

Grampians Community of Practice for the Prevention of Violence against Women

Sessions 3 & 4: '*Change the Story*': How the National Framework can support your work. Discussion Paper

7 June 2016

Ballarat Regional Soccer Facility

9 June 2016

Horsham Golf Club, 304 Golf Course Rd, Horsham

Thank you to the 32 people, representing 22 organisations from across the region that participated

A Community of Practice (CoP) is an effective way for people to share experiences, identify common challenges, solve problems and learn – thereby maximising opportunities to improve evidence-based practice in real time.

The GCOP-PVAW aims to:

- Assist people to access resources to improve their practice
- Translate research into relevant and accessible knowledge
- Facilitate the exchange of skills and knowledge
- Provide opportunities for people to support each other develop working relationships and share problem-solving strategies with one another.



Helen Macpherson Smith Trust

The Grampians Community of Practice for the Prevention of Violence against Women (GCOP-PVAW) is led by WHG and supported by the Helen Macpherson Smith Trust.

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Background rationale

In December 2007, the Victorian Health Promotion Foundation (VicHealth) developed *'Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria'*. This became the tool for all practitioners working in primary prevention of VAW as it provided a sound theoretical and evidence base to support government, community and corporate sector activity in PVAW. It identified priority strategies, settings and population targets.

In 2013, Our Watch, previously the Foundation to Reduce Violence Against Women and their Children, was established by the Commonwealth and Victorian Governments.

In the same year, Australia's National Research Organisation for Women's Safety (ANROWS) was also established, as an initiative of the *National Plan to Reduce Violence against Women and their Children 2010–2022*.

In November 2015, Our Watch, VicHealth and ANROWS launched *'Change the Story: A shared Framework for the primary prevention of violence against women and their children in Australia'*

This framework is an international first with a consistent and integrated national approach to the prevention of violence against women.

Understanding how to interpret, implement and explain the *'Change the Story'* framework was the topic for Grampians Community of Practice Sessions 3 and 4.

Given that this framework is central to all of our prevention work, Women's Health Grampians felt the subject was too important for people to miss out on. To avoid any participants missing the opportunity to attend due to distance the Community of Practice held the same session twice and was delivered in both Ballarat and Horsham to ensure maximum attendance. The Agenda for both days was the same however the local guest speakers obviously were different on each day in accordance with the place the sessions were held.

Building on a history of Australian leadership in primary prevention

While the first framework with a national scope, this is the second framework launched in Australia for the primary prevention of violence against women. The first was developed by the Victorian Government and VicHealth in 2007. Drawing on international evidence, this innovative framework provided a basis for a state-wide plan. Beyond government policy, the framework enabled unprecedented prevention activity in Victoria with women and men from across the community and multiple sectors and industries, and was recognised as world-leading in international research.

VAW – Violence against women

PVAW – Prevention of violence against women

GE – Gender Equity

Section 1: Change the Story: a shared framework for the primary prevention of violence against women and their children in Australia

An overview

Carolynne Hamdorf– Health Promotion, Women’s Health Grampians (Wimmera Region)

Carolynne provided an overview of ‘*Change the Story*’:

‘*Change the Story*’ contains six elements but this presentation concentrated on the first two; the drivers or causes of violence against women, and the essential actions to address these drivers .

It’s important to have a solid understanding of these two elements before venturing into the various approaches, settings and potential stakeholders.

Element 1 – An explanatory model of the drivers of violence against women

The evidence tells us that at the broader societal level, violence against women occurs within a social context of **gender inequality**.

The ways that gender inequality is manifested in society, the norms, practices and structures that are in play. It includes:

- What it means to be a male or female, and how that shapes how we see ourselves;
- How these norms are reinforced in our culture and society;
- How these views are policed, maintained and reinforced through social conditioning;
- How we live out our gendered roles in our private lives and relationships;
- The laws or policies that constrain or restrict the rights and opportunities of women in public life.

