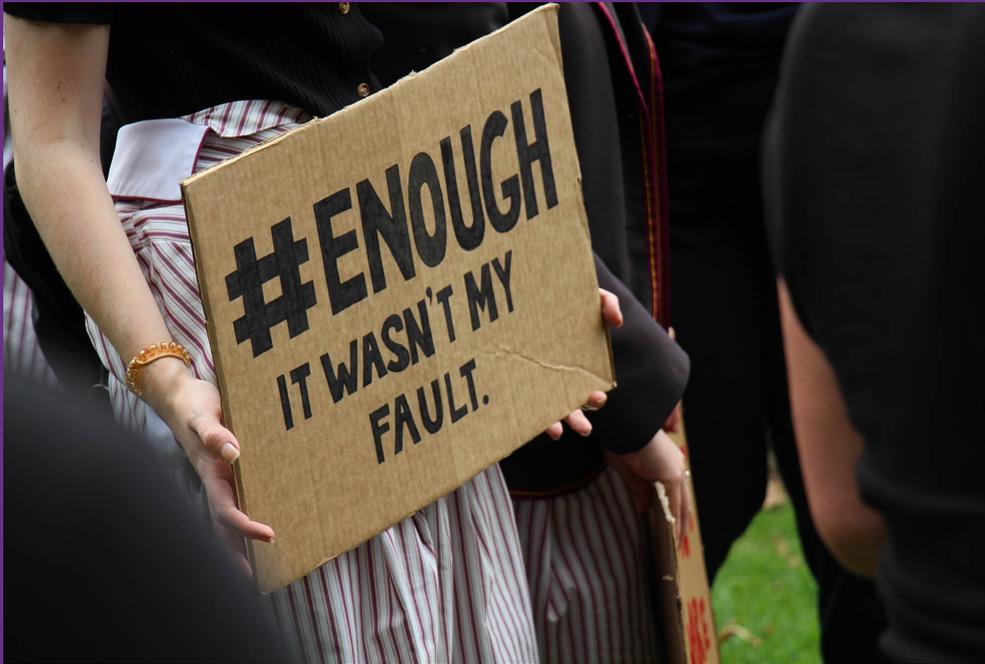




PROMOTING RESPECT & EQUITY TOGETHER 2021-2025

A Strategy to End Gendered Violence in the Southern Metropolitan Region



Promoting Respect & Equity Together 2021-2025

A Strategy to End Gendered Violence in the Southern Metropolitan Region

Prepared By:

Women's Health in the South East 2021



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Acknowledgment of Country



Women's Health in the South East (WHISE) acknowledges the traditional owners of the lands on which we work, the land of the Kulin Nation. We recognise their continuing connection to the land, waters and culture. We acknowledge their Elders past, present and emerging and that Australia was and always will be Aboriginal land.

We acknowledge and pay respects to the many strong and resilient Aboriginal and Torres Strait Islander women, who are disproportionately affected by discrimination and family violence and that Aboriginal self-determination requires a systemic shift of power and control from government and the non-Aboriginal service sector to Aboriginal communities and their organisations.

We commit our organisation to truth-listening, truth-telling, and bringing the Uluru Statement of the Heart to our hearts.

Executive Summary

Promoting Respect & Equity Together – A Strategy to End Gendered Violence in the Southern Metropolitan Region 2021-2025 (PRET) is the second primary prevention strategy for the region. It builds on the work of its predecessor Preventing Violence Together (PVT) 2016-2021.

The aim of PRET is to continue to strengthen and align the efforts of the regional partnership to promote the social conditions where women and girls are treated as equals and enjoy healthy, and respectful relationships and everyone is free from outdated gender stereotypes.

Violence against women – which is overwhelmingly perpetrated by men is entirely preventable, being both a symptom and a cause of gender inequality. Ninety-five per cent of men and 94% of women who experienced violence did so at the hands of a male perpetrator (Our Watch, 2021). The action of the partnership under this strategy is underpinned by the stakeholder articulated vision of *an equal and respectful region free from violence for women and girls*.

