

Report to the Future Melbourne (People City) Committee

Agenda item 6.3

We need to talk: Preventing violence against women strategy 2013-16

19 November 2013

Presenter: Dean Griggs, Manager Community Safety and Wellbeing

Purpose and background

1. The purpose of this report is to seek final endorsement of the *We need to talk: Preventing violence against women strategy 2013-16*.
2. The development and implementation of the *We need to talk: Preventing violence against women strategy 2013-16* (Attachment 2) is a year one action in the Council Plan and a deliverable as part of Council's key strategic activity for Homelessness for 2012-13 and 2013-14.
3. The strategy aims to prevent men's violence against women. The strategy focusses on implementing actions in the three key settings:
 - 3.1. in the workplace
 - 3.2. in the community
 - 3.3. in the home.

Key issues

4. There was a total of 679 visits to the Participate Melbourne preventing violence against women project page. Eight visitors responded to the survey. Overall, feedback was very positive and comments regarding areas for improvement have been taken into consideration in the development of the final strategy. A summary of the comments is provided in Attachment 3.
5. A monitoring and evaluation framework to report on the progress and success of the strategy will be prepared. A key achievements report will be presented to Future Melbourne Committee on an annual basis.
6. The strategy will be implemented through future budgets.

Recommendation from management

7. That the Future Melbourne Committee:
 - 7.1. endorses the final *We need to talk: Preventing violence against women strategy 2013-16* contained in Attachment 2 of the management report
 - 7.2. authorises the Director Community Development to make any further minor editorial changes to the strategy prior to publication.

Attachments:

1. Supporting Attachment
2. We need to talk: Preventing Violence Against Women Strategy 2013 - 2016
3. Comments extracted from Participate Melbourne

Supporting Attachment

Legal

1. No direct legal issues arise from the recommendation made in the report.
2. Section 3C(1) of the *Local Government Act 1989* (the Act) provides that:

“The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decisions.”
3. Further, section 3C(2) of the Act sets out that in seeking to achieve its primary objective, the Council must have regard to facilitating objectives which include:

“(c) to improve the overall quality of life of people in the local community;”

Finance

4. A total of \$60,000 has been allocated in the 2013-14 budget to implement year one actions of the preventing violence against women strategy. Council has also received \$21,000 from VicHealth (\$10,000 in 2012-13 and \$11,000 in 2013-14) to pilot a workplace Bystander Intervention project.

Conflict of interest

5. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

6. An extensive community and stakeholder consultation plan was put in place to inform the development of the strategy.
7. In addition to the consultation process outlined in the Committee report presented on the 13 August, community and stakeholders were invited to provide final comment on the draft strategy by visiting the Participate Melbourne project page and completing a survey. The survey was open for a four week period (14 August – 10 September 2013).

Relation to Council policy

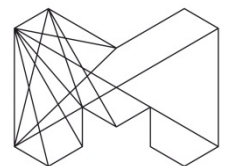
8. The need for City of Melbourne to play a more prominent role in preventing violence against women in our community has been identified in a number a Council plans including:
 - 8.1. *Strategy for a Safer City 2011- 2013*: Action 11.8 Work in collaboration with our partners to understand the issue of family violence in our municipality and explore how we can respond as a local government.
 - 8.2. *Pathways: City of Melbourne Homelessness Strategy 2011-2013*: Better understand gender differences in homelessness population and develop responses accordingly.
 - 8.3. *Council Plan 2013-2017*: Priority - Support the prevention of violence against society’s most vulnerable people with a focus on women and children: Priority – address gender and equity issues in all new Council strategies and plans.

Environmental sustainability

9. The recommendations made in this report do not have any significant impact on environmental sustainability.

We need to talk

Preventing Violence Against Women Strategy
2013 - 2016



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The issue

Men's violence against women is a violation of women's human rights, sometimes deadly and always unacceptable. Men's violence against women is a complex crime problem with multiple causes. The overall impact of violence against women on Australian society is incalculable, as it directly affects individual victims, their children, their families and friends, workplaces and communities. In health terms, there is no greater impact on women's lives than the harm manifested by intimate partner violence (VicHealth, 2010). The elimination of violence against women has therefore become an obligation of all governments.

