

Darebin Women's Equity Strategy 2012-2015

Preventing Violence Against Women Annual Action Plan 2013-2015



City of
DAREBIN

ACTION PLAN

1. Introduction

The Darebin Preventing Violence Against Women Annual Action Plan is one of two plans (the other being Darebin Gender Equity Annual Action Plan) that Darebin Council has developed under the Darebin Women's Equity Strategy.

Violence against women has been referred to as 'the most pervasive yet least recognised human rights abuse in the world' by the United Nations Population Fund (UNFPA, 2008). Such is the gravity of the problem that important international organisations, including the United Nations General Assembly (UNGA), acknowledge it as a violation of the rights and freedoms of women to take their equal share in political, economic, social, cultural and civil life (UNGA, 1993).

Violence has a major impact on women's health and wellbeing. All forms of violence against women potentially reinforce a range of other known determinants of overall health problems; these include poor physical and mental health, gender inequity, social isolation, and economic disadvantage. Women experiencing violence may also respond to the trauma of violence in ways that damage their own health.

These responses can include substance use/abuse, depression, anxiety and social withdrawal. ¹

The causes of violence against women

The causes and consequences of violence against women are complex and multifaceted. There are often individual, community or societal explanations as to why such violence happens. To minimise or eliminate these causes requires responses that operate in a variety of settings.

Overall, the key determinants and contributing factors to the perpetration of violence against women are:

- The unequal distribution of power and resources between men and women;
- Adherence to rigidly defined gender roles; and
- Broader culture of violence (VicHealth 2007).

Violence against anyone is unacceptable and while some men and boys are victims of family violence and sexual assault, women are overwhelmingly the victims of these forms of violence. Women and girls of all ages are affected by this violence. ²

¹ Refer to Women's Health in the North Building a Respectful Community Preventing Violence Against Women – A strategy for the Northern Metropolitan Region of Melbourne 2011-2016 for more information regarding causes and effects of violence against women, prevention strategies and statistical data. Women and Their Children Action Plan Consultation Framework January 2012

Local government is the closest level of government to the community and as such has the capacity to influence many of the determinants of violence against women through its social and strategic planning, environmental management, economic development, urban design and community service provision.³ Local government is now identified as being one of the critical settings for preventing violence against women.

Darebin Council has taken on this role with conviction, recognising that when you reduce violence against women and children, you help to create a community that is safer, healthier, more inclusive, diverse and dynamic for everyone.

The results have seen Darebin become a local government leader in the field with a range of outcomes including:

- Production of the highly-acclaimed Family Violence Help Cards in partnership with Women's Health in the North and other northern Local Government Areas
- Development of a Darebin White Ribbon Campaign Action Team raising awareness both within Council and the broader Darebin community
- Development of a Staff Family Violence Policy
- Signing of *Declaration Against Family Violence* by Council and the Darebin Interfaith Council in 2009
- Funding by VicHealth of the Northern Interfaith Respectful Relations Project
- Funding by VicHealth of a year long Local Government Networking and Capacity Building Project to Prevent Violence Against Women
- Development of a Preventing Violence Against Women Officer role
- Participation in regional forums and networks
- Ongoing work across council with high-level support from senior executive and Council
- Endorsement of Women's Health in the North - Building a Respectful Community – Preventing Violence Against Women – A Strategy for the Northern Metropolitan Region of Melbourne 2011-2016
- Endorsement of Municipal Association of Victoria's Prevention of Violence Against Women Leadership Statement

³ Women's Health in the North Building a Respectful Community Preventing Violence Against Women – A strategy for the Northern Metropolitan Region of Melbourne 2011-2016

These actions have succeeded in raising awareness among Council staff and community members that violence against women is prevalent, serious and preventable. There is now a groundswell of Council staff and leaders from sports, health and business who want to adapt their work to increase gender equity and prevent violence against women before it occurs and to keep it on the Council and community radar.

Council wishes to acknowledge Moreland City Council's Family Violence Prevention Action Plan on which much of the earlier development work was based.

The Women's Equity Strategy and Gender Equity Action Plan and the following Preventing Violence Against Women Annual Action Plan build on from this important work and ensure sustainability and accountability into the future.

2. Related policy frameworks and strategies

2.1 Darebin Council

- **Darebin Council Plan 2013-2017**
“Promote gender equity, prevent violence against women and support the right of women to engage and participate fully and equally in all aspects of community life”.
- **Darebin Equity and Inclusion Policy 2012-2015**
The Women's Equity Strategy (and Preventing Violence Against Women and Gender Equity Action Plans) cascades from the Darebin Equity and Inclusion Policy. Under this policy, women, particularly women experiencing or at risk of domestic violence, are identified as a priority group.