The PRET guiding principles, developed in consultation with partner organisations, were developed to incorporate the latest evidence-base and evolution of the work in the region. The new strategy places increased and significant importance on taking a strong equity approach to primary prevention. Intersectionality sits at the core of the principles, alongside and overlaying Aboriginal self-determination, continuous improvement, engaging men and boys and perpetrator accountability.

The evaluation of the first regional strategy, PVT, highlighted the opportunity to strengthen our evaluation practice. A theory of change now articulates the intended outcomes of the strategy, and an evaluation framework overlays it. As the field of primary prevention evolves, we look forward to fostering a strong regional commitment to and discipline in evaluating our work under the partnership. Together we can demonstrate the value of mutually reinforcing primary prevention activities that are based on, and rich in, local context.

Women's Health in the South East (WHISE) and partners view this second primary prevention regional strategy as a key building block in the elimination of violence for women and girls and the creation of an equal and respectful community for the Southern Metropolitan Region (SMR).

Abbreviations

IFVP

Integrated Family Violence Partnership

PRET

Promoting Respect and Equity Together- A Strategy to End Gendered Violence in the Southern Metropolitan Region 2021-2025

PVAW

Prevention of Violence Against Women

PVT

Preventing Violence Together – A Strategy for the Southern Metropolitan Region 2016-2021

SMR

Southern Metropolitan Region

SRH

Sexual and Reproductive Health

WHISE

Women's Health in the South East



A note on changing language

Violence against women, as defined by the United Nations Declaration on the Elimination of Violence against Women (1993), is any act of gender-based violence that causes or could cause physical, sexual or psychological harm or suffering to women, including threats of harm or coercion, in public or in private life. This definition encompasses all forms of gender-based violence (including physical, sexual, emotional, cultural/spiritual, financial, and others).

The *PVT Strategy 2016-2021* was originally intended to focus on the prevention of violence against women and children to align with the first iteration of the *Change the story* framework (Our Watch, 2017), as children who witness violence are victims of the abuse. The focus of the PRET strategy has been sharpened. While it will encompass gendered violence against girls and younger women, the sector has evolved and recognises that addressing and preventing violence against children more broadly requires a separate but complementary approach.

Language has evolved over recent years and the second iteration of *Change the story* reflects this change in language. It employs the terms of violence against women (including both cisgender and transwomen), gender-based violence and men's violence against women. The PRET strategy will use all three terms.

While the scope of this strategy document necessitates the use of binary language with the use of terms like men/women and male/female, the PRET strategy also seeks to challenge this protocol and points to the need to work with those whose identities do not fall within the binary frame.

Our region

The Southern Metropolitan Region (SMR) is a large and diverse region of Melbourne, covering approximately 2,888 square kilometres and representing about one-quarter of the state's total population of which approximately 72,877 are female (ABS Census, 2016).

The region covers ten local government areas (outlined in Fig 1.0) including Port Phillip, Bayside, Kingston, Stonnington, Glen Eira, Casey, Cardinia, Dandenong, Frankston, and Mornington with a total population of 1,695,508 (ID Profile, 2020).



Fig 1.0 - Map of SMR region

Acknowledgments

Promoting Respect and Equity Together 2021-2025 - A Strategy to End Gendered Violence in the Southern Metropolitan Region (PRET) was developed in collaboration with partner organisations across the Southern Metropolitan Region (SMR) of Melbourne. The development of a second strategy that represents the context of the region, has been made possible through the significant input and feedback of partner organisations. We gratefully acknowledge the following organisations & partnerships for their involvement, support and expertise.

We gratefully acknowledge the following organisations & partnerships for their involvement, support, and expertise.