The United Nations Declaration on the Elimination of Violence against Women 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 occurring in public or private life'

There are various forms of men's violence against women, such as:

- Physical abuse and aggression such as stalking, grabbing, slapping, hitting, kicking, choking and beating (or threats of these acts)
- Rape and other forms of sexual coercion, unwanted sexual advances or harassment, forced prostitution and sex trafficking for the purposes of sexual exploitation
- Threatening to hurt people and animals, threatening to hurt themselves as a means to control, blaming others for their behaviour
- Intimidation, derogatory name calling, cyber stalking, belittling, humiliation, and other forms of emotional and psychological abuse
- A range of controlling behaviours such as isolating women from their family and friends, monitoring their movements, or restricting their access to money and bank accounts, information, assistance and other resources
- Dowry-related violence, female genital mutilation, and other practices harmful to women (VicHealth, 2011).

What we can do

The City of Melbourne plays a significant role in creating safe public environments, developing community facilities and providing health and community services; as a result we are well placed to take an active role in preventing men's violence against women. We can drive and embed positive cultural change through our role as a capital city as well as influence appropriate attitudes and behaviours towards women. We also have the ability to demonstrate leadership in resourcing and coordinating strategies, with our partners across a spectrum of services and settings.

Some key facts

Men's violence against women in Australia is widespread:

- **one in three women have experienced physical violence over the age of 15 (ABS, 2006)**
- **just over one in five women have experienced sexual violence over the age of 15 (AHRC, 2012)**
- **around 75 women die every year at the hand of a violent partner or former partner (ABS, 2011)**

Violence against women is a prevalent problem with serious health, social and economic consequences. Women exposed to violence are placed at greater risk of developing a range of health problems including stress, anxiety, depression, pain syndromes, phobias and medical symptoms (WHO, 2000). Intimate partner violence contributes to more ill health and premature death for women aged 15 to 44 in Victoria than any other single factor, including high blood pressure, tobacco and obesity (VicHealth, 2004)

Violence against women has enormous direct and indirect costs for individuals, families, communities, employers and the public sector including health, police, legal and related as well as lost wages and productivity (Department of Families, Housing, Community Services and Indigenous Affairs, 2009 in VicHealth 2010). It was estimated in 2009 that violence against women costs the Australian economy \$13.6 billion and in Victoria \$3.4 billion. If appropriate action is not taken to prevent violence, the sum will increase to \$15.6 billion per year by 2021 with Victoria's share of the cost reaching approximately \$3.9 billion. However, it was also found that if every violent event experienced by a woman could be prevented, this would save over \$20,000 in costs per incident (National Council 2009a in VicHealth 2010; Victorian Government 2012).

Underlying causal factors of violence against women

Key international frameworks, such as those developed by the World Health Organisation (2002) and VicHealth (2007) identify the key determinants of men's violence against women as including the following factors:

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

Our plan

We aim to prevent men's violence against women and their children across three settings:

- in the workplace
- in the community
- in the home.

Guiding principles

Our approach to preventing men's violence against women is based on nine principles:

- 1. Women's and children's rights to safety:** Women and children have a right to be safe. Violence is a violation of human rights therefore we have a commitment to exercise due diligence. We need to address the root causes of violence against women and their children, such as structural inequalities between men and women, rigid gendered stereotypes, issues of power and control and gender discrimination.
- 2. Empowering women to make changes in their lives and society:** We need to empower women, economically, politically or in other ways, to make changes in their lives and in society.
- 3. Role of men:** Men's violence against women is an expression of gendered power, that is, the power that men, individually and collectively, have over women and children. We need to support and advocate for prevention programs that target men and acknowledge men's responsibility as perpetrators of violence. We also need to engage men as positive role models, as pro-social bystanders, cultural change activists in preventing violence against women and as advocates for gender equality in all spheres.
- 4. Focus on primary prevention and early intervention:** By addressing the underlying determinants and contributing factors of men's violence against women, we can prevent the problem from happening in the first place. Actions need to focus on promoting equal and respectful relationships between men and women; promoting non-violent norms and reducing the effects of prior exposure to violence (especially on children) and improving access to resources and systems of support. Also, refer to Appendix two for the spectrum of strategies in responding to violence against women.
- 5. Commitment and leadership:** Good practices are those that are based on and supported by clear political will from the government, corporate and community sectors. Leaders at all levels and in different settings can influence how men's violence against women is perceived and can play a pivotal role in changing societal tolerance for this problem.
- 6. Evidence-based approaches:** All interventions need to be underpinned by informed empirical data about the scope of violence against women, its causes and its consequences for individual women victims/survivors, their family members and society at large.
- 7. Coordination, collaboration and partnerships to bring about change:** To be an effective change agent we need to work with a broad range of professionals and services from the national to the community and grassroots level and forge partnerships across traditional and non traditional sectors.
- 8. Sharing of knowledge, skills and training:** The use of knowledge exchange, educational programs and training should be integrated into routine staff and community development.

