take an intersectional approach to all that we do.

Gender equality

Gender equality is a precondition for a more equal society, and a critical success factor in the prevention of all forms of family violence and violence against women. Gender equality is the equal rights, responsibilities and opportunities of women, men, trans and gender diverse people.

Gender inequality is both a cause of and outcome of men's violence against women.

Family violence and violence against women is a deeply gendered issue. While family violence and violence against women take many forms and affect many in our community, structural inequalities and unequal power relations between women and

men mean women are more likely to experience family violence.

Respect Victoria works to achieve a gender equal society through research and social marketing campaigns that illustrate the connections between gender inequality, family violence and violence against women.

Self-determination

Aboriginal culture is founded on a strong social, cultural and spiritual order that has sustained more than 60,000 years of existence. Family violence is not and never has been a part of Aboriginal culture. The impact of white settlement, colonisation and violent dispossession of land, culture and children has displaced traditional Aboriginal roles and resulted in an accumulation of trauma across generations.

Systemic and structural racism continue to affect Aboriginal communities. Deeply rooted structural inequalities result in poverty and social exclusion, unequal power distribution and relations, low rates of economic participation, and high rates of criminalisation, incarceration and institutionalisation.

The cumulative effects of individual, institutional and societal violence and racism over generations have contributed to the severity and disproportionate impact of family violence on Aboriginal people and communities today.

Respect Victoria acknowledges that self-determination is the foundation for better outcomes for Aboriginal people. True self-determination means that Aboriginal people and communities are at the centre of approaches to address community experiences of family violence and violence against women. This includes recognising and respecting the inherent strength and diversity of Aboriginal people, families and communities across Victoria.

"Self-determination in a family violence context is a systemic shift from government and the non-Aboriginal community service sector, that requires the transfer of power, control, decision making and resources to Aboriginal communities and their organisations"
- *Dhelk Dja: Safe Our Way - Strong Culture, Strong Peoples, Strong Families* (2018).

Respect Victoria is committed to working in collaboration with Aboriginal people, organisations and communities to eliminate family violence and violence against women in all communities. Our work actively supports *Dhelk Dja: Safe Our Way - Strong Culture, Strong Peoples, Strong Families*.

Intersectionality

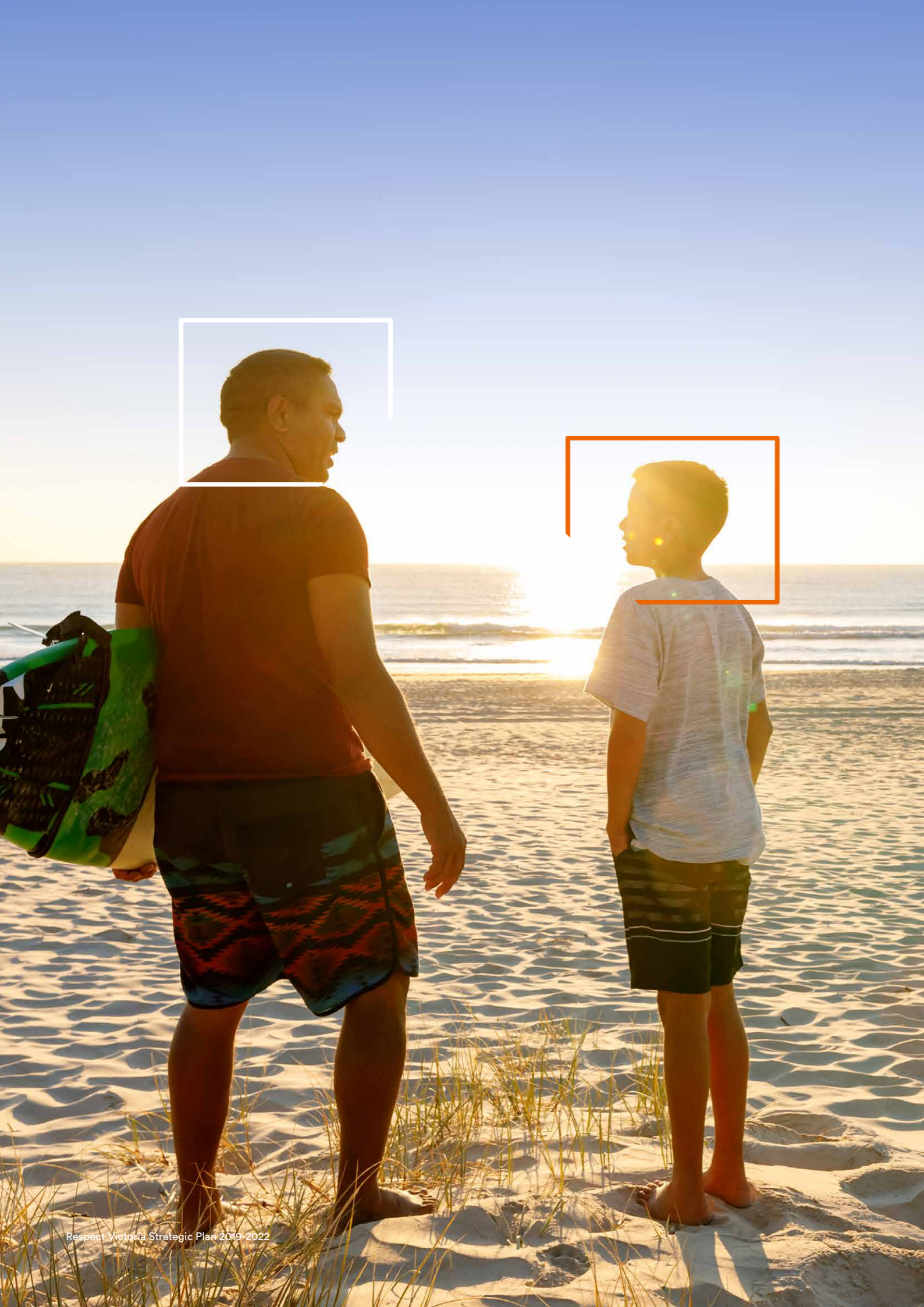
The elimination of discrimination is a precondition for a more equal society, and a critical success factor in the prevention of all forms of family violence and violence against women.

Respect Victoria takes an inclusive and intersectional approach to all that we do. This approach recognises people's lived experiences and the interconnected nature of their identities across gender and gender identities, sexual orientation, race, ethnicity, Aboriginality, language, religion, class, socioeconomic status, ability and age.

Our work exists in the context of overlapping and interdependent systems of discrimination and disadvantage for both individuals and groups. We seek to identify and eliminate discrimination and facilitate the progressive realisation of equality.

"Self-determination in a family violence context is a systemic shift from government and the non-Aboriginal community service sector, that requires the transfer of power, control, decision making and resources to Aboriginal communities and their organisations."

Dhelk Dja: Safe Our Way - Strong Culture, Strong Peoples, Strong Families (2018)



Pillars

1 Research, monitor and evaluate	2 Communicate and engage	3 Drive uptake	4 Coordinate and collaborate	5 Advise and influence
<p>Inform policy and practice through research, monitoring and evaluation into the drivers of violence and how violence can be prevented.</p>	<p>Build community awareness of the drivers of all forms of family violence and violence against women, contribute to cultural change and challenge these drivers.</p>	<p>Drive uptake of best practice primary prevention by setting the standard and supporting policy makers and practitioners in government, industry, organisations and communities.</p>	<p>Coordinate and collaborate to strengthen primary prevention across government, industry, organisations and communities.</p>	<p>Advise and positively influence government, industry and organisations on effective primary prevention policy, practice and investment.</p>

Research, monitor and evaluate

Inform policy and practice through research, monitoring and evaluation into the drivers of violence and how violence can be prevented.