African Australia Inspire Lead Educate
Advocate for Change (AfriAUSilec)
Bayside Peninsula Integrated Family
Violence Partnership
Bayside City Council
Cardinia Shire Council
City of Casey
Central Bayside Community Health
Centre for Multicultural Youth
City of Port Phillip
City of Stonnington
Chisholm TAFE
Connect Health & Community
Common Cause Australia
Department of Education and Training -
Respectful Relationships
Department of Health
Department of Families, Fairness and
Housing (previously DHHS)
Department of Justice and Regulation
South East Metropolitan Region (now
Department of Justice and Community
Safety)
Dhelk Dja Southern Regional Action Group
enliven
Family Life
Frankston City Council
Frankston Mornington Peninsula Primary
Care Partnership
Glen Eira City Council

Greater Dandenong Council
headspace
Health Ability – Baby Makes 3 Program
Jewish Care
Kingston City Council
Kooweerup Regional Health Service
Monash Health
Mornington Peninsula Shire
Multicultural Centre for Women's
Health (MCHW)
Peninsula Health
South Eastern Centre Against Sexual
Assault (SECASA)
South Eastern Metropolitan Primary
Health Network (SEMPHN)
South East Community Links (SECL)
Southern Melbourne Integrated Family
Violence Partnership
Southern Melbourne Primary Care
Partnership (SMPCP)
Southern Migrant and Refugee Centre
(SMRC)
Star Health
WAAYS
Windermere
Wellsprings for Women
Women with Disabilities Victoria (WDV)
Uniting Care
Victoria Police

We acknowledge and thank the Victorian Department of Health, the Department of Families, Fairness and Housing and the Office for Women for their ongoing support and funding along with the Honourable Gabrielle Williams, Minister for the Prevention of Family Violence.



Foreword

Women's Health in the South East (WHISE) is one of twelve women's health services funded by the Department of Health across Victoria, working to improve women's health, which includes a strategic focus preventing gendered violence.

In 2016, WHISE became the lead organisation for the first regional strategy for the prevention of violence against women, Preventing Violence Together (PVT).

The role and purpose of the first regional strategy *Preventing Violence Together 2016-2021 – A Strategy for the Southern Metropolitan Region*, was to explain the causes of violence and make a clear case for collective action. Over the life course of the regional strategy, there was a significant and notable proliferation of sharing expertise to work effectively and collaboratively for the promotion of gender equality and prevention of gendered violence. Mutually reinforcing activities within our region grew, as did state and organisational policy to support it. One example of this is the passing of the Gender Equality Act 2020, which bought about an authorising environment for organisational transformation in gender equality in workplaces in the Victorian public sector, universities, and local councils.

The second strategy, *Promoting Respect and Equity Together – A Strategy to End Gendered Violence 2021-2025* (PRET), builds on and recognises the growth in the sector over the last four years and works to strengthen this further in three strategic and overarching ways by:

- Working together collectively to increase the application of an intersectional lens across all health planning,
- Broadening the diversity of organisations that engage with our primary prevention of gendered violence work, and
- Continuing to reinforce and expand our expertise through collective learning and action.

Everyone, including women and girls, has the right to be treated respectfully and equally, and feel safe. PRET's vision is for *an equal and respectful region where women and girls are free from violence*. One in three women in Australia have experienced physical or sexual violence, or both, perpetrated by a man they know (31.1%. ABS, 2017). This does not mean that all men are violent, most are respectful and caring. Whilst men who do choose to use violence are in the minority, many more men hold sexist attitudes or do not challenge other men who demonstrate sexist or disrespectful behaviour.

To achieve our vision, we will continue to work with people of all genders, to collectively address the key drivers of men's use of violence against women and gender inequality. We will work collectively to promote positive gender norms and free everyone in our community from outdated gender stereotypes and norms that are restrictive and harmful to people

The COVID-19 pandemic exposed and further highlighted existing gender inequities within our community. Research conducted during the pandemic shows women are being impacted by unequal divisions of labour, threats to their economic security, mental health, and sexual and reproductive health, thus resulting in poorer health and wellbeing outcomes (Fitzgibbon K. et al, 2020). The pandemic has put a spotlight on inequity that brings with it an increased awareness of the need to ensure the road to recovery is gender equitable. This is an exciting time for the region, for WHISE and partners to the strategy. We have an opportunity to garner our collective regional power, influence, and commitment to improve the lives of women and girls across our region.

On behalf of WHISE and the PRET partnership we commend this strategy to you and urge that it be used as a resource to assist your organisation in prioritising improved outcomes in the primary prevention of gendered violence and the ongoing promotion of gender equity.