9. Monitoring and evaluation: Our strategy, approach and projects will include in its design a plan to monitor and evaluate the progress and impact achieved.

Our Vision:

Melbourne is a safe and inclusive city. Its community shares a culture that ensures women are respected, their opportunities in life are equal and any violence by men against women is condemned.

Key Action Areas

Setting One - In the workplace

Objectives:

- Ensure a safe and inclusive working environment.
- Increase staff knowledge of the underlying causes of violence against women.
- Support staff to speak out when they are confronted with behaviours and attitudes that support violence, sexism or discrimination.
- Position the City of Melbourne as a leading organisation across Victoria and Australia in the prevention of violence against women and bystander action.

Setting Two - In the community

Objectives:

- Raise awareness of men's violence against women and children in the community.
- Ensure a safe and inclusive community.
- Foster relationships, organisations, communities and cultures that are gender equitable and non violent.
- Develop city infrastructure that is safe, welcoming and inclusive.

Setting Three - In the home

Objectives:

- Promote supportive, equitable and respectful relationships between men, women and children in families
- Improve victims/survivors and perpetrators access to resources and systems of support.
- Encourage men to be advocates for social and behavioural change to promote gender equality.

YEAR ONE ACTION PLAN

In our workplace

Information, education and training	Strategy	Potential partners
1. Raise awareness about the impact, cost and prevalence of men's violence against women, and the role City of Melbourne can play to prevent it through information, education and training to its workplace.	Primary prevention	VicHealth Women's Health Victoria Municipal Association of Victoria
2. Deliver the VicHealth Bystander Action program including organisational change activities and training for staff and senior leaders within the City of Melbourne.	Primary prevention	VicHealth
White Ribbon activities	Strategy	Potential partners
3. Promote and celebrate our White Ribbon City status and actively support the White Ribbon campaign by: <ul style="list-style-type: none"> encouraging male staff across the organisation and different levels to become White Ribbon Ambassadors establishing a White Ribbon Action Team led by male staff selling White Ribbon merchandise at Customer Service Centres, CoMLife, Libraries, Leisure Centres, Family Services, and Children's Services. 	Primary prevention	White Ribbon Australia
Policy, planning and programs	Strategy	Potential partners
4. Establish and resource a City of Melbourne Preventing Violence Against Women Coordination Committee to assist with the implementation of this strategy.	Primary prevention	Local and state wide agencies PVAW experts
5. Develop a suite of workplace policies and procedures to ensure: <ol style="list-style-type: none"> staff experiencing violence are supported; the organisation strengthens its understanding of the importance of gender equity in relation to preventing violence against women; staff are encouraged and supported to take bystander action. 	Primary prevention / Early intervention	VicHealth



<p>6. Carry out a gender equity audit of identified City of Melbourne internal policies, procedures, services and programs to identify areas for improvement.</p>	<p>Primary prevention</p>	<p>MAV VicHealth</p>
<p>7. Work with City of Melbourne’s Employment Assistance Program provider to provide family violence specialist counselling and support for staff experiencing violence and staff who are at risk of perpetrating violence.</p>	<p>Early intervention / Tertiary prevention</p>	
<p>8. Continue to support and implement leadership and mentoring initiatives to encourage and support female employees to undertake leadership positions in executive and management roles and embrace the United Nations Women’s Empowerment Principles.</p>	<p>Primary prevention</p>	

In the community

White Ribbon activities	Strategy	Potential partners
9. Promote, support and/or host White Ribbon Day community activities including the White Ribbon Day Luncheon at the Melbourne Town Hall.	Primary prevention	White Ribbon Australia
Policy and planning	Strategy	Potential partners
10. Endorse and contribute to the implementation of the Western Region's Preventing Violence Together PVAW Action Plan and participate in the United Project (coordinated by Women's Health West).	Primary prevention	Women's Health West and Member agencies on the Western Region Preventing Violence Together Implementation Committee
11. Participate in the Municipal Association of Victoria's (MAV) Preventing Violence Against Women Network meetings	Primary prevention	MAV
12. Work with MAV and other councils to develop a fact sheet on gender and emergency management to help identify gender differences and incorporate gender considerations in emergency management policy.	Primary prevention	MAV Other Local Government Areas
13. Contribute to and / or a make a submission on new State Government preventing violence against women related policies and plans.	Primary prevention	
Infrastructure and design	Strategy	Potential partners
14. Identify and establish safe, welcoming and inclusive spaces and service sites in the municipality for women and children experiencing or at risk of violence and homelessness.	Primary prevention & Early intervention	Salvation Army Youth Street Teams Melbourne City Mission State Library Drill Hall Anglicare Victoria Doutta Galla Community Health