Of all the different ways that gender inequality is manifested, these are the four in particular that the evidence suggests are most likely to be predictive of an increase in the occurrence of violence against women:

- Condoning of violence against women;
- Men’s Control of decision making and limits to women’s independence
- Stereotyped constructions of masculinity & femininity;
- Disrespect towards women and male peer relations that emphasise aggression

Change the Story notes that there are reinforcing factors that can exacerbate the impact of the drivers. These include general acceptance of violence, previous experience or exposure to violence as a child, harmful use of alcohol or other drugs, socio-economic status and defensive attitudes.

On their own, these factors do not predict increased levels of violence against women, but when they interact with the gendered drivers, they create a ‘violence supportive’ environment.

Element 2 - Essential Actions to address these Drivers

The evidence shows us what’s driving violence against women, but encouragingly we also have the actions that positively address these drivers and, over time will lower the probability of violence against women.

The actions mirror the drivers and reinforcing factors:

- Challenge the normalisation of violence as an expression of masculinity
- Promote women’s independence and decision making in public life and relationships
- Challenge gender roles and stereotypes

- Strengthen positive, equal and respectful relations between and among women and men, girls and boys
- Promote and normalise gender equality in public and private life

As the drivers that had reinforcing factors to increase the likelihood of violence against women occurring, so too the essential actions have supporting elements that will increase the likelihood of eliminating violence against women.

Carolynne raised that due to the awareness that has been building over the last few years around the area of gender equality and the prevention of violence against women, we have an extraordinary opportunity right now to capitalise on this momentum. *Change the Story* aims to provide a shared space for everyone to contribute to actions that address the gender drivers and promote and normalise gender equity in our public & private lives which leads into Element 3.

You can access Carolynne's presentation of the overview of *Change the Story: a shared framework* on the Women's Health Grampians website at www.whg.org.au

Activity 1: Gendered Drivers

Kate Souter - Health Promotion, Women's Health Grampians (Grampians Pyrenees Region)

Kate facilitated an activity to demonstrate the prevalence of the gendered drivers (from Element 1) in our mainstream media.

From *Change the Story: a shared framework for the primary prevention of violence against women and their children in Australia*. The evidence highlights four gendered drivers of violence.



Four small groups were given an article each to review and consider which of the drivers were at play and asked to report back to the larger group about their findings.

The articles given to the groups below are asterixed* with the gendered driver that reinforces gender inequality:

- 'Two world's collide: the night Jill Meagher crossed paths with a killer' by Kate Legge from *The Australian* newspaper - *condoning of violence against women *stereotyped constructions
<http://www.theaustralian.com.au/life/weekend-australian-magazine/two-worlds-collide/story-e6frg8h6-1226673609589>
- It's boys against girls in the MasterChef Kitchen - *stereotyped constructions * male peer relations that emphasise aggression
<http://www.bestmediainfo.com/2013/09/its-boys-against-girls-in-masterchef-kitchen/>
- Pink trains would make women safer, The Sydney Morning Herald - * condoning of violence against women * men's control of decision making and limits to women's independence * stereotyped constructions
<http://www.smh.com.au/nsw/pink-trains-would-make-women-safer-20130307-2fook.html>

- Billy Brownless rift with Garry Lyon over an affair with his former wife. ‘You don’t touch a man’s wallet and you don’t touch a man’s wife’ - * condoning of violence against women * men’s control of decision making and limits to women’s independence * stereotyped constructions

<http://www.foxsports.com.au/af/billy-brownless-on-the-footy-show-garry-lyon-rift-set-to-be-addressed/news-story/07e73dfa79f4a285382dc3d545cef99a>

- An example of stereotyping in advertising and violence supportive messages on Wicked Campers:



https://www.google.com.au/search?q=taller.com.au&client=firefox-b&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjQII_Hu430AhVGk5QKHZsfBWQQ_AUICygE&biw=1920&bih=943#imgrc=fco9t5S7XVGIIIM%3A (From Taller.com.au)

https://www.google.com.au/search?q=wicked+campers&client=firefox-b&biw=1920&bih=943&source=lnms&tbn=isch&sa=X&sqi=2&ved=0ahUKEwju36esu430AhUCpZQKHap9B20Q_AUIBigB

Presentation: *Essential Actions Required*

Dee Micevski- Health Promotion, Women’s Health Grampians (Central Highlands region)

Dee introduced the Essential Actions required to prevent violence against women outlined in *Change the Story*.