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2022 Goals

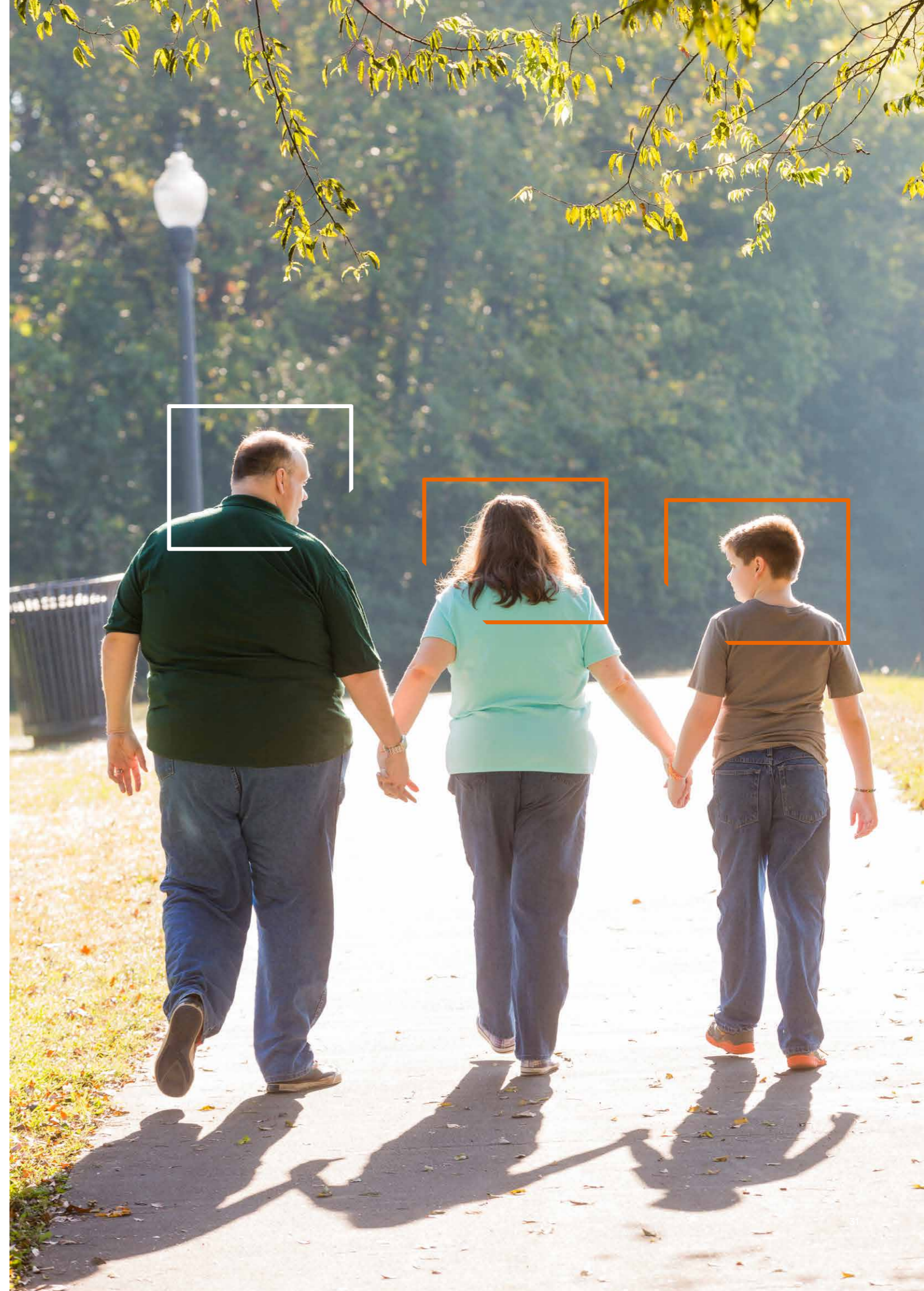
- › There is an increased body of knowledge and evidence base to support primary prevention.
- › There is an increased understanding in government, industry, organisations and communities of the factors that drive violence against women.
- › There is an increased understanding in government, industry, organisations and communities of the factors that drive all other forms of family violence.
- › Policy makers and practitioners have an improved understanding of primary prevention evidence generated by Respect Victoria's research, monitoring and evaluation activity.
- › Policy makers and practitioners monitor, evaluate and strengthen their primary prevention work using Respect Victoria's evidence-informed practical guidance and tools.

Success indicators

- › Respect Victoria has a primary prevention agenda that identifies shared research, monitoring and evaluation priorities with the Victorian Government and the sector to coordinate effort and investment.
- › Data collection needs on primary prevention across the system have been scoped and collection commenced.
- › The availability of reliable, valid and continuous collections of primary prevention data for the Victorian community is improved.
- › Respect Victoria can better use existing and new data collected by prevention, intervention and response practitioners.

Immediate priorities

- › Establish a collaborative mechanism for obtaining expert research advice on prevention of family violence and violence against women.
- › Develop a research agenda for 2019-2022 and commission foundational research projects.
- › Develop and implement a robust primary prevention monitoring and evaluation framework.



Communicate and engage

Build community awareness of the drivers of all forms of family violence and violence against women, contribute to cultural change and challenge these drivers.



2022 Goals

- › Government, industry, organisations and communities have increased awareness of all forms of family violence and violence against women, their causes and the role we all have in prevention.
- › Respect Victoria's evidence-informed social marketing strategy incorporates whole-of-population approaches, as well as initiatives focused specifically on Aboriginal and diverse communities.
- › Respect Victoria's communications and engagement initiatives plan for and manage the risk of resistance and backlash.

Success indicators

- › Stakeholder engagement demonstrates an increased awareness of the drivers of all forms of family violence and violence against women, and their role in prevention across a range of settings.
- › Public knowledge, attitudes and behaviours are influenced by evidence-informed social marketing campaigns.
- › Campaign evaluations demonstrate use of shared messaging across government, industry, organisation and community initiatives based on primary prevention research and evaluation.

Immediate priorities

- › Develop a long-term social marketing strategy and monitor change in norms and attitudes towards primary prevention.
- › Continue development and delivery of social marketing campaigns in partnership with victim-survivors, Aboriginal and diverse communities.
- › Establish a stakeholder engagement approach to lead and support new partnerships in primary prevention.
- › Establish methods to measure reach and impact of communications and engagement.
- › Establish communications planning and risk management for resistance and backlash.

Drive uptake

Drive uptake of best practice primary prevention by setting the standard and supporting policy makers and practitioners in government, industry, organisations and communities.