The Darebin Preventing Violence Against Women Action Plan evolves around three strategic goals contained within the Darebin Equity and Inclusion Policy.⁴

⁴ http://www.darebin.vic.gov.au/Files/Equity_and_Inclusion_Policy_2012-2015.pdf

The Equity and Inclusion goals are:

1. To build an **organisation within Council** that is inclusive and reflective of Darebin's diverse communities
2. To build **services and programs** that are inclusive, responsive, accessible and equitable
3. To contribute to building inclusive and empowered Darebin **communities**

- **Darebin Community Health and Wellbeing Plan 2013-2017**

Strategy 3.1.4: "promote gender equity, prevent violence against women and support the right of women to engage and participate fully and equally in all aspects of community life".

- **Darebin Community Safety Strategy 2012 – 2016**

The prevention of violence against women is recognised as a key issue in the Darebin Community Safety Strategy. Priority Area 3 – *Partnerships*- aims to *work in partnership to increase community education and reduce the opportunity for crime, injury and violence.*

Darebin's Prevention of Violence Against Women Action Plan will be one of several action plans directly linked to the Community Safety Strategy.

- **Darebin Leisure Strategy 2010-2020**

"Continue to support the role of women in sport and leisure through the development of policy, facility design and programs."

Actions include respect and responsibility programs, involvement in the White Ribbon Campaign, encouraging women's participation and using a gender lens to assess programs.

- **Darebin White Ribbon Action Team**

Vision: "A community free of violence against women."

The aims of the group are to strengthen the capacity of Council, the community and individuals to prevent violence against women. It is made up of Council staff, including Darebin White Ribbon Ambassadors.

- **Darebin Staff Family Violence Policy**

"Darebin City Council is committed to being a workforce and community leader in the prevention of family violence and violence against women."

- **Disability Access and Inclusion Strategy – Annual Action Plan 2011**

Three actions to prevent violence against women, including 'Plain English' Help Cards.

- **Darebin Active and Health Ageing Strategy 2011-2021, Year One Action Plan**

"Improve the safety of older people in their homes by raising awareness of violence against women and elder abuse."

- **Darebin Women's Advisory Committee**

"Aims to support the right of women to fully and equally engage and participate in the life of the community", as stated in the Council Plan.

2.2 Regional

- **Building a Respectful Community – Preventing Violence against Women – A Strategy for the Northern Metropolitan Region of Melbourne 2011-2016.** The Strategy for the Northern Metropolitan Region provides a cornerstone for Council in which to advance its work in prevention of violence against women and ensure an integrated and regional approach across a range of settings, including working closely with local government, endorsed by Council in June 2012.

2.3 State

- **Addressing Violence Against Women and Their Children – Action Plan Consultation Framework,** Department of Human Services, January 2012 (This plan is likely to supersede The Right to Safety and Justice, Strategic Framework to Guide Continuing Family Violence Reform in Victorian 2010-2020 and A Right to Respect: Victoria's Plan to Prevent Violence Against Women 2010-2020)
- **The Victorian Charter of Human Rights and Responsibilities**
- **Women's Health Matters: A 10 Point Plan for Victorian Women's Health 2010-2014**
- **Safe, Well and Connected: Victorian Local Government Action Plan for Women's Health 2008-2012**
- **Preventing Violence Before It Occurs - A Strategy and Background Paper to Guide the Primary Prevention of Violence Against Women in Victoria,** VicHealth, 2017
- Municipal Association of Victoria's **Prevention of Violence Against Women Leadership Statement,** endorsed by Council June 2012

2.4 Federal

- **National Plan to Reduce Violence against Women and their Children 2010-2022**
- **Department of Families, Housing, Community Services, and Indigenous Affairs** *National Plan to Reduce Violence against Women and their Children, 2011, Commonwealth of Australia*

2.5 International

- **UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)**
- **UN Convention Against Torture (Article 1 and Article 14)**
- **UN Declaration on the Elimination of Violence against Women**

3. Evaluation and Monitoring

Council will monitor and evaluate the Preventing Violence Against Women Action Plan on an annual basis to measure outcomes and impacts. Monitoring will be supported through Council annual reporting cycles across each department and annual reports back to council and community. Annual plans will be updated every twelve months with opportunity to review progress. The Darebin Equity and Inclusion Policy will also see reporting requirements which will include the Women's Equity Strategy and associated plans.