On one final note, 'PRET' means 'ready' in French, and ready is certainly what we are as a region. The consultations for this strategy demonstrated that we are collectively ready and committed to creating a more equitable region and to eliminating gendered violence across the SMR.

We look forward to working with you.



Kit McMahon
Chief Executive Officer, WHISE



Promoting Respect and Equity Together 2021-2025:

A Strategy to End Gendered Violence in the Southern Metropolitan Region

PRET is the second regional strategy for the primary prevention of gendered violence. It was developed in partnership with over 38 partner organisations in the Southern Metropolitan Region. Women's Health in the South East (WHISE) is the backbone organisation for the regional strategy.

PRET is informed by a strong evidence-base, including *Our Watch Change the Story* framework. At the time of writing, the second edition of *Change the Story* had just been released. PRET is equally guided by Victorian policies and frameworks. The strategy is designed to align with the *Women's Health Guidelines, Free from Violence 2017* – Victoria's Strategy to Prevent Family Violence and *Safe and Strong 2016* – the Victorian Gender Equality Strategy, all of which are currently under review for imminent renewal.

This strategy planning process has been supported and influenced by the recently legislated *Gender Equality Act 2020* and the obligations under the Act for defined entities. The strategy will continue to support and be influenced by the evolution of the work of the Gender Equality Commission and our partners' work under the Act.

PRET seeks to integrate primary prevention of gendered violence and the promotion of gender equity with regional efforts to promote sexual and reproductive health. PRET commits to do this through integrating with the WHISE sexual and reproductive health strategy *Good Health Down South (GHDS) 2021-2025*.

There is a clear association between experiences of gendered violence and poorer sexual and reproductive health outcomes. Some forms of violence against women are specifically sexual or reproductive in nature, such as sexual violence and reproductive coercion, which impinge on women's bodily autonomy, dignity and human rights. Additionally, there is a well-established link between all forms of violence against women, including physical and emotional abuse, and poorer sexual and reproductive health outcomes, including inconsistent contraception use, increased risk of unintended pregnancy, poorer maternal and child health outcomes, increased risk of sexually transmissible infections and genital and reproductive tract infections (Katz et al., 2017; Grace and Anderson, 2018; Hill et al., 2016; Northridge et al., 2017). Violence against women can also impede their ability to access health services, including abortion (Bacchus, 2018). As such we commit to action to improve sexual and reproductive health knowing that, in turn, this work will support and enhance efforts to prevent violence against women and improve gender equality, by enhancing women's choices and autonomy.

Reproductive coercion is any behaviour that has the intention of controlling or constraining another person's reproductive health decision-making including sabotaging their contraception, pressuring them to keep or terminate a pregnancy or pressuring them to undergo sterilisation (Marie Stopes Australia, 2021.)

The integration of sexual and reproductive health promotion within efforts to prevent violence against women requires building the capability of the regional workforce. PRET and GHDS will work collaboratively to do this by increasing and broadening the number and type of organisations involved in the strategic partnership and continuing to promote sexual and reproductive health into partner organisation health planning. This alignment of the strategies offers many opportunities to collaborate across both partnerships to strengthen understanding and practice across the SMR.



Strategy vision



**An equal and respectful region
free from violence for women and girls**

Guiding principles – ways of working

These guiding principles emerged throughout the process of consultation with stakeholders and were tested, refined, and validated with partner organisations before being finalised. Work undertaken by the partnership over the next four years will be guided by these principles and reflected in the actions underneath each key activity area/strategic pillar.

Intersectional Feminism

We collectively challenge the systems and structures that perpetuate unequal power and marginalise and disenfranchise some populations. We acknowledge characteristics such as gender, ethnicity, ability, sexual orientation, gender identity, religion, or age, interact on multiple levels to create overlapping forms of discrimination, power imbalance and violence. These intersecting forms of discrimination shape inequality as well as men's perpetration of violence. They equally compound women's experiences of violence and access to services. Our approach is one which seeks to highlight and hold the systems, structures, and institutions to account to improve gender equitable outcomes for women and girls.