2022 Goals

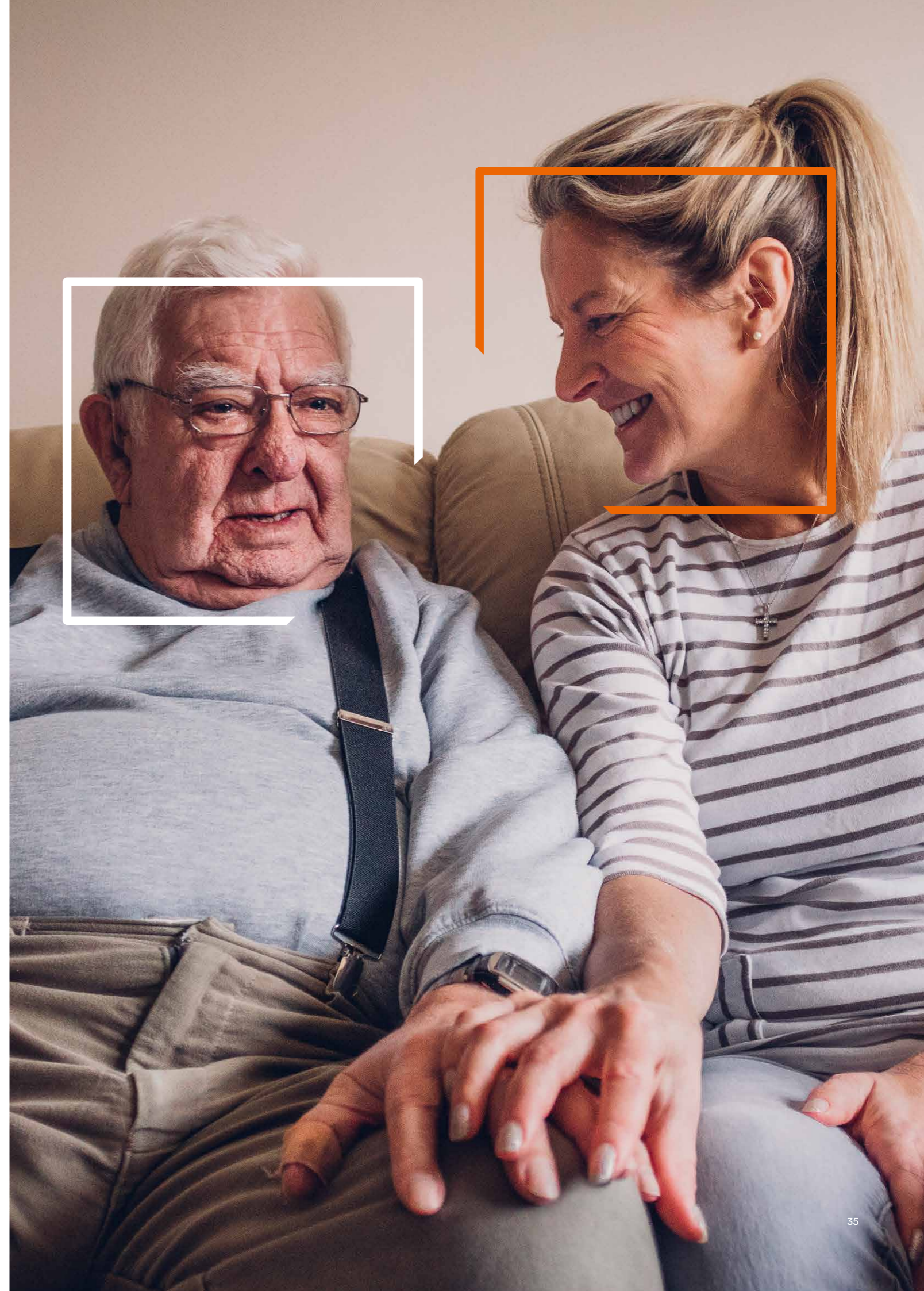
- › There is increased primary prevention activity by government, industry and organisations.
- › There is demonstrable uptake by policy makers and practitioners of Respect Victoria's standards and guidelines.
- › There is increased uptake by practitioners of high-quality and evidence-informed primary prevention data, research, monitoring and evaluation.
- › Effective primary prevention policy and practice, including new innovations, are applied in both existing and new sectors.

Success indicators

- › Primary prevention policy makers and practitioners in existing and new sectors use Respect Victoria's standards and guidelines to inform decisions, program design and practice.
- › Development of a primary prevention endorsement model is scoped in consultation with stakeholders and testing and implementation has commenced for priority populations.
- › Systems are established to foster innovation in primary prevention.

Immediate priorities

- › Establish a clearing house of primary prevention evidence including Respect Victoria's developing standards and guidelines.
- › Establish a data platform to facilitate Victorian Government primary prevention reporting.
- › Scope a framework for a primary prevention endorsement model.





Coordinate and collaborate

Coordinate and collaborate to strengthen primary prevention across government, industry, organisations and communities.

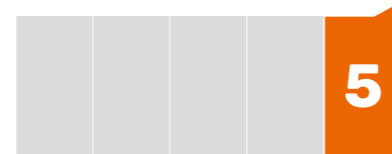
2022 Goals

- › There is increased alignment of primary prevention activity through strengthened governance, coordination and accountability, including in new settings, and with diverse and priority populations.
- › Government, industry, organisations and communities recognise the benefits of working together, and build partnerships for primary prevention.
- › Primary prevention evidence and activity are informed by victim-survivors' experiences.
- › Primary prevention evidence and activity are informed by, and inform the early intervention and response systems.

- Success indicators**
- › A strategy is in place to address gaps in primary prevention infrastructure, systems and processes at a local, regional and state level.
 - › Respect Victoria identifies shared priorities, gaps and opportunities for new partnerships in primary prevention across government, industry, organisations and communities.
 - › Effective connections and feedback mechanisms between the primary prevention, early intervention and response systems are in place.
- Immediate priorities**
- › Commission research to identify and assess primary prevention infrastructure, systems, processes and gaps with recommendations for best practice coordination and leadership.
 - › Support the development and delivery of effective primary prevention governance to drive coordination across government and the family violence system.
 - › Contribute to effective practice networks for primary prevention.

Advise and influence

Advise and positively influence government, industry and organisations on effective primary prevention policy, practice and investment.



2022 Goals

- › There is increased investment and programming by government, industry and organisations in primary prevention.
- › Government, industry and organisations better understand primary prevention trends and progress.
- › Respect Victoria is regarded as a leading primary prevention agency and our advice is respected as independent, credible and trusted.

Success indicators

- › The total value and number of government, industry and organisational initiatives demonstrate an increase in primary prevention investment.
- › Reporting to government on whole-of-population trends and progress in primary prevention is established.
- › Stakeholder engagement analysis supports Respect Victoria as a leading voice on primary prevention.

Immediate priorities

- › Establish information-sharing agreements with Victorian Government agencies.
- › Establish a formal framework and process for providing advice to the Minister for the Prevention of Family Violence.
- › Map new and existing partnerships for primary prevention across multiple settings.



Values

Accountability

We are accountable to victim-survivors, the community and government

We act in accordance with our guiding principles and legislation.

We continuously strive to fulfil the hopes and vision of all those who have come before us; whose lived experience, courage, and efforts have enabled our leadership in the prevention of all forms of family violence and violence against women.

As an independent organisation we are transparent about the basis for our evidence-informed advocacy and advice.

Collaboration

We know that together we can do more

We work respectfully and collaboratively with our partners to prevent all forms of family violence and violence against women.

We respect the expertise, experience and wisdom that others have and seek to learn from it. We willingly share our knowledge and expertise with others. We value and are inclusive of a diversity of experience and expertise.

We acknowledge and celebrate each step forward and share success with all who have contributed.