The Essential Actions are:

- **Challenge** condoning of violence against women
- **Promote** women’s independence and decision making
- **Challenge** gender roles and stereotypes
- **Strengthen** positive equal and respectful relationships

All of these actions underpin the main goal of **promoting and normalising** gender equality in public and private life.

Violence against women
IS PREVENTABLE
 if we all work together

ACTIONS
 that will prevent violence against women:

CHALLENGE condoning of violence against women	PROMOTE women's independence & decision-making	CHALLENGE gender stereotypes and roles	STRENGTHEN positive, equal and respectful relationships
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Promote and normalise GENDER EQUALITY in public and private life

Section 2: Local Case Studies: Ballarat

Local guest speaker: Adrian Tinetti

Actions being taken across campuses - Federation University

[Adrian Tinetti](#) is the Senior Lawyer of Corporate Governance at Federation University (Fed Uni) which has campuses in Ballarat, Horsham and Churchill in Gippsland. He has also been a long standing member, currently Treasurer, of the Ballarat White Ribbon Committee (BWRDC). Adrian is undertaking the White Ribbon Accreditation process to Fed Uni.

Fed Uni has the capacity to influence thousands of students and staff per year, locally, nationally and internationally. 2015 saw the equivalent of 16,000 full-time students enrolled and over 1,700 staff employed.

The university takes gender equality and preventing violence against women very seriously and has been reporting to the Workplace Gender Equality Agency (WGEA) since 2004/05. This requires annual reporting against six gender equality indicators:

1. Composition of gender in the workforce
2. Composition of gender in governing bodies
3. Equal remuneration between men and women
4. Flexible working arrangements
5. Consultation with employees regarding gender equality
6. Other matters specified by the Minister (e.g. harassment and discrimination)

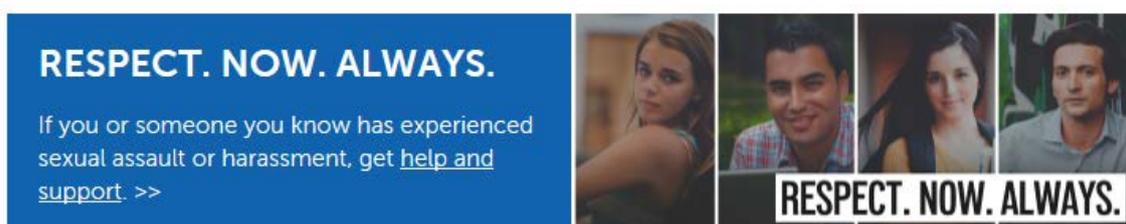
Fed Uni has implemented many policies in relation to student and staff wellbeing, safety and equal opportunity such as the family violence policy, discrimination and sexual harassment complaint procedure and an online equity training module.

Adrian talked about the newly updated website that provides definitions of terms, information and referral avenues, policies, articles and the position Fed Uni holds on any forms of discrimination. It's a very thorough provision of resources- <http://federation.edu.au/> including 'Safer campuses' which helps students to identify behaviours of concern and who to speak to if they become aware of or experience said behaviours.

Australia's universities have launched a new campaign 'Respect. Now. Always.' to prevent sexual assault and harassment across the sector. Fed Uni has embraced the initiative. It builds on work done by individual universities in Australia over many years to develop policies, reporting procedures and support services.

Working with partners including the Australian Human Rights Commission, the UNSW Australian Human Rights Centre and The Hunting Ground Australia Project Team, the sector has begun collaborative work to:

- Seek more comprehensive Australian data on sexual assault and harassment in universities through a national survey later this year;
- Participate in a review and update of policies and procedures at universities to prevent sexual assault and harassment; and
- Share global best practice models for reporting incidents and supporting students who disclose sexual assault or harassment.



You can access Adrian's presentation on the Women's Health Grampians website at www.whg.org.au

Local guest speaker: Talia Holloway-Roden

Active Women and Girls Sports Strategy - City of Ballarat

Talia Holloway-Roden is the City of Ballarat's (CoB) Sport and Recreation Planner.

