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MEDIA RELEASE

Women's Health Grampians to launch new Communities of Respect and Equality (CoRE) Strategy

Women's Health Grampians and the CoRE Leadership Group are delighted to be launching the second iteration of the CoRE (Communities of Respect and Equality) Strategy (2021-25).

CoRE is an alliance of organisations, businesses, clubs and groups that are committed to creating safe, equal and respectful communities in the Grampians region. Over 120 diverse members joined CoRE within its first four years, from 2016-2020, committing to the vision of the CoRE Strategy. The foundations remain the same but new initiatives, focus areas and emerging priorities will be incorporated across the next four years.

CoRE is based on the belief that the reach and influence across society of its wide and diverse partnership will help to drive cultural change, reduce barriers to gender equality and re-frame cultural norms and acceptable behaviour – important steps in preventing violence against women and children.

Media representatives are invited to attend the launch event, which will be held via Zoom on Wednesday 21 July from 10:30am until 12:00pm. Register via <https://www.eventbrite.com.au/e/core-strategy-launch-tickets-158069621493>.

The event will feature guest speakers who will speak about a range of topics related to gender equality and the prevention of violence against women, particularly in the context of sporting clubs:

- **Jerril Rechter AM**, Board Member of Western Bulldogs FC and the Western Bulldogs Community Foundation
- **Kim O'Reilly**, domestic violence victim/survivor and advocate
- **Andrew Freeman**, CEO of East Grampians Health Service
- **Tony Baker**, Minyip-Murtoa FNC and CoRE Leadership Group member
- **Ayak Akon and Karissa Cribbes**, Youth Equality Advocates, Women's Health Grampians

Marianne Hendron, CEO of Women's Health Grampians said of the launch event:

"We at Women's Health Grampians are proud to be launching the second iteration of the CoRE Strategy. We have built a strong foundation in the first four years, and look forward to the CoRE Alliance evolving and maturing throughout the life of this Strategy as we meet the challenges of the

future. I am immensely proud of the CoRE Alliance and of the commitment shown by our many members to create safe, equal and respectful communities across the Grampians region.”

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