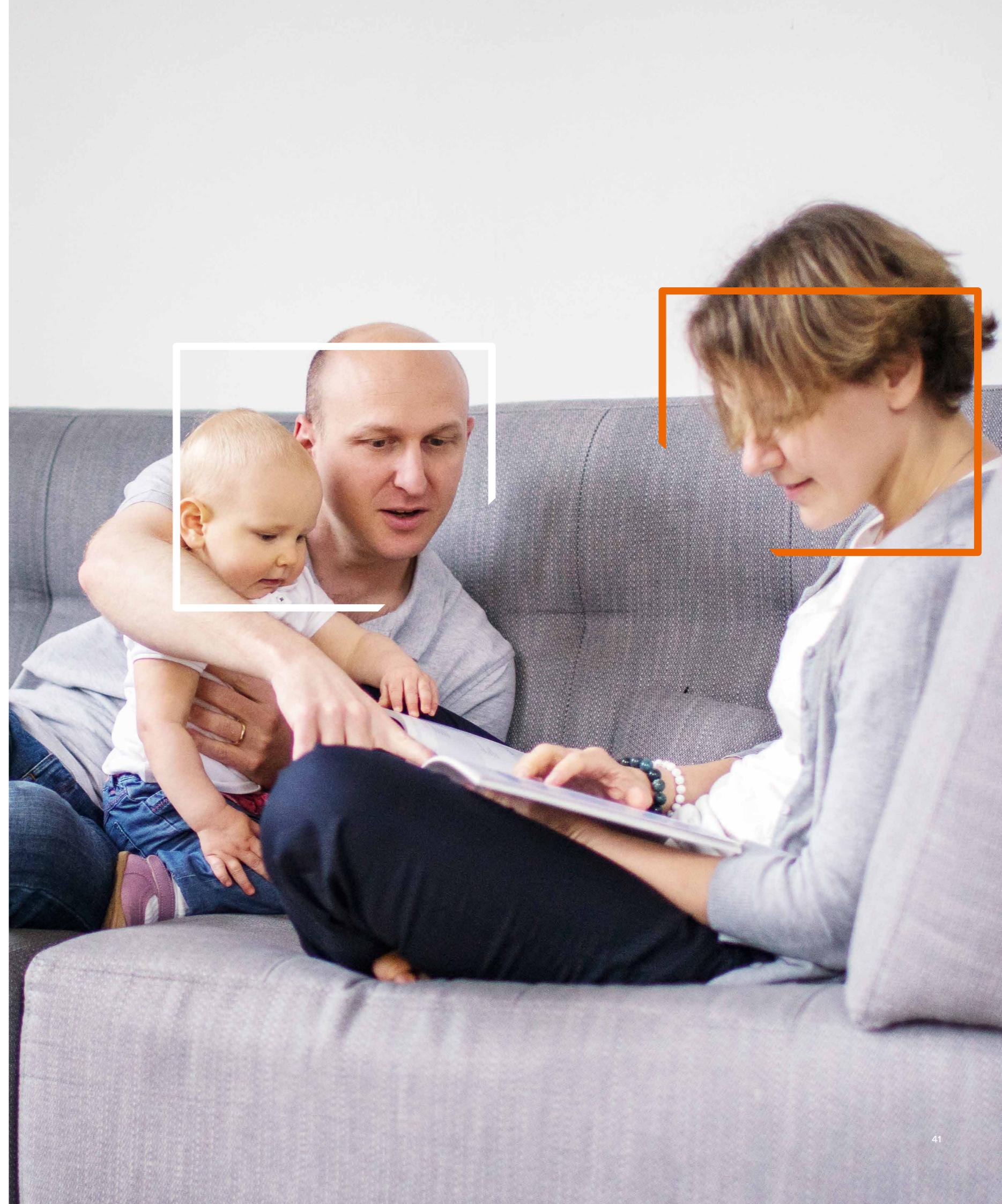
Courage

We forge a new path to guide others

We are bold and brave in seeking better ways to prevent all forms of family violence and violence against women.

We will try things that have not been done before. We will use setbacks to learn so we can find a better way. We will never stop seeking to improve and innovate in what we do.

We will act and advise on the information and evidence available in a continuously evolving environment.



Values

Excellence

We are thorough in our work and strive for excellence in everything we do

We support government, industry, organisations and communities to build high-quality outcomes in primary prevention.

Our work is rigorous and evidence-informed. We know if and how our efforts are making a difference.

Leadership

We set the standard and provide stewardship

We influence the norms, practices and structures to lead positive change in the prevention of all forms of family violence and violence against women.

We set a standard for government, industry, organisations and communities to follow. We position Victoria as a national and international leader in primary prevention.

Our leadership is respectful and informed by collaboration and consultation. We value, respect and champion the leadership that others play in preventing all forms of family violence and violence against women.

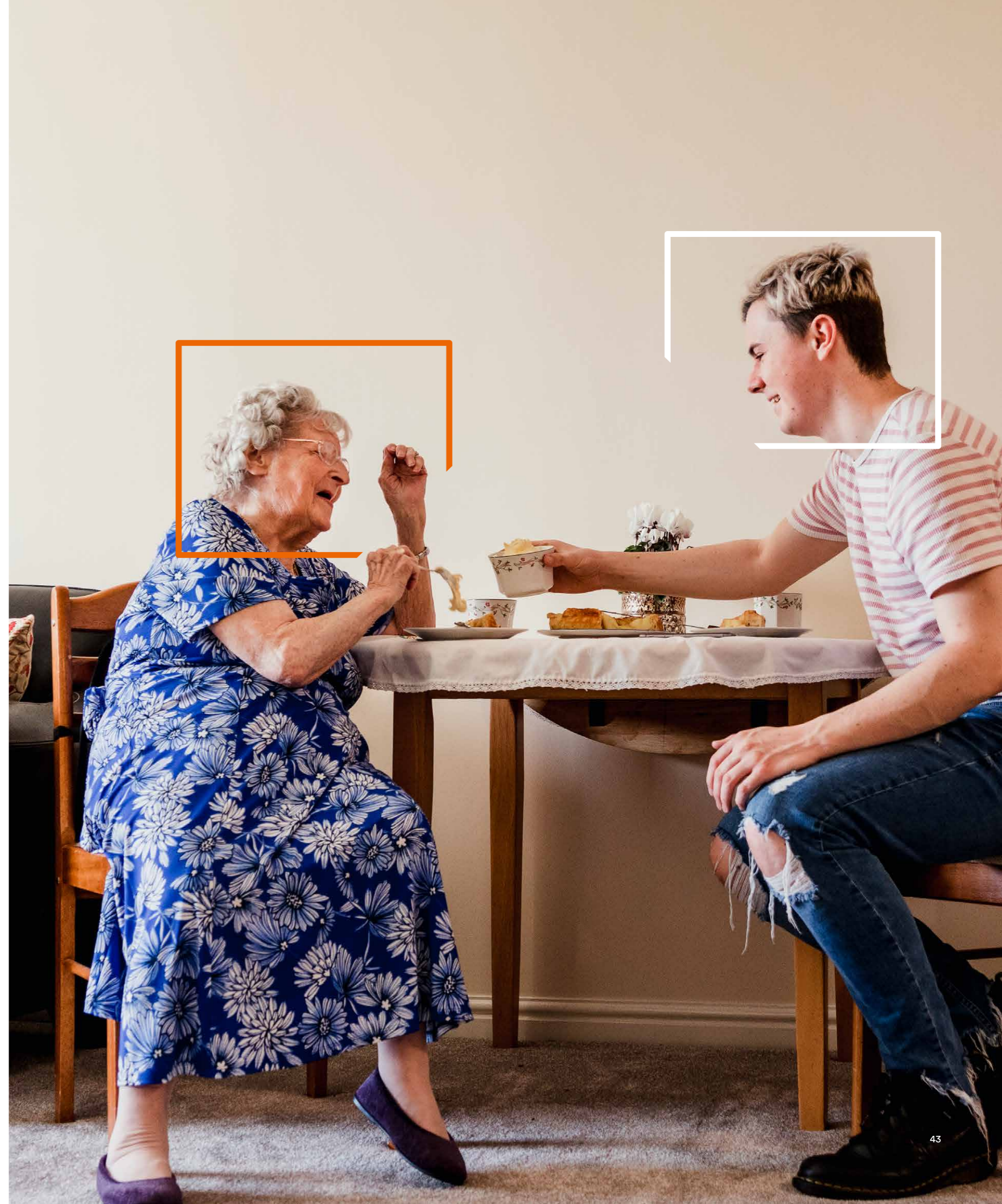
Persistence

We continue our work until all forms of family violence and violence against women are eradicated

We are successful when all forms of family violence and violence against women are prevented from occurring in the first place. We focus on long-term, intergenerational cultural change.