Equity and Inclusion Goal 1:

To build an organisation within Council that is inclusive and reflective of Darebin's diverse communities.

Objective: To reduce and prevent violence against women in Council as a workplace.

No.	Action	Timeline	Responsibility	Partnership opportunities	Measure
Organisational action area: Organisational capacity building and support					
1.1	Implement the Staff Family Violence Policy and scope the development of a Family Violence Policy Video	Ongoing	People and Development; Community Planning and Customer Service	Other Local Government areas	70% of actions in Staff Family Violence Policy are achieved
1.2	Include Family Violence Help Cards and information on White Ribbon in new employee kits	Ongoing	People and Development; Community Planning and Customer Service	Women's Health in the North; Northern Region Councils; White Ribbon Foundation	Information included in all kits

No.	Action	Timeline	Responsibility	Partnership opportunities	Measure
1.3	Identify indicators to measure PVAW work at a local and regional level (community attitude surveys, etc)	Ongoing	Community Planning and Customer Service	Women's Health in the North, VicHealth; Municipal Association of Victoria; Maribyrnong City Council; Moreland City Council; Office of Women's Policy	Ongoing systems to monitor and evaluate Preventing Violence Against Women work established
1.4	Pilot of Workplace Family Violence Prevention Program	2013/14	Community Planning and Customer Service; People and Development	VicHealth; Women's Health Victoria	Project brief developed and implemented by December 2013 Evaluation completed by June 2014
1.5	Implement the Elder Abuse Policy	Ongoing	People and Development; Aged and Disability	Other Local Government areas	70% of actions in elder abuse Policy are achieved

Organisational action area: Staff training					
1.6	<p>Develop and promote an annual training calendar for family violence, preventing violence against women, and gender equity</p> <p>Including the VicHealth PVAW Short Course to develop in-house expertise</p>	Ongoing	People and Development; Community Planning and Customer Service	VicHealth; Women's Health in the North; North East Primary Care Partnership; Northern Region Councils; Municipal Association of Victoria	Annual training calendar 5 new staff trained in PVAW short course each year as part of corporate training
1.7	<p>Conduct Identifying Family Violence Training in relation to the Darebin Family Violence Policy for staff</p>	Ongoing	People and Development; Community Planning and Customer Service	Women's Health in the North; Northern Region Family Violence Service	Evaluation forms from training sessions; number of attendees 2 sessions per year
1.8	<p>Ensure annual access to training and information (including refresher for existing staff) on family violence risk assessment and referral for staff working with community including Maternal and Child Health and Family Services, Libraries, Leisure Services and Youth Services</p>	Annual	People and Development; Community Planning and Customer Service; Family and Children; Leisure and Public Realm	Women's Health in the North; Berry Street Northern Region Family Violence Service; Domestic Violence Resource Centre Victoria	Training provided to all Maternal and Child and Family Services staff annually

1.9	Provide in-house training for staff on elder abuse risk assessment and referral with two staff members trained to provide in house. Incorporate this training into the annual training calendar so staff have regular opportunities to refresh their skills	2013/14	Aged and Disability Services	Domestic Violence Victoria; Domestic Violence Resources Centre Victoria; Department of Human Services; Moreland City Council	Training provided and embedded into annual training calendar
1.10	Provide family violence referral information and resources to Customer Service Officers and Civic Services staff. Including Northern Region Family violence Help Cards at Customer Service Centres, Family Service Centres, Libraries and other relevant Council locations	Ongoing	Customer Services/Civic Services; Community Planning and Customer Service: Libraries, Learning and Youth;	Domestic Violence Resources Centre Victoria; Berry Street Northern Region Family Violence Service	Referral information and resources on display and updated quarterly
1.11	Develop a 'Recognising and Identifying Family Violence' training program for Compliance and Amenity Staff, including Local Laws and Civic Compliance	2013/14	Compliance and Amenity; Community Planning and Customer Service	Berry Street; Northern Region Family Violence Service; Municipal Association of Victoria	Training program developed Relevant staff trained in Identifying and recognising Family Violence