Recognising that gender equity is generating momentum for a changing space in sport and recreation, the CoB has recently begun developing an Active Women and Girls Strategy, which aims to improve sport and physical activity participation opportunities for women and girls.

In developing the Strategy, the Council hosted a forum for local sporting clubs and organisations to capture a snapshot of current female activity, including active participation and support roles, opportunities for collaboration, reviewing current Council plans, strategies, management and supporting infrastructure and looking at possible barriers to participation.

Statistics specifically show that girls are dropping out of sport at the age of about 14 or 15 and not returning to it after they get through their adolescence.

This is resulting in major health outcomes not just for girls individually but also the sporting world and the wider community.

Reasons for dropping out:

- Boys, work, school, don't want competition; don't feel comfortable in the uniforms. Talia said these are reasons that are standard across many sporting clubs.
- *'Enquiry into Women in Sport'* is a high level research paper from the state government. A panel of club CEO's, major players of all sports, members of the Sporting Assembly, council sports and recreation staff to discuss how to improve the uptake of women and girls in sport. Peggy O'Neall who is the first female CEO in AFL (for the Richmond Football Club) was also on the panel.
- One of the recommendations to come out of the enquiry is to implement having 40% of positions on Boards in high level sporting associations filled by women. This is an impressive statement from the Victorian Government to really look at their Board structure which as we know is a male dominated area that has never been questioned in the past. Talia was insistent that this action needs to filter down to all associations and leagues.
- State and national sporting organisations are realising females in sport in terms of membership and participation is really an important area. Ballarat will be hosting the Western Bulldogs in 2017; the CoB is trying extremely hard to have them include the women's teams before the men's match as part of a 'Pathway program'. This will include girls in Auskick with natural progression through to women's AFL games as it is for the boys.
- In thinking about alternate ways to encourage women and girls to participate, there is 'Rock up Netball' which is an informal game where no one needs to train or be part of a team, individuals can just turn up to play a game.
- Women and girls are becoming disengaged and we need to create an inclusive and welcoming environment. Feedback shows that women and girls don't feel comfortable going into change rooms or specific clubs or gyms. Specifically equity in use of facilities, umpiring/officiating, administration, competition and leadership positions as well as ensuring this can fit with suitable times that allow for flexibility.
- One of the challenges so far is backlash around men feeling excluded which is synonymous with the gendered drivers evidenced by 'Change the Story'. This is a *women and girls* strategy. It is to create an inclusive environment for *women and girls*. In doing this, men will also have an inclusive environment. All abilities, infrastructure in club rooms to be open to all but as equity goes, the focus is on females in sport.

- The City of Ballarat is aiming to use the media for exposure to the community about challenging stereotypes of women and girls. As mentioned earlier this is one of the key gendered drivers of violence against women and a practical application of an essential action to address the issue.



You can access Talia's presentation on the Women's Health Grampians website at www.whg.org.au

WHG Update: Darlene Henning-Marshall – Program Manager

Royal Commission into FV

Regional PVAW Plan



Darlene presented an overview of the recommendations from the Royal Commission into Family Violence: A comprehensive report that has been generally well received by the sector, 227 recommendations have been made, three of which are primary prevention specific.

1. Recommendation 187

That the State wide FV Action Plan include a primary prevention strategy (within 12 months)

- 3 year action cycles
- Include actions and performance measures
- Be guided by the Victorian Government's Gender Equality Strategy
- Be supported by dedicated funding for FV primary prevention

2. Recommendation 188

That a Prevention Advisory Body to be established (within 18 months)

- Oversee prevention activities in Vic
- Provide policy advice etc
- Provide technical advice re operationalising primary prevention in organisations and communities
- Coordinate research
- Oversee accreditation for workforce training

3. Recommendation 189

Respectful relationships in schools

- Whole school approach
- Best practice

Also relevant to our work in the region, the report noted:

Rural

The Royal Commission into Family Violence recognises that data shows a higher prevalence and risk in rural, regional and remote areas where better access to services is needed and more capacity is required to deliver FV programs across more general services.