Values-based messaging

We increasingly see the importance of values-based messaging (VBM) as a key principle and methodology for effective primary prevention practice. Using VBM principles this ensures accountability for the violence perpetration, and effective messaging appealing to people's values and eliciting positive changes in attitudes and behaviours towards women and girls within our communities.

Listening, learning, sharing and continuous improvement

We see the richness and importance in WHISE providing a platform for both partners and communities to bring and share their stories and learnings with the partnership to improve primary prevention practice across the region.

Integrating diverse voices and lived experience

We value and listen to diverse voices including the voices of victim survivors. Primary prevention work in our region will be informed by formal research and by the insights and practice-based expertise of those with lived experience of gender inequality or violence.

Aboriginal self-determination

We recognise that colonisation, dispossession, child removal and other discriminatory government policies have resulted in significant intergenerational trauma, structural disadvantage, and racism with long-lasting and far-reaching consequences including increased rates of violence against Aboriginal women and girls.

We commit to truth listening and truth telling and looking for opportunities to integrate the work of PRET with the Aboriginal-led prevention of the Southern Melbourne Regional Dhelk Dja Action Group.

Engaging men and boys

We are committed to working with men and boys to advance gender equality and end violence. Our partnership will continue to encourage men and boys, through their positive influence as fathers, educators, coaches, and professionals to promote positive masculine norms and attitudes and to embrace respectful relationships. This includes building on opportunities within the prevention workforce to strengthen engagement from and representation of men.

People who use violence, coercion or disrespect being held to account

The PRET strategy seeks promote perpetrator accountability. Since most of the spectrum of violence against women is perpetrated by men, it will do this by increasing the focus in the discourse on men’s accountability for their use of violence, and on men’s responsibilities to challenge and shift the drivers of violence.

Authentic commitment to working in partnership

We commit and value the collective knowledge and experience across the partnership and through the strategy framework provide ongoing opportunities for collaborative work and knowledge sharing to strengthen primary prevention practice across the region. To truly effect sustained cultural change there is a need for ongoing and coordinated action (ANROWS, 2017) across the partnership.



Evaluation Overview

The evaluation of the previous strategy Preventing Violence Together (PVT) 2016-2021 took place over a period of four months and engaged with a wide range of PVT partners. The planning of the new strategy PRET, was informed by this highly consultative and iterative process which took place over a six-month period in 2021. The findings of the evaluation are outlined in the [Evaluation Report summary](#) and full report.

Consultation and Development Process

Preventing Violence Together (PVT) 2016-2021 was the first regional strategy for the prevention of violence against women and children. At its culmination, WHISE compiled a [Background Paper](#) outlining significant developments in the region over the course of the four-year strategy, as well as the evolution of the sector over the including new research and evidence, legislation, strategies, and emerging areas of focus.

This set the scene for the evaluation which followed, led by WHISE in conjunction with external consultant Tracey Delaney from Outcomes Matter. It comprised of a detailed and robust evaluation and consultation process outlined by the roadmap (Fig 2.0 below) and provided real context and focus to the engagement. It was through this ongoing consultation process that emerging areas were presented, discussed and explored in further detail allowing partners to actively engage and contribute to the development of the second regional strategy.



Promoting Respect & Equity Together

Strategy Development Roadmap



Background paper May/June 2021

A resource was developed and shared with partner organisations to provide an overview of the current Federal, Victorian and regional context and developments in the sector of the primary prevention of violence against women and gendered violence, to inform decision making for the building of the new regional strategy in the Southern Metropolitan Region (SMR).



Desktop review July 2021

A preliminary review was conducted of existing data on the previous Preventing Violence Together Strategy 2016-2021 to identify scope of work undertaken, achievements and gaps in data.



Stakeholder consultation – Interviews and Survey July/August 2021

Interviews held with 11 diverse partners and 5 key stakeholders (PVT Steering Committee, DET, DFFH, WHISE CEO) to capture the outcomes of the strategy and what contributed to or hindered those outcomes. Emergent findings were then tested through a survey completed by broader representation of partner organisations (n=44) as well as alignment of key areas of future focus.