		Frontyard Youth Services Drummond Street Services Travellers Aid Australia McCauley Community Services for Women
15. Work with major event organisers and licensed premises to ensure our major public events and late night entertainment precincts are safe, welcoming and inclusive of the needs of women.	Primary prevention	State Government
16. Work with developers and urban designer to ensure the planning and design of all new public places and spaces within the municipality are safe, welcoming and inclusive of the needs of women.	Primary prevention	State Government
17. Provide training to relevant staff on gender awareness and how to use and apply a gender equity audit tool in the design of places and spaces.	Primary prevention	Women's Health Victoria International Women's Development agency
Advocacy and support	Strategy	Potential partners
18. Encourage community groups and organisations to access the City of Melbourne Community Grants to trial new prevention projects and establish new support groups for vulnerable women and behaviour change groups for men.	Primary prevention & Early intervention	Local service providers
19. Work with local media to discourage advertising in the municipality which sexualises and objectifies women.	Primary prevention	Local media
20. Promote positive representations of women and girls and alternative models of masculinity for men and boys in the media and advertising.	Primary prevention	Local media
21. Work with the relevant organisations to consider the delivery of respectful relationships programs in child-care centres, schools and tertiary education institutions located within the City of Melbourne.	Primary prevention	Tertiary Education Schools CASA House

		White Ribbon Doutta Galla Community Health
22. Work with Crime Stoppers Victoria to develop and promote a youth anti-violence advertising campaign and app that encourage the reporting of violence (including sexual assaults) against women and young girls.	Early intervention / Tertiary prevention	Crime Stoppers Victoria
23. Host an activity on or around World Elder Abuse Awareness Day (15 June) to raise awareness of women experiencing elder abuse within our community and ways to prevent it.	Primary prevention	Senior Citizen Groups
24. Encourage women entrepreneurs wanting to start up new business ventures to apply for funding through programs such as the City of Melbourne Small business grants program.	Primary prevention	Social Traders
25. Provide employment and self-employment opportunities to disadvantaged women including former refugees, indigenous women, women with a disability, women experiencing homelessness, and long term unemployed through programs such as the City of Melbourne Social Enterprise and Micro Business grants program.	Primary prevention	Good Shepard Social Traders

In the home

Service delivery and promotion	Strategy	Potential partners
26. Provide information, referral, counselling, and improve support to mothers and children experiencing violence, and to couples experiencing high levels of conflict through City of Melbourne Maternal and Child Health Services, Family Support and Counselling and Parenting Services.	Early intervention & Tertiary prevention	Women's Health West Women's Information and Referral Exchange Doutta Galla Community Health CASA House
27. Build upon existing services and programs to embed father inclusive practises in the City of Melbourne's Family Services.	Primary prevention	
Advocacy and support	Strategy	Potential partners
28. Through the Homelessness Strategy, advocate for additional affordable, crisis (refuge) and long term accommodation for women and children experiencing violence.	Tertiary prevention	Council to Homeless Persons State Government Corporate sector
29. Promote Central City Community Health Centre to community service workers to engage women and children at risk or experiencing homelessness as a result of violence.	Early intervention & Tertiary prevention	Central City Community Health Centre Council to Homeless Persons

YEAR TWO ACTION PLAN

In our workplace

Policy and planning	Strategy	Potential partners
30. Develop a City of Melbourne Gender Equity Leadership Statement	Primary prevention	
31. Determine the feasibility of including a specific clause in all Council contracts that stipulates the need for contractors to demonstrate how they promote gender equality in their work place and in the services being provided.	Primary prevention	
32. Include information on men's violence against women in City of Melbourne emergency management plans and procedures including relief centres and resources to assist with making travel arrangements to places of safety.	Primary prevention / Early intervention	Travellers Aid Australia

In the community

Policy & planning	Strategy	Potential partners
33. Through our Recreational Services' community sports club forums and communications, promote and encourage sporting clubs to take part in VicHealth's Everyone Wins program and Bystander Action program.	Primary prevention	Recreation Sporting Associations and Clubs VicHealth
34. Through the Melbourne Licensees Forum, encourage licensed venues to promote respectful relationships between men and women within their premises and in the community and advocate for the inclusion of a statement in the Melbourne Licensees Forum's Licensed Premises Patron Code of Conduct that discourages men's use of violence against women.	Primary prevention	Melbourne Licensees Forum Australian Hotels Association (AHA)