Primary prevention work is relentless and requires immense dedication to remain solutions-focused. We are determined and unwavering in our remit.

We value the trust vested in us by government, industry, organisations and communities. We consider community expectations as we carry out our functions.

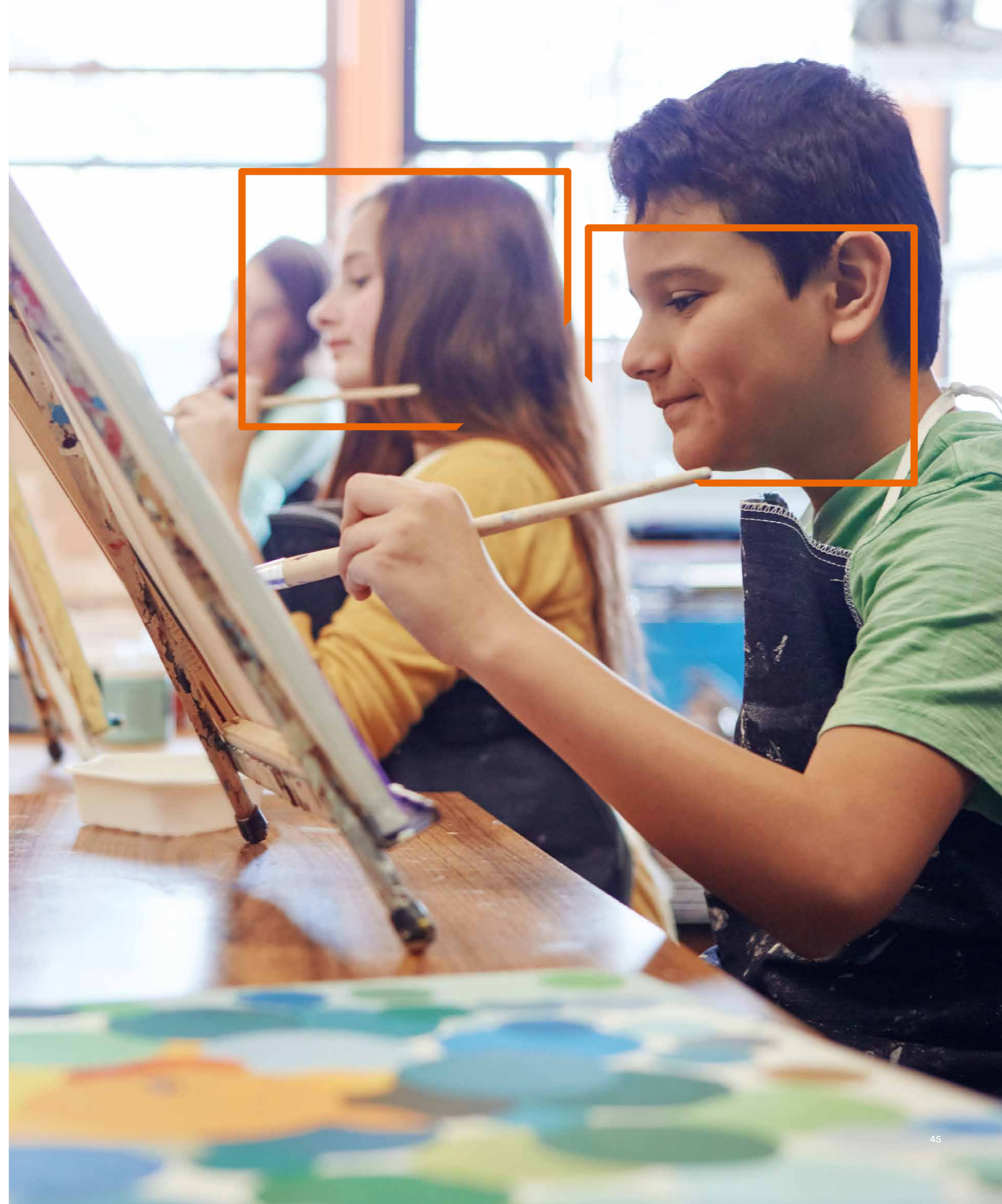


Foundations

Since our establishment on 4 October 2018, Respect Victoria has been working to build sound governance, organisational and core business foundations. These foundations will underpin our operational capability and capacity to deliver on our purpose, backed by our principles and embracing our values:

- › People, leadership and culture
- › Governance
- › Strategy, planning and project delivery
- › Policy, procedures and processes
- › Systems, equipment and technology
- › Data, information and knowledge security
- › Finance and administration
- › Risk management

Only by establishing our own solid foundations will we have the capability and capacity to work effectively with others on primary prevention.



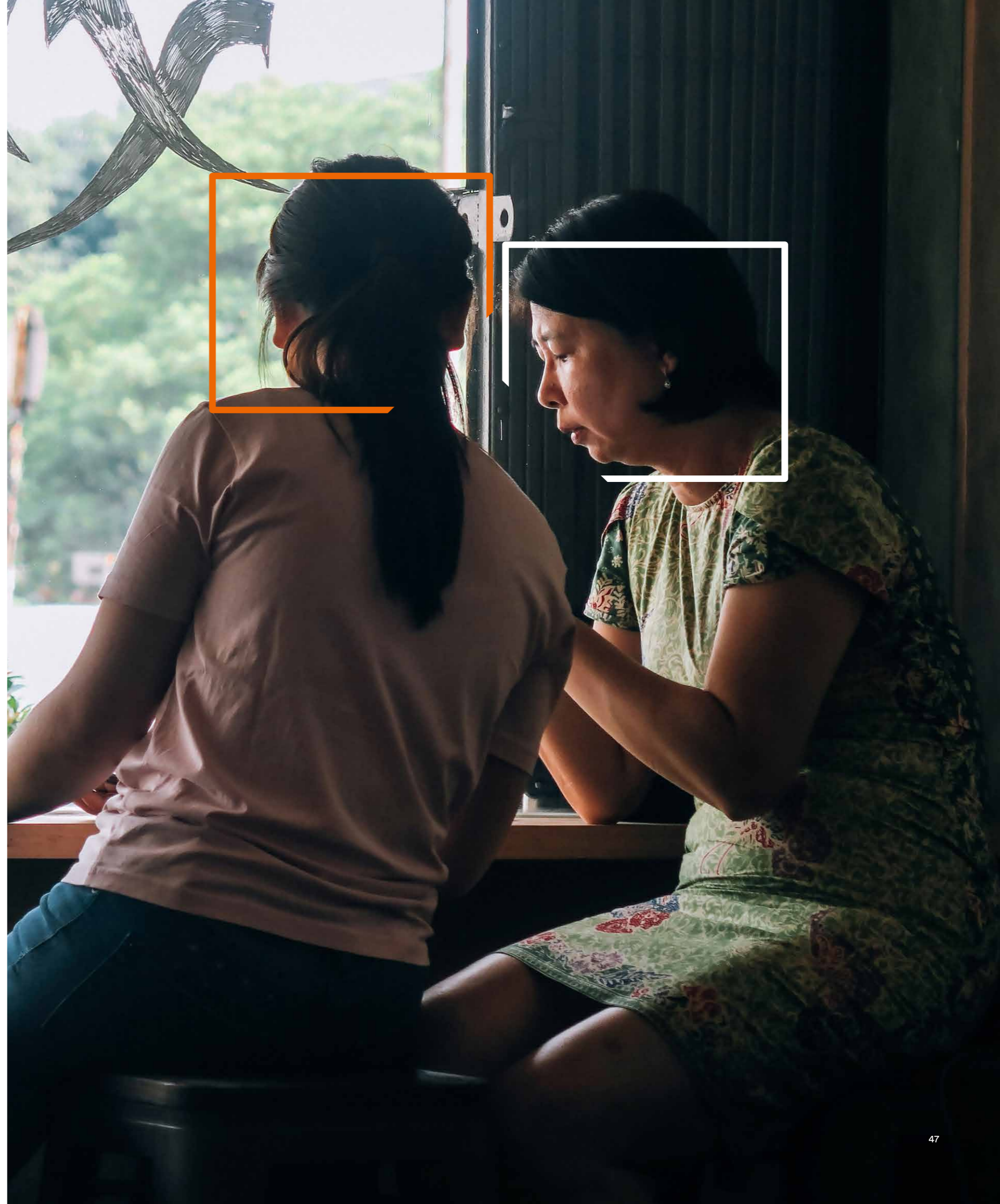
How we will deliver and review this strategy