Organisational action area: White Ribbon Campaign					
1.12	Coordinate the Darebin White Ribbon Action Team, with representatives from across Council.	Ongoing	Darebin White Ribbon Action Team ; Community Planning and Customer Service	White Ribbon Foundation	Meetings held quarterly; White Ribbon event evaluation in December 2013
1.13	Support Regional White Ribbon activities	Ongoing	Community Planning and Customer Service	White Ribbon Ambassadors; Banyule City Council; North East Primary Care Partnership; Melbourne Fire Brigade	Attendance of relevant regional events by White Ribbon Action Team members and staff
1.14	Coordinate the Darebin White Ribbon activities to celebrate White Ribbon Day	Ongoing	Darebin White Ribbon Action Team ; Community Planning and Customer Service	White Ribbon Foundation	Event evaluation forms; number of attendees – staff and councillors
1.15	Develop an internal social messaging project – using the dunny door campaign concept, to promote messages of non-violence and respect	2013/14 2014/15	Darebin White Ribbon Action Team; Community Planning and Customer Service; Communications	Domestic Violence Resource centre; Vic Health; Women's Health in the North	Internal messages and design developed Social messages launched internally

Equity and Inclusion Goal 2:

To build services and programs that are inclusive, responsive, accessible and equitable.

Objective: To ensure Darebin Council services, programs and policies are gender equitable, actively encourage women's full and equal participation and are inclusive of strategies preventing violence against women and children.

No.	Action	Timeline	Responsibility	Partnership opportunities	Measure
Service and program action area: Family and Children					
2.1	Support women applying for an intervention order by providing information and practical support during the court process. As well as linking women and families to ongoing support services.	Ongoing	Family and Children	Partnerships developed with Darebin Domestic Violence Network. Darebin Legal Service Berry Street Family Violence program	Program report through Family Services
2.2	Family Services works within the Think Child Partnership Agreement, to facilitate collaborative working relationships between Family Violence Services,	Ongoing	Family and Children	Women's Health in the North; Regional Preventing Violence Against Women; Network Early Years	Active participation by Family Services

No.	Action	Timeline	Responsibility	Partnership opportunities	Measure
	Child FIRST/Family Services and DHS Child Protection services			Network; Child Protection; Berry Street	
2.3	Ensure coordinated approach to prevention of family violence and support families that experience family violence including participation in the Darebin Domestic Violence Network as articulated in Darebin Early Years Plan 2011-2021	Ongoing	Family and Children	Northern Integrated Family Violence Service Strategic Network; Darebin Domestic Violence Network; Domestic Violence Resource Centre Victoria; State Government	Strengthened regional coordination
2.4	Promote training opportunities for (non-council) staff at child care and kindergarten centres in family violence risk assessment and referral Provide information and resources to centres through newsletters	Ongoing	Family and Children	Women's Health in the North; Domestic Violence Resource Centre Victoria; Berry Street Northern Region Family Violence Service; State Government	Ninety percent of childcare and kindergarten staff aware of procedures 2 sessions each year Information in newsletter
2.5	Input into the review of the Parents Group Program including consideration of Baby Makes Three program and other prevention models	2013/14	Family and Children, Community Planning and Customer Service	Whitehorse Community Health; VicHealth	Successful integration into new parents group by year two

2.6	Explore possibility of conducting a child focused White Ribbon activity in community/school setting	2013/14	Family and Children; Libraries, Learning and Youth; Community Planning and Customer Service	Early Years, Darebin White Ribbon Action Team	Scoping undertaken with Family and Children
Service and program action area: Aged and Disability					
2.7	Promote opportunities to celebrate Week without violence Clothesline Project through Disability Art Therapy Groups	October 2014	Aged and Disability Services; Community Planning and Customer Service	Northern Integrated Family Violence Services; Domestic Violence Resource Centre Victoria;	Disability art groups are provided with information on Week Without Violence At least 1 art group participates
Service and program action area: Libraries, Learning and Youth					
2.8	Audit library books and resources on the topics of family violence, gender equity and respectful relationships. Hold Library events that help raise awareness of family violence or preventing violence against women (e.g. author talk)	ongoing	Libraries, Learning and Youth; Community Planning and Customer Service	Family Violence Services; Domestic Violence Resource Centre Victoria; VicHealth; Authors	Audit completed One event per year