Infrastructure and design	Strategy	Potential partners
35. Carry out a gender equity audit of selected Council facilities for example recreation and sporting facilities to ensure they are inclusive of women and children,	Primary prevention & Early intervention	
36. Ensure the needs of women and children are considered in all future safety audits of public spaces and places conducted by the City of Melbourne.	Primary prevention & Early intervention	Victoria Police
Information, education and training	Strategy	Potential partners
37. Develop and disseminate information on men's violence against women and support services available to families living in the municipality. Provide this information in community languages at all Relationship Declaration Register ceremonies and at all CoM community services sites.	Primary prevention & Early intervention	Local Services Providers Domestic Violence Resource Centre Victoria Women's Information and Referral Exchange
38. Work with culturally and linguistically diverse and interfaith communities to promote initiatives that increase awareness of the need to prevent men's violence against women.	Primary prevention	Migrant Women Council of Victoria inTouch Doutta Galla Community Health
39. Work with international students and their associations to promote safe and respectful relationships, gender equality and prevention of men's violence against women activities within the municipality.	Primary prevention	ISANA Tertiary institutions CISA WDVCS
40. Work with local media to encourage community to report inappropriate, offensive, discriminatory and sexist advertising, signage, and public statements with the use of social media and apps such a Snap Send Solve and Hollaback.	Primary prevention & Early intervention	Local media

In the home

Advocacy	Strategy	Potential partners
41. Explore the development and implementation of a youth led preventing men's violence against women initiative that aims to promote respectful relationships and encourage bystander action.	Primary prevention & Early intervention	Universities Schools
42. Develop and deliver a "We need to talk" marketing campaign to encourage individual men and women to talk to family, friends and work colleagues about violence against women, gender equality and respectful relationships.	Primary prevention	Local media

YEAR THREE ACTION PLAN

In other workplaces

White Ribbon activities	Strategy	Potential partners
43. Through the development of a promotional marketing campaign, encourage local businesses to join the White Ribbon campaign and raise awareness of prevalence and impact of men's violence against women in the workplace including identifying appropriate male role models and leaders.	Primary prevention	Melbourne Licensees Forum Retailers Associations such as VECCI, AIG, ARA, AHA, RACV Melbourne Business Precinct Associations Committee for Melbourne White Ribbon Australia
Promotion and marketing	Strategy	Potential partners
44. Work with peak organisations, industry bodies and not for profit sector to develop and promote a Respectful Relationships / Preventing Violence Against Women Charter for Corporate businesses.	Primary prevention	Melbourne Licensees Forum Retailers Associations Melbourne Business Precinct Associations
Infrastructure and design	Strategy	Potential partners
45. Work with the corporate sector to identify and implement community infrastructure projects that aim to provide welcoming and inclusive spaces throughout the municipality for women and children experiencing or at risk of violence.	Early intervention	Melbourne Business Precinct Associations Retailers Associations

In the community

Information, education and training	Strategy	Potential partners
46. Explore the development of community and street art, by and for women, to be displayed in prominent public places in the City such as laneways, arcades, malls, libraries etc.	Primary prevention	Local Service Providers
47. Develop a Respectful Behaviour / Preventing Violence Against Women Community Charter to encourage individuals, families and community groups to take a stand against violence.	Primary prevention	

In the home

Family services	Strategy	Potential partners
48. Explore and build on primary prevention work within City of Melbourne's Family Services including trialling family relationship sessions for young/new families.	Primary prevention	
49. Work with individuals and families living in high rise housing to promote and encourage respectful relationships and gender equality in the home and in the community.	Primary prevention	



Monitoring and Evaluation

Monitoring and evaluation will be built into the Strategy so that we can measure and report on the progress, impact and outcomes. The City of Melbourne will report against the actions described in this Strategy annually. A formal evaluation and review will be undertaken at the end of the three year Action Plan.