We know that the scale of change we are seeking to achieve will take considerable time. This will require a staged approach.

This first four-year strategy will build the foundations for engagement with government, industry, organisations and communities. Once these relationships are established, we will focus on strengthening the prevention system alongside our partners. In the long term, we expect to see an overall reduction in the prevalence of all forms of family violence and violence against women.

We will deliver this strategy by developing and executing annual business plans, endorsed by the Minister for the Prevention of Family Violence. Our annual business plans will detail our specific investment and actions, supported by a robust monitoring and evaluation framework for primary prevention at the organisational, systemic and whole-of-community level.

We will undertake a mid-term review of this strategic plan, and will refine, build and adapt our approach in line with emerging evidence.





Glossary

This glossary defines terms used throughout this document, along with other terms used in the prevention of family violence and violence against women.

Backlash

The terms backlash and resistance are often used interchangeably to refer to any form of resistance, hostility or aggression towards progressive social change. When working to prevent all forms of family violence and violence against women, and to promote gender equality, backlash is any effort or behaviour which seeks to halt change and revert to the status quo. For example, gender relations that re-establish male privilege and power. Backlash can be overt or covert. It can include attempts to deny a problem exists, to discredit arguments about gender inequality or the gendered nature of violence, and efforts to preserve existing gender norms and hierarchies.

Domestic violence

Domestic violence is sometimes used to refer to acts of violence between intimate partners and violence in the context of family relationships. It is used in legislation in other jurisdictions and in some parts of the service system in Victoria. Intimate partner violence is commonly used to highlight that the predominant manifestation of the violence is in the context of intimate partner relationships.

See family violence for a comprehensive definition. Family violence is the preferred term adopted by the Royal Commission into Family Violence and the Victorian Government.

Drivers

The specific elements or expressions of inequality that are most strongly linked to all forms of family violence and violence against women. They relate to the norms, practices and structures arising from inequality in public and private life. Drivers are the underlying causes that create the necessary conditions in which all forms of family violence and violence against women occur.

They must always be considered in the context of other forms of social discrimination and disadvantage.

Gendered drivers

The specific expressions of gender inequality that are most consistently associated with higher levels of violence against women:

- › condoning of violence against women
- › men's control of decision making and limits to women's independence
- › rigid gender roles and identities
- › male peer relations that emphasise aggression and disrespect towards women.

These drivers relate to the particular social norms, practices and structures arising from gender inequality in public and private life. They create environments in which women and men are not considered equal, and violence against women is tolerated and even condoned. They must always be considered in the context of other forms of social discrimination and disadvantage.

Family member

The definition of family member under the *Family Violence Protection Act 2008* is broad and includes relationships of a former or current intimate partner, genetic or kinship family member or a family like relationship, for example a paid or unpaid carer.

Family violence

Under the *Family Violence Protection Act 2008*, family violence is defined as a behaviour by a person towards a family member that:

- › is physically or sexually abusive; or
- › is emotionally or psychologically abusive; or
- › is economically abusive; or
- › is threatening; or

- › is coercive; or
- › in any other way controls or dominates the family member and causes that family member to feel fear for the safety and wellbeing of that family member or another person.

Family violence is also behaviour by a person that causes a child to hear or witness, or otherwise be exposed to the effects of, behaviour referred to above.

Family violence includes the following behaviours:

- › assaulting or causing personal injury to a family member or threatening to do so
- › sexually assaulting a family member or engaging in another form of sexually coercive behaviour, or threatening to engage in such behaviour
- › intentionally damaging a family member's property, or threatening to do so
- › unlawfully depriving a family member of the family member's liberty, or threatening to do so
- › causing or threatening to cause the death of, or injury to, an animal, whether or not the animal belongs to the family member to whom the behaviour is directed, so as to control, dominate or coerce the family member.

To remove doubt, it is declared that behaviour may constitute family violence even if the behaviour would not constitute a criminal offence.

There are a range of terms commonly used to describe family violence, including domestic violence, domestic and family violence, and intimate partner violence. In Victoria the preferred term is family violence.

Gender

Gender is used to describe the socially constructed identities, behaviours and practices linked to being a girl/woman or boy/man. There is growing acknowledgement in theory, law and social practice that the binary definitions (i.e. only two genders) do not fully account for the diversity of gender identities that exist, including those of trans and intersex people. Gender is a different concept from sex, which refers to the physical and biological characteristics of a person.

Gender equality

The equal rights, responsibilities and opportunities of women, men, trans and gender diverse people. Equality does not mean that everyone will become

the same, but that their rights, responsibilities and opportunities will not depend on their gender.

Gender inequality

The unequal distribution of power, resources, opportunity and value afforded to men over women, trans and gender diverse people in a society due to prevailing gendered norms and structures.

Gender norms

A social framework of ideas about what is expected or considered 'normal' or 'typical' for women and men in a particular context. They often refer to expected behaviours, attitudes, characteristics and roles of women or men.

Gender diversity

Gender diversity includes people who identify as agender (having no gender), as bigender (both a woman and a man) or as non-binary (neither woman nor man). Some non-binary people identify as genderqueer or as having shifting or fluid genders. It is important to challenge our thinking beyond the binary constructs of male and female.