2.9	Monitor and review any developments of the State Government's respectful relationships in schools program and scope incorporation into program areas	2013/14	Libraries, Learning and Youth; Community Planning and Customer Service	State Government	Report back with recommendations for future action
2.10	Work with Youth Services in seeking opportunities to integrate violence prevention activities across the whole of youth service as set out in the Darebin Youth Engagement Strategy 2012-2022	Ongoing	Libraries, Learning and Youth; Community Planning and Customer Service; Darebin White Ribbon Action Team	Regional Preventing Violence Against Women Networks, White Ribbon Foundation	Participation at key events
2.11	Investigate and create ways to promote non-violence through Youth Services programs	Ongoing	Libraries, Learning and Youth; Community Planning and Customer Service	Partners in Prevention; Domestic Violence Resource Centre	Youth service programs include respectful relationships content
2.12	Scope the development of a school-based respectful relationships program	2013/14	Libraries, Learning and Youth; Community Planning and Customer Service	Partners in Prevention; Domestic Violence Resource Centre; Darebin High Schools	School-based program developed Program delivered in 2 schools per year
2.13	Conduct a youth focused White Ribbon activity at the Northland Youth Centre	Ongoing	Northland Youth Centre; Libraries, Learning and Youth; Community Planning and Customer Service	White Ribbon Foundation; Partners in Prevention; Domestic Violence Resource Centre	Activity conducted annually

Service and program action area: Community Planning and Customer Service					
2.14	Develop an annual communications plan for the PVAW action plan and promote through various internal and external mediums	Ongoing	Community Planning and Customer Service; communications	Local media	Media releases Articles published
2.15	Engage with Council community advisory committees and allied officers to scope and plan joint projects, advocacy and actions on prevention of violence against women. Including Women's advisory; Youth advisory; community safety; Health advisory; Darebin Ethnic Council, Interfaith Council; Disability Advisory; Same Sex and Sexuality Advisory	Ongoing	Community Planning and Customer Service	Council Advisory Committees	All committees aware of Preventing Violence Against Women and activities listed in annual action plans Meet and embed Preventing Violence Against Women in action plans
2.16	Continue to support the re-development of Northern Region Family Violence Help Cards, including 'same sex attracted'; 'Easy English' 'Aboriginal' and translated versions	2013/14	Community Planning and Customer Service	Northern Region Councils; Women's Health in the North; Darebin Domestic Violence Network; Same Sex Attracted and Gender Diverse Advisory Committee; Disability Advisory	Funding Provided Produced and distributed

2.17	Incorporate questions on gender equity indicators, family violence and violence-supportive attitudes into Community Surveys	2013 and ongoing	Community Planning and Customer Service	Council; Women's Health in the North	Included in surveys for 2013/14
2.18	Support the implementation of place-based at East Reservoir and East Preston Housing estates. Including programs that raise awareness of family violence and prevent violence against women	2013/14	Community Planning and Customer Service	East Reservoir Steering Committee; North East Primary Care Partnership	Project(s) identified and integrated in East Reservoir and East Preston Place-based program
2.19	Support the development of a Family Violence Prevention Playgroup to be delivered at the East Reservoir Neighbourhood House	2013/14	Community Planning and Customer Service; Family and Children	East Reservoir Neighbourhood House; East Reservoir Steering Committee; Berry Street	Playgroup brief developed Playgroup delivered
Service and program action area: People and Development					
2.20	Position the Staff Family Violence Policy as an OHS policy	Ongoing	OHS	Council	Policy integrated into Occupational Health and Safety
Service and program action area: Arts, Culture and Venues					

2.21	Engage with Arts, Culture and Venues in scoping out projects/strategies that integrate Prevention of Violence Against Women actions across their programs and activities	Ongoing	Community Planning and Customer Service; Arts, Culture and Venues	Council	New activities and projects scoped for 2013/14 financial year
Service and program action area: Leisure and Public Realm					
2.22	Development of the new Sporting Clubs Award and Recognition Program to include Preventing Violence Against Women/White Ribbon actions	2013/14	Leisure and Public Realm	Darebin sporting associations and clubs	Sporting Club Award and Recognition Program includes Preventing Violence Against Women/White Ribbon Category
2.23	Sporting Infrastructure Improvement Plans to incorporate/address access equity issues around safety and participation for women, through ongoing plans, policies and Programs	Ongoing	Leisure and Public Realm	Sporting Venues	Audit undertaken plans, policies and Programs include prevention
2.24	Maintain commitment to increase women's participation in sport and physical activity. Including the Darebin Women in Sport Network and the implementation of Darebin's Women's Participation Plan	2013/14	Leisure and Public Realm	Sporting Venues; Darebin sporting associations and clubs	Darebin's Women in Sport Network meet quarterly Women's participation plan implementation and actions achieved