Appendix one

The work of local government in the prevention of violence is underpinned and supported by a wide range of international, national, state and City of Melbourne instruments, legislation and policy including:

International

- United Nations Universal Declaration of Human Rights
- United Nations Declaration on the Elimination of Violence against Women 1993
- United Nations Convention for the Elimination of All Forms of Discrimination against Women

National

- Time for Action: National Plan to Reduce Violence against Women and their Children 2010-2022
- Sex Discrimination Act 1984
- Equal Opportunity for Women in the Workplace Act 1999
- Gender Equality Blueprint 2010

State

- Equal Opportunity Act 1995
- Occupational Health and Safety Act 2004
- Children Youth and Family Act 2005
- Child Wellbeing and Safety Act 2005
- Victorian Charter of Human Rights and Responsibilities Act 2006
- Human Rights and Equal Opportunity Commission Act 1996
- Local Government Act 1989
- Family Violence Protection Act 2008
- Victorian Homelessness Action Plan 2011-2015
- Victoria's Action Plan to Address Violence against Women and their Children: Everyone has a responsibility to act 2012-2015
- The Sexual Assault Reform Strategy: A Right to Safety and Justice: Strategic Framework to Guide Continuing Family Violence Reform in Victoria 2010-2020
- Living Free from Violence – Upholding the Right: the Victoria Police Strategy to Reduce Violence against Women and Children 2009-2014
- VicHealth – Preventing violence before it occurs: a framework and background paper to guide the primary prevention of violence against women in Victoria 2007
- Municipal Association of Victoria Preventing Violence Against Women Leadership Statement
- Victorian Government - Family Violence Protection Act 2008
- Victoria Police Code of Practise for the Investigation of Family Violence 2nd edition (2010)



Regional

Preventing Violence Together: Western Region Action Plan to Prevent Violence Against Women

City of Melbourne

- City of Melbourne Workforce Diversity Strategy and Action Plan 2011-2013
- City of Melbourne Workplace Stress Management Policy and Procedure
- City of Melbourne Employee Code of Conduct
- City of Melbourne Councillor Code of Conduct
- City of Melbourne Occupational Health and Safety Policy
- City of Melbourne People Assist Program Policy
- City of Melbourne Emergency and Influenza Pandemic Guidelines
- City of Melbourne Equal Opportunity, Discrimination and Harassment Prevention Policy
- City of Melbourne as a signatory to the Victorian Local Government Women's Charter

Appendix two

Preventing violence against women - a spectrum of strategies

In 2007, the VicHealth Prevention of Violence Against Women Framework and Discussion Paper identified three levels at which strategies to prevent men's violence against women can be implemented.

Primary prevention – preventing violence before it occurs

Primary prevention strategies seek to prevent violence before it occurs. Interventions can be delivered to the whole population (universal) or to particular groups that are at higher risk of using or experiencing violence in the future (targeted or selective). Some primary prevention strategies focus on changing behaviour and/or building the knowledge and skills of individuals. However, the structural, cultural and societal contexts in which violence occurs are also very important targets for primary prevention. Strategies that do not have a particular focus on violence against women but address its underlying causes (such as gender inequality and poverty) are also primary prevention strategies.

Early intervention strategies – taking action on the early signs of violence

Early intervention (sometimes referred to as secondary prevention) is targeted at individuals and groups who exhibit early signs of perpetrating violent behaviour or of being subject to violence. Early intervention strategies can be aimed at changing behaviours or increasing the skills of individuals and groups. Men's violence against women takes many forms. It often begins with subtly controlling behaviours and escalates into a pattern of coercion and physical violence. At the individual level early intervention can seek to address controlling behaviours before they become established patterns. Early intervention strategies can also be targeted at environments in which there are strong signs that violence may occur (for example, peer groups or sporting clubs in which there is a strong culture of disrespect for women).

Intervention strategies – intervening after violence has occurred

Intervention (sometimes referred to as tertiary prevention) involves providing support and treatment to women and children who are affected by violence or to men who use violence. Intervention strategies are implemented after violence occurs. They aim to deal with the violence, prevent its consequences (such as mental health problems) and to ensure that it does not occur again or escalate. Intervention includes things such as crisis accommodation and social support for victims and criminal justice and therapeutic interventions for perpetrators.



Appendix three

Community and stakeholder contributions

The City of Melbourne would like to thank the following stakeholders and members of the public who so generously gave their time and expertise to the development of this Strategy:

Organisations

Agents of Yeah
 Banyule City Council
 Bunbury City Council Western Australia
 CASA House
 Council to Homeless Persons
 Crime Stoppers Victoria
 Domestic Violence Resource Centre Victoria
 Doutta Galla Community Health
 Homeless Persons Program Yarra Women's Service
 Inner West Primary Care Partnership
 inTouch -Multicultural Centre against Family Violence
 Kathleen Syme Centre
 McCauley Community Services for Women
 Monash University
 Municipal Association of Victoria
 Muslim Women Council of Victoria
 No to Violence and Men's Referral Service
 North Melbourne Legal Service Inc
 North Yarra Community Health
 Office of Public Prosecutions Victoria