Intersectionality

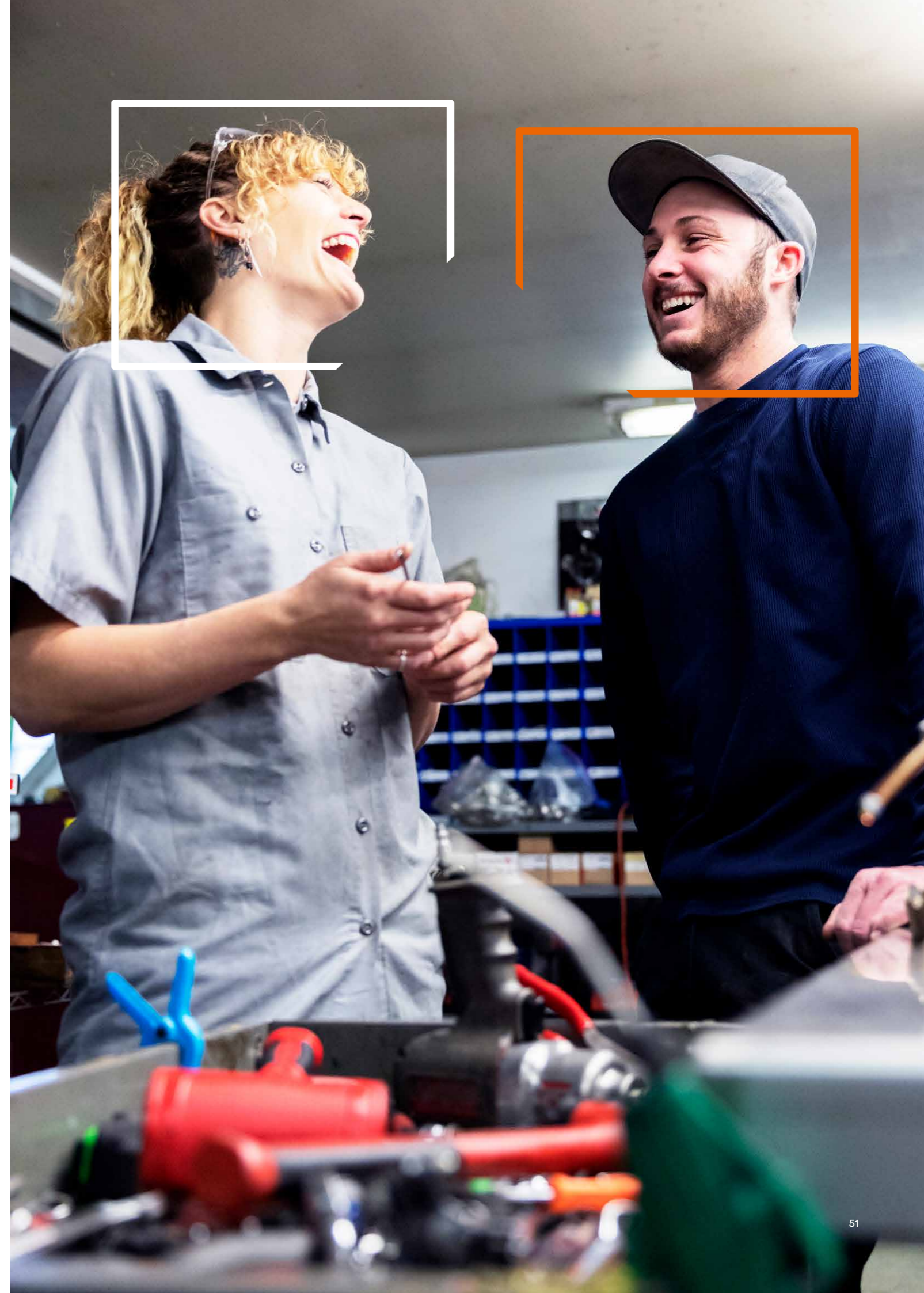
Intersectionality refers to the interconnected nature of social categorisations (such as gender, ethnicity, ability, religion, sexual orientation, sexual identity and socio-economic status) that create overlapping systems of disadvantage, discrimination and violence. Intersectional approaches help to identify the complex, cumulative manner in which the effects of different forms of discrimination combine, overlap or intersect.

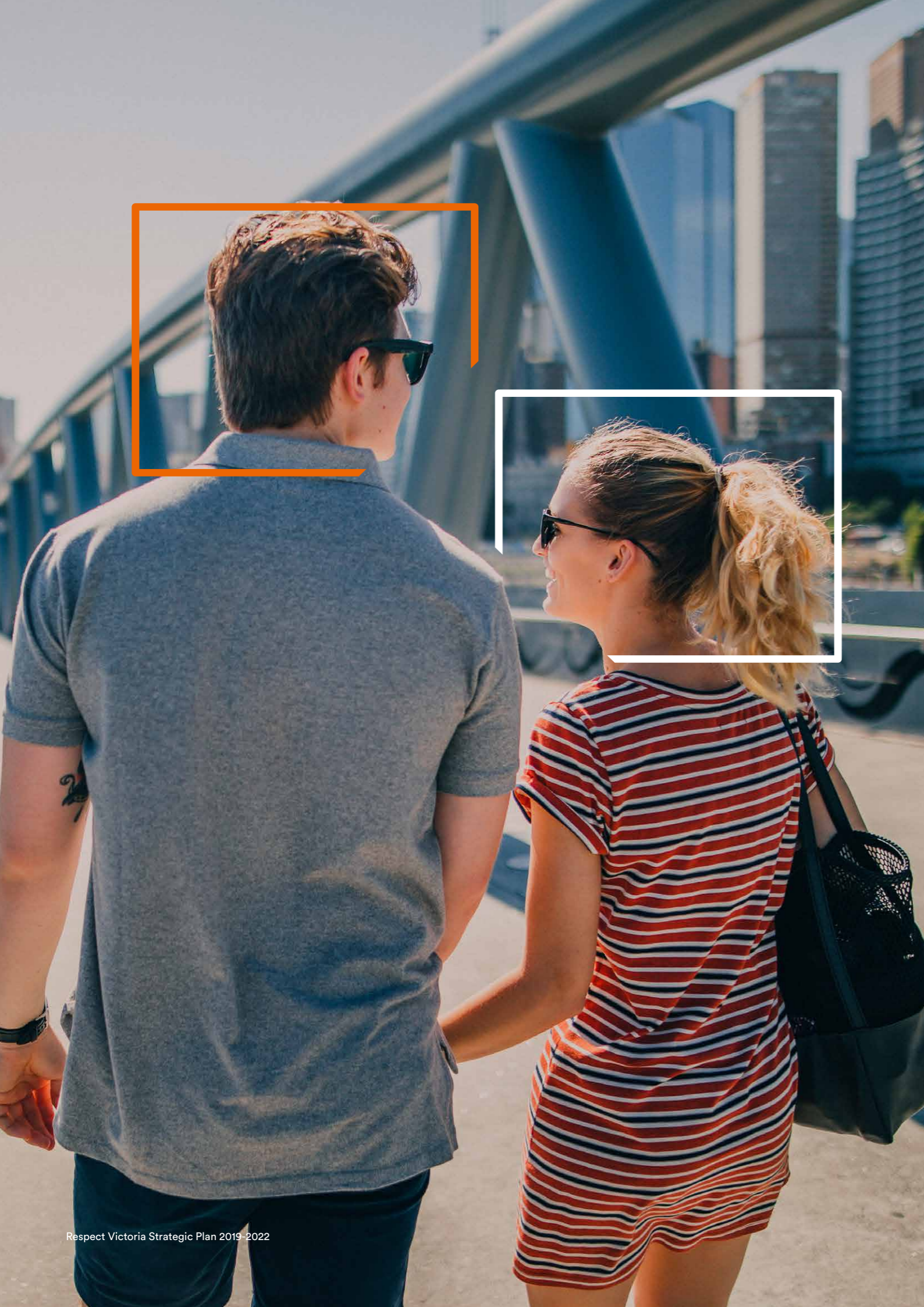
Intimate partner violence

Any act of violence perpetrated by a current or former intimate partner. An intimate partner is a person with whom one has a close personal relationship characterised, for example, by emotional connectedness, regular contact, ongoing physical or sexual intimacy or identity as a couple. Examples of intimate partners include current or former partners, boyfriends or girlfriends, dating partners or sexual partners.