Workplace

The RCFV has committed to provide funding for organisations to embed policies for FV victims, build skills in taking bystander action, workplace programs in the public sector to build respectful and gender equitable cultures and accredited workforce development training in primary prevention available through RTOs.

Local Government

Darlene highlighted the strong foundations that already exist in our region that should be built upon e.g. regional integration committees, regional partnerships with new ways of thinking and collaborating in a more transformative way. WHG's provision of Act@Work, a program set in the workplace to challenge sexism, discrimination and violence against women. The Grampians Community of Practice is also a great example of this type of collaboration and information sharing between service providers, councils and other organisations that have influence in their community.

To access the full report please [follow this link](#).

Grampians Regional Strategy: *Communities of Respect and Equality*



Darlene presented an overview of the Regional Strategy CoRE. WHG convened a Reference Group with 25 significant organisations from across the Grampians to develop Communities of Respect and Equality: A plan to prevent violence against women and their children in the Grampians Region, it was launched in May this year with great representation across the region including CEO's mayors and councillors from each of the 11 Local Government Areas.

The CoRE Plan has been developed to guide resources, activities and priorities to ensure all interested organisations are working in the same direction. 'The Plan' reflects and supports a collective impact approach, promotes a shared understanding of the underlying causes of violence against women and children and facilitates the adoption of evidence based strategies and actions to address it.

Any organisation, business or club that would like to work towards this vision is invited to join the Communities of Respect and Equality (CoRE) Alliance. The Alliance will be a partnership of organisations working collectively, to action the CoRE Plan. The premise is that by uniting on this one issue, by incorporating one or more of the essential actions needed for change, we can start to make a difference.

To view the 2:20 minute video please [click here](#).

There are many simple actions organisations can do that will start to make a difference.

Women's Health Grampians is able to support CoRE Alliance members in many ways:

- Advice on potential actions relevant to each organisation (via individual meetings or membership on committees or working groups)
- Leadership briefings to senior staff, councils, boards or committees
- Appropriate, relevant and topical written resources
- 'Community of Practice' sessions to build capacity of staff working on actions and providing a platform for sharing local stories and information
- Support with workplace based programs such as *Act@Work*

Darlene invited attendees to consider their organisations involvement but also other community groups they may be a part of.

For further resources please follow this link: <http://whg.org.au/priorities-programs/communities-respect-equality>.

Activity 2: A list of current local PVAW/GE activities or initiatives.

Dee and Kate asked participants what PVAW/GE initiatives members are currently involved with, supporting or developing.

LOCAL ACTIVITIES	
Recent	Previous GCoP
Act@Work Workplaces VicRoads Leadership Statement HHS High Tea Sons of the West DELWP/DEDJTR Fundraiser BWRC AFL Night Match Berry Street 'No place for Violence in Our Community' Event CoRE Plan MAV Women in Council FPV RR Training for teachers CoB Active Women & Girls Strategy Fed Uni Bystander Training Victoria Police Respectful Relationships Training	Baby Makes 3 CoB FVND Training Victorian Government GE Strategy WGEA Employer of Choice for GE You the Man WHV Gender Impact Assessment Training RCiFV Findings IWD 'Lady in the Van' event Interfaith Women on Farms event

Section 3: Translating the Change the Story Framework into Action

Darlene introduced and explained the focused learning activity and had the CoP break into 5 groups to consider what type of activities their organisations can do to PVAW & promote Gender Equity that align with the 5 action areas and are suitable for their organisation.

Darlene provided an overview of how activities might fit across several areas, looking at each of the 5 action areas as a particular lens to illicit potential action areas. Actions can be within one or across many but they need to be mutually supporting of the others e.g. a strategy to support empowering women should not perpetuate gender stereotypes etc.

Darlene provided printed copies of some plans that other organisations have developed regarding gender equality/PVAW to support groups to think broadly about potential actions.