Project Respect
 Relationships Australia
 RMIT Student Union
 Royal Women's Hospital
 The Centre
 The Royal Women's Hospital
 The Salvation Army
 The University of Melbourne
 Travellers Aid Australia
 VicHealth
 Victoria Police
 Victorian Women's Trust
 Vincent Care
 White Ribbon Australia
 WIRE
 Women's Health Victoria
 Women's Health West
 Women's Information and Referral Exchange
 Youth Projects Living Room

Community / Businesses

Melbourne Business Network
 The Block Arcade Management
 Equality Consulting

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World Economic Forum (2011) *Global Gender Gap Report 2011*. http://www3.weforum.org/docs/WEF_GenderGap_Report_2011.pdf

WE NEED TO TALK: PREVENTING VIOLENCE AGAINST WOMEN DRAFT STRATEGY 2013-2016			
Comments extracted from Participate Melbourne page			
Respondent	Response to question one: What are the strengths?	Response to question two: Are there any gaps?	City of Melbourne's response to comments
Respondent 1	No answer	<p>Stop thinking about this issue in terms of what you can do to protect women. It's men you need to focus on. Start by calling this discussion paper 'We Need to Talk: Preventing Men From Committing Violence'. By framing it all around women you are removing men from the problem and placing women in a victim-blaming position. Women aren't the problem. Any prevention strategy should be built around the notion that men's violence is the problem of ALL men and that it is up to them to contribute to changing the culture that allows violence to occur. Non-violent men think this has nothing to do with them. They don't perpetrate violence against women themselves so they don't see how they can or should do anything about it. Prevention strategies that include surveillance cameras, bright street lighting, a police presence and 'safe havens for women' do nothing to change the culture of violence we live in. If anything, they reinforce the idea that women are victims and men can't help but assault them. Every prevention strategy must focus on the violent men who are doing the assaulting and the non-violent men who aren't challenging the culture that allows it.</p>	<p>The PVAW strategy includes a range of prevention activities that aim to promote gender equality and change social norms including the culture of violence. Additional actions have been included to enhance the role of men in changing the culture of violence. The term "men's violence against women" has been used throughout the strategy to highlight the gendered nature of the issue.</p>

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Respondent 2	Educates the community about the gendered nature of violence against women and about power and control and attitudes in society.	There does not seem to be much focus on consequences for perpetrators of violence. The advocacy suggestion at point 27 recommends No To Violence and Men's Referral Service to seek more development of responses - such as men's behaviour change programs - but both of these are not for profits and have no chance of providing funding for this. Department of Human Services currently funds some behaviour change programs, but there are an inadequate number to meet growing need. Consequences and mandated attendance at programs needs to come from Department of Justice and funding could come from there, which would also assist with a more integrated response between Police, Courts and Men's Behaviour Change Programs. A lot of the focus is on prevention, a noble goal, but in the interim, strategies for the daily occurrence of violence need to be urgently developed and funded. Women seem to be being held accountable for things changing in a lot of the strategy - such as increased reporting, getting themselves to safe spaces in the city, moving to crisis accommodation. These strategies place responsibility on the woman to keep herself and her children safe. Where is the men's accountability and change here?	The City Of Melbourne has in the past and will continue to support the establishment of men's behaviour change programs operating within the City of Melbourne through our various funding and sponsorships programs such as the Community Grants program. The focus on prevention and empowering women is complementary to State and Federal policies. Additional actions have been included to enhance the role of men in changing the culture of violence.

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Respondent 3	No answer	I think a strategy around the residential population in the CBD - Harbour City/Docklands/CBD needs to be included, eg informing residents of these big towers the City of Melbourne's position on No to Men's Violence Against Women.	An action has been included to ensure high rise populations are included in our communications, education and support.
Respondent 4	Education and promotion, plus the fact that there is a detailed plan on exactly what should be achieved over three years.	<p>I have noticed a lack of any outcome measures, such as what all the work is going to do, how it will reduce violence and in what way. To me that is a fatal flaw of the plan because there does not seem to be anything to say what you are actually trying to achieve and whether these activities will achieve them. I suggest getting some advice from a specialist in performance measures.</p> <p>A couple of other things I think should be included are: Workplace gender equity in relation to roles, i.e. gender equity in management, which is an issue for several areas within City of Melbourne.</p> <p>Year One, #15 More thought around the safe places, whether women will experience less assistance and empathy if they are outside the safe areas and are victims of violence, and whether restricting the movement of women around the city is the best course of action, or whether in fact it should be men who are restricted.</p> <p>Year One, #2 Statistically, it is likely that</p>	<p>A monitoring and evaluation framework will be developed based on the Strategy's vision, objectives and actions with the use of Results Based Accountability (RBA) methodology.</p> <p>The issue of workforce gender equity will be considered as part of the gender equity audit of Council's existing workplace policies and procedures and the development of new workplace policies and procedures that aim to support women currently experiencing violence, as well as promote gender equality and bystander action.</p> <p>The Safe Spaces for Women project has been re-configured into four separate actions to help clarify its purpose and intent.</p> <p>Changes have been made to the action relating to recruitment of City of Melbourne male staff as White Ribbon ambassadors. The word "recruitment" has been changed to "encourage" as it is White Ribbon Australia's responsibility to formally recruit and screen the suitability of individual male applicants as White Ribbon ambassadors.</p>