2.25	Partner with sporting associations and clubs in developing/delivering Preventing Violence Against Women/White Ribbon initiatives to sporting club communities	Ongoing	Leisure and Public Realm	Darebin sporting associations and clubs	Community event conducted
Service and program action area: Major Projects, Engineering & Transportation					
2.26	Ensure Equity and Inclusion Planning Tool (EIPAT), which includes gender lens, is applied to existing facilities, major projects/redevelopments and new council buildings and work area layouts	2012/2013	Capital Works Major Projects Facilities Maintenance	Local Government Gender Equity Working Group	Integrated into Annual Audit process
Service and program action area: Compliance and Amenity					
2.27	Continue to support Berry Street Northern Family Violence Service – Pet accommodation support program	Ongoing	Compliance and Amenity	Berry Street Northern Region Family Violence Service	Council remains active in regional coordination regarding welfare of animals during incidents of domestic violence

2.28	Develop a 'Recognising and Identifying Family Violence' training program for Compliance and Amenity Staff, including Local Laws and Civic Compliance	2013/14	Compliance and Amenity; Community Planning and Customer Service	Berry Street; Northern Region Family Violence Service; Municipal Association of Victoria	Training program developed Staff training in Identifying and recognising Family Violence
Service and program action area: Business Development and Employment					
2.29	Promote business participation in White Ribbon activities through Traders Associations	Ongoing	White Ribbon Action Team; Business Development	Darebin business networks; Traders Association	Participation by businesses in annual community event
Service and program action area: Communication and Marketing					
2.30	Display material in community languages about family violence services, at New Citizenship Ceremonies and other community events	Ongoing	Communication and Marketing; Community Planning and Customer Service		Material on display at Citizenship Ceremonies

Equity and Inclusion Goal 3:

To contribute to building inclusive and empowered Darebin communities.

Objective: To develop and maintain collaborative activities at the regional level to address prevention of violence against women.

No.	Action	Timeline	Responsibility	Partnership opportunities	Measure
Community action area: Partnerships and community capacity building					
3.1	Continue to implement and support 'Building a Respectful Community' Strategy and strengthen partnerships through participation on the Building a Respectful Community Implementation Advisory Group and Northern Integrated Family Violence Services Strategic Network	Ongoing	Community Planning and Customer Service	Women's Health in the North; northern region councils; Preventing Violence Against Women networks	Eighty percent of Advisory Group meetings attended; symbolic endorsement of Strategy

No.	Action	Timeline	Responsibility	Partnership opportunities	Measure
3.2	Convene the Darebin Domestic Violence Network	Ongoing	Community Safety	Service providers; Police; Community Planning Partnership and Performance	Annual Darebin Domestic Violence Network evaluation
3.3	Support Women's Health in the North regional Week Without Violence (WWV) celebrations, including Clothesline Project and the Darebin Domestic Violence Network's Self Care Day and activities across Council departments	Annually	Community Planning and Customer Service	Women's Health in the North; northern region councils; Darebin Domestic Violence Network	Self Care Day and Clothesline Project evaluation Council departments participate in WWV activities
3.4	Continue partnership with Good Samaritan Inn and Elizabeth Hoffman House, including promotion of Council Staff Volunteering opportunities under Darebin Volunteering Policy (working bees and support of dinner dance)	Ongoing	Community Planning and Customer Service; Darebin White Ribbon Action Team	Good Samaritan Inn	Two working bees per year and table purchased at dance
3.5	Participate in the Municipal Association of Victoria Preventing Violence Against Women Network	Ongoing	Community Planning and Customer Service	Municipal Association of Victoria; VicHealth, State Government, Local Councils	Eighty percent of meetings attended

Community action area: Advocacy and awareness raising about Preventing Violence Against Women					
3.6	Participate in Council community events with activity and/or information stall including Darebin Community and Kite Festival and Community Safety Month	Feb 2014	Arts, Culture and Venues; Community Planning and Customer Service	White Ribbon Foundation	Event evaluation
3.7	Implement other social marketing tools, including White Ribbon bookmarks, 'Violence Against Women STINKS' magnets on garbage trucks and White Ribbon t-shirts	2013/14	Community Planning and Customer Service; Communication and Marketing; Libraries, Learning and Youth; City Works	White Ribbon Foundation; Northern region councils	Evaluation measure to be established
3.8	Implement Communication Plan to promote Councils work in gender equity and preventing violence against women, including media releases/articles, Social Marketing and internal mediums	Ongoing	Community Planning and Customer Service; Communication and Marketing		Media Releases developed for WRD, Week Without Violence



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