<u>Challenge VAW</u>	<u>Empower women</u>	<u>Challenge stereotypes</u>	<u>Respectful relationships</u>	<u>Promote gender equity</u>
<ul style="list-style-type: none"> ▪ Leadership statement ▪ White ribbon - Ambassadors/ events ▪ Internal/external communications including networks, forums & events ▪ Community charter ▪ Internal workplace culture - HR strategies - acceptable language & behaviours etc. 	<ul style="list-style-type: none"> ▪ Include strategies to consult & engage women when planning activities ▪ Ensure membership of communities etc have representation from women ▪ Ensure women’s and men’s voices are promoted – at all public opportunities/events ▪ Coordinate an International Women’s Day event ▪ Support women moving into leadership ▪ Ensure equal opportunities to training 	<ul style="list-style-type: none"> ▪ Purchase new stock images which depict women & men in diverse activities for internal & external publications ▪ Ensure marketing builds positive personal identities ▪ Support work-life balance strategies across org for men & women ▪ Consider informal roles and how they are allocated 	<ul style="list-style-type: none"> ▪ Training for staff ▪ Use respectful relationships concepts when developing programs ▪ Adopt zero tolerance towards micro-aggression in the form of ‘just joking’ behaviours ▪ Modelling ▪ Incentive reward those working in this way – other services etc ▪ Workplace based program like Act@Work ▪ Baby makes 3 	<ul style="list-style-type: none"> ▪ Apply a gender lens to the development of new & revised policies, strategies and relevant programs. ▪ Ensure internal reporting templates ask about gender equity ▪ Integrate gender equitable design criteria in the design brief of new & redeveloped facilities ▪ Collect and analyse gender disaggregated data to support planning, programs & service delivery & use in planning ▪ Require other organisations & groups you fund to collect & use gender disaggregated data ▪ Advocacy - facilities checklist ▪ Build general awareness re GE across organisation ▪ Achieve & maintain pay equity

Reflection and discussion

In the final part of the workshop, Dee explored with the group's potential topics of consideration for the next GCoP. As the GCoP- exists to support members and build their capacity to progress work in this space, it is up to the members to identify topics they feel they needed the most professional development and technical expertise.

Topics raised were:

- Unconscious bias training
- Influencing skills to bring about change
- Evidence based systems change – what is it?
- Whole-of-community approach – what does it mean?
- Best practice evaluation of programs

Women's Health Grampians would like to thank the following:

Our local presenters:

Adrian Tinetti, Talia Holloway-Roden, Bec Olsen, Mandi Stewart

The facilitator for the day: Dee Micevski

The organisations (22) and staff participating: 12 participants from Ballarat, 20 participants from Horsham

Government, Justice & Legal

Department of Health & Human Services (DHHS)
Victoria Police (VicPol)
Central Highlands Community Legal Centre (CHCLC)
DEDJTR/DELWP

Non-Government Organisations

Women's Health Grampians (WHG)

Local Government

Horsham Rural City Council
Hindmarsh Shire Council
Yarriambiack Shire Council
City of Ballarat
Golden Plains Shire Council

Community & Health Services

Grampians Community Health (GCH)
West Wimmera Health Service
Wimmera Health Care Group
Barwon CASA
Sports Central
Hepburn Health Services
YMCA
Wimmera Uniting Care
Child & Family Services (CAFS)
Salvation Army

Education

Federation University

For further information on this Community of Practice including film, audio recordings and presentation slides, please visit Women's Health Grampians website: www.whg.org.au



About Women's Health Grampians

Established in 1991, Women's Health Grampians (WHG) is one of 11 women's health services operating in Victoria, funded by the Victorian Government Department of Health and Human Services. It covers 11 local government areas across the Grampians region, extending in a wedge from Bacchus Marsh to the South Australian border. WHG aims to drive and support systemic change that will impact positively on the lives of women in the Grampians region. WHG has two priority areas: sexual and reproductive health and the prevention of violence against women (PVAW).

WHG adopts a population based, primary prevention approach to reduce and prevent violence against women. WHG seeks to address the social and cultural factors underlying violence against women: that is, gender inequities and attitudes and beliefs that support gender inequality, sexism and discrimination. Working in this area for over eight years, WHG has gained significant knowledge and experience, particularly in terms of region specific issues, primary prevention, local-level engagement and a 'whole of community approach'.

Please contact Women's Health Grampians for more information on the Community of Practice

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