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		<p>there are men working within CoM who are domestic abusers. My suggestion is that when it comes to recruiting the male white ribbon ambassadors, think about the males who are least likely to sign up for that sort of thing, or who are more likely to impact/influence domestic abusers, rather than the 'usual suspects' who may be more easily dismissed.</p>	
Respondent 5	<p>The discussion paper and strategy are extremely clear and comprehensive. The rationale for local government's role in preventing violence against women and addressing the determinants of VAW are well articulated, and the links to regional, state, national and international research and policy is well contextualised.</p>	<p>The use of language is inconsistent and the consistent use of the term violence against women, rather than other terms which are occasionally used in the discussion paper and strategy when referring to violence against women, such as violence or family violence (eg page 16 and 20 of discussion paper) would strengthen the document. Similarly on page 23 of the discussion paper, the language in the heading could be strengthened with a clear focus on prevention by changing 'address violence against women' to 'prevent violence against women'. While the section of the role of workplaces in the discussion paper is very clear on the role of workplaces in preventing violence against women, it could be strengthened by including the role of workplaces and local government as a significant employer in addressing some of the key determinants, such as pay equity, flexible work arrangements and</p>	<p>Changes will be not be made to the discussion paper as it was a piece of work that helped inform the development of the Strategy. Where relevant and appropriate the word family violence has been replaced with "violence against women" throughout the Strategy to ensure it responds to the broader issues of violence against women.</p>

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		<p>women in leadership. This focus could also link to the previous section of the discussion paper on the role of Local Government in preventing violence against women and the ability for the City of Melbourne, as a significant employer, to role model gender equitable work practices. Vision and objectives: I think these could be strengthened with consistency of language – for example, in setting one - violence; violence against women and family violence are all used. The objectives in the organisational and workplace setting are very focused on family violence, and could also be strengthened by including objectives which focus on embedding gender equity principles and practices through Council policy, planning, service delivery and practice.</p>	
Respondent 6	<p>Breadth of initiatives and range of partners An excellent strategy that has been well thought out, with input from a range of stakeholders.</p>	<p>What resources might be available (grants, in-kind or community service agreements) to support not for profit organisations to deliver actions as a priority. How will progress and achievements be reported to stakeholders and community? How will success be measured? How will stakeholders communicate their involvement? Key messages?</p>	<p>The City of Melbourne will encourage not-for-profit groups interested in developing new initiatives that focus on preventing violence against women and promoting gender equity to apply for funding through our existing grants and sponsorship programs; and funding and service agreements. Opportunities to work in partnership with key agencies on specific projects will be explored through the newly established PVAW Coordination Committee. An annual key achievements report will</p>

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			be prepared and presented to Council. A monitoring and evaluation framework will also be developed to assist with measuring the impact of the overall strategy and its individual actions.
Respondent 7	Great that the workplace and community play such a key role in initiating bystander action	Interested to see the role youth will play; how the principles will filter down into schools/younger groups and how they will be made to feel their voice is being heard.	Additional actions have been included to reflect the important role young people, schools and universities can play in changing social and cultural norms, promoting gender equality and bystander action.
Respondent 8	The range of stakeholders involved; the breadth of the actions (including media/advertisers and licensed premises etc); providing safe havens for women and children.	Advocating for tougher sentencing of those who commit violence against women, greater powers for police to arrest those who commit violence against women - our judges and courts are letting down women on a large scale and something needs to be done to address this	Advocating for tougher sentencing; to ensure the criminal justice system sends a strong message that violence against women is not tolerated or acceptable; and provide better support to women who need to access the criminal justice system to ensure their safety and wellbeing will be explored and achieved through guiding principle 5. Commitment and leadership.