Intergenerational trauma

A form of historical trauma transmitted across generations. In Australia, intergenerational trauma particularly affects Aboriginal and Torres Strait Islander people, especially children, grandchildren and future generations as a result of the violent dispossession of Aboriginal people from their land and culture, and historical and contemporary policies and practices.





This includes the forcible removal of children through the Stolen Generations. Intergenerational trauma is due to the legacy of colonisation and the violent dispossession and displacement of Aboriginal people from their families and communities.

Lateral violence

The damaging behaviours that come from within a particular community, such as bullying or physical violence. The term is used in particular by Aboriginal and Torres Strait Islander communities where such behaviour can be seen as a form of internalised colonialism as it arises from being an oppressed group of people.

LGBTI

An acronym used to refer collectively to people who are lesbian, gay, bisexual, trans and gender diverse, intersex, asexual or other diverse sexual orientations and gender identities. These are distinct, but sometimes overlapping groupings. Each of the communities has its own distinct histories, experiences and needs.

Lesbian

A lesbian is a person who identifies as a woman, and who is emotionally, romantically or sexually attracted to other women. Some women use other language to describe their relationships and attractions, including 'gay.'

Gay

A person who identifies as a man, and who is emotionally, romantically or sexually attracted to other men. Some men use other language to describe their relationships and attractions. This term is sometimes used by women (rather than using the term 'lesbian').

Bisexual

A person of any gender who identifies as being emotionally, romantically or sexually attracted to people from more than one gender.

Transgender (or trans)

Transgender (or trans) is an umbrella term referring to people whose gender identity and/or expression is different from cultural expectations based on the sex they were assigned at birth. A transgender person may identify specifically as transgender or just male or female, or outside of these binaries. Being transgender does not imply any specific sexual orientation. Therefore, transgender people may identify as heterosexual, gay, lesbian, bisexual etc.

In Australia children are often classified male or female at birth. Male children are raised as boys and female children are raised as girls. A person classified as female at birth who identifies as a man might use the label 'trans', 'transman' or 'man'. Similarly, a person classified as male at birth who identifies as a woman might use the label 'trans', 'transwoman' or 'woman'.

Gender diverse and non-binary

Gender diverse and non-binary refers to people who do not identify as male or female. In the same way that sexual orientation and gender expression are not binary, gender identity is not either. Some people may identify as agender (having no gender), bigender (both a woman and a man) or non-binary (neither woman nor man). There is a diverse range of non-binary gender identities.

In some societies, people choose their own gender when they come of age and more than two genders are recognised. These societies often use culturally specific terms instead of 'trans' (such as Sistergirl or Brotherboy in Australia, and Two Spirited in North America).

Intersex

The term intersex refers to a diversity of physical characteristics. Intersex is an umbrella term that describes people who have natural variations that differ from conventional ideas about 'female' or 'male' bodies. These natural variations may include genital, chromosomal and a range of other physical characteristics. Intersex is a description of biological diversity and might or might not be the identity by an intersex person.

Asexual

The term asexual refers to a person who does not experience sexual attraction but might experience feelings of affection towards another person.

It is important to be aware that language in this space is still evolving and people may have their own preferred gender identities that are not listed here.

Norms, practices and structures

Norms refer to socially constructed rules of conduct and models of behaviour expected by a society or social group. They are grounded in customs, traditions and value systems that develop over time. Practices refer to the way social norms are usually or habitually performed and reinforced. Structures refer to social systems, such as organisations that arrange and adhere to norms and practices in particular ways.

Policy and practice

A policy is a set of ideas or plans that is used as the basis for decision making. Practice is the actual application or use of those ideas or plans, as opposed to the theories relating to it.

Practitioner

The term practitioner is used to refer to anyone who is working on the prevention of all forms of family violence and violence against women. A practitioner may specialise in primary prevention practices as part of their primary role, or their work on prevention might be integrated into an existing role. This might include teachers, healthcare workers, sports administrators, local government staff, workforce trainers or communications personnel.

Prevention

In the context of all forms of family violence and violence against women, there are three levels of prevention.

Primary prevention

Primary prevention aims to stop all forms of family violence and violence against women before they occur. It refers to whole-of-population initiatives that address the drivers of such violence.

Secondary prevention

Secondary prevention, or early intervention, aims to 'change the trajectory' for individuals at higher-than-average risk of perpetrating or experiencing violence.

Tertiary prevention

Tertiary prevention or response supports survivors and holds perpetrators to account, and aims to prevent the recurrence of violence.

Primary prevention sector

In the context of all forms of family violence and violence against women, primary prevention has become a distinct area of focus to address violence against women. *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia* (Our Watch, ANROWS and VicHealth 2015) noted that successful primary prevention requires a specialist workforce of prevention policy makers and practitioners. They work to build the skills and capacities of people in diverse sectors and settings, from sports clubs to schools, workplaces, local governments, health services and the media, to embed prevention of all forms of family violence and gender equality efforts into their existing work and into the core business of their organisations.

The primary prevention sector spans various workforces and is made up of specialist primary prevention practitioners and individuals who contribute to primary prevention as part of their broader role.

Reinforcing factors

Factors, behaviours or attitudes that become significant in the context of the drivers of violence. These factors do not predict or drive family violence and violence against women in and of themselves. However, when they interact with the drivers they can increase the frequency or severity of violence.

Settings

Environments in which people live, work, learn, socialise and play, such as workplaces, schools, universities, community organisations, sports clubs, the media and popular culture.

Sex

The biological and physical characteristics used to define humans as male or female. Sex is distinct from gender, which are the socially constructed identities, behaviours and practices generally linked to being a girl/woman or boy/man (see definition of gender). Some people have both male and female sex characteristics or neither male nor female characteristics.

Sexual violence

A sexual act, or attempt to gain a sexual act, by any person regardless of their relationship to the victim-survivor, that happens where consent is not obtained or freely given. It occurs any time a person is forced, coerced or manipulated into any unwanted sexual activity, such as touching, sexual harassment and intimidation, forced marriage, trafficking for the purpose of sexual exploitation, sexual abuse, sexual assault and rape. Sexual violence can occur in any setting, including but not limited to home and work.

Social marketing

Social marketing is a practice that develops and integrates marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Social marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight to inform the delivery of sensitive and segmented social change programs that are effective, efficient, equitable and sustainable.

Statutory Authority

A Statutory Authority is a body set up by law that is authorised to enact legislation on behalf of that country or state.

Structural discrimination and disadvantage

The norms, policies and systems present in politics, the legal system, education, workplaces and health care that are intended to be neutral, but in effect present obstacles to groups or individuals in achieving the same rights and opportunities available to the majority of the population. An important element of identifying structural disadvantage and discrimination is to make the link between personal and the political, the individual and structural or private troubles being public issues.

Victim-survivors

In the context of all forms of family violence and violence against women, victim-survivors are people, including children and young people, who have experienced family violence or violence against women. The Victorian Government was guided in using this term by members of the Victim Survivors' Advisory Council. The government recognises that not every person who has experienced or is experiencing family violence identifies with this term. The use of the term acknowledges the strength and resilience shown by people who have experienced or currently live with family violence.

Violence against women

The United Nations defines violence against women as "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 in public or in private life". The terms gender-based violence and violence against women are frequently used interchangeably. However, gender-based violence refers to violence directed against a person because of their gender. Violence against women encompasses all forms of violence experienced by women because of their gender including but not limited to physical, sexual, emotional, cultural, spiritual and financial violence, and a wide range of controlling, coercive and intimidating behaviours. It is most often perpetrated by men as a means to exercise power and control over women.