Evaluation summit 16 September 2021

Evaluation findings presented to partners (n=33, 29 women/4 men) during an online workshop for review and validation. Stories of significant change were reviewed to identify what was the most significant achievement from the perspective of partners to determine what should be carried forward into the next strategy. Actions to address potential barriers to achievement of outcomes were considered and informed evaluation recommendations. A SWOT analysis was conducted by partners to inform future actions under key focus areas.



Evaluation report September/October 2021

A high level summary evaluation report documenting findings against objectives of the 2016-2020 PVT strategy with recommendations for strengthening the next iteration of the strategy was released. The full report was released in November 2021.



Draft strategy development October 2021

Strategic priorities, outcomes and objectives drafted based on previous consultation. A Theory of Change was developed to map causal pathway of change and links between activities (strategic pillars) and outcomes. Draft evaluation framework for new strategy was developed.



Think Tank 1 21 October 2021

New strategy name was agreed on by partner organisations. Vision, principles, theory of change and high-level evaluation framework presented to partner organisations for feedback and validation (n=33 – 29 women/4 men) options for strengthening regional commitment explored.



Think Tank 2 26 October 2021

Proposed structure and ways of working presented to partner organisations for consideration and feedback. Year 1 & 2 Action Plan presented to partner organisations for their input and feedback (n=23, 16 women/other & 7 men).



Publication and launch 1 December 2021

Promoting Respect and Equity Together (PRET) 2021-2025 published and launched online. Implementation of Year 1 & 2 action plan begins.



Update and finalise strategy October/November 2021

Feedback from consultation during Think Tanks 1 & 2 integrated into final strategy document, Year 1 & 2 action plan and evaluation framework.

Fig 2.0 Strategy Development Roadmap – PRET

Consultation Findings

Key Areas for Future Intervention – What Our Partners Said

Intersectionality/ Application of an Intersectional Gendered Lens

The consultations outlined a strong and clear alignment and interest within the sector around the importance of increasing intersectional understanding and practice incorporating a gendered lens to improve gender equity. In addition, PRET partners and WHISE are committed to broadening engagement and new partnerships across the region, in turn strengthening workforce capacity, building awareness and understanding to ensure both ending gendered violence and promoting gender equity is everyone's business.

Mental Health

Unsurprisingly, and exacerbated by the COVID-19 pandemic, women's mental health was overwhelmingly an area of interest for all partners with strong intersections across gender equity, PVAW and sexual and reproductive health (SRH). It is expected further funding will be provided for Women's Health Services to take a stronger and more active primary prevention role in this incredibly important priority area over the next four years.

Respectful Relationships and Consent Education

There was strong support for a continued focus on supporting work that takes a whole of organisation approach to respectful relationships, including consent education. Partners highlighted a want to continue to work with a strong focus on school settings, through the Critical Friends network which trains and supports practitioners to support a whole of organisation approach to primary prevention in primary and secondary schools. There was also expression of interest integrating more strongly into the future with the following settings: maternal and child health, early years, and parenting programs.

Engaging Men and Boys

Partners in the region are passionate about the role men and boys must play in the primary prevention of gendered violence through bystander action and support of healthy forms of masculinity.

Climate Change / Emergency Management and Recovery

With the increasing priority to address climate change and closely associated emergency management and recovery. Partners highlighted the importance of understanding and applying a gendered lens to planning and recovery to ensure an equitable response and recovery. This has been further highlighted with the ongoing effects of the COVID-19 pandemic particularly on women (Wood, Griffiths and Crowley, 2021).

Sexual and Reproductive Health

As the backbone organisation for the regional sexual and reproductive health strategy, many partner organisations sit across both sexual and reproductive health and PVAW as key areas of priority. Through recent engagement and evaluation GHDS and PRET partners noted the intersections, co-contributing factors and strength of connection across both portfolios, particularly in the areas of consent education, sexual and reproductive coercion, and sexual violence.

Organisational Strengths

What did partners say were the top three strengths of WHISE as the agency that backbones the regional strategy?

As the backbone organisation for the regional strategy WHISE's top three strengths were identified through the evaluation and consultation with partners in the region. We intend to capitalise and build upon these strengths in the delivery of PRET across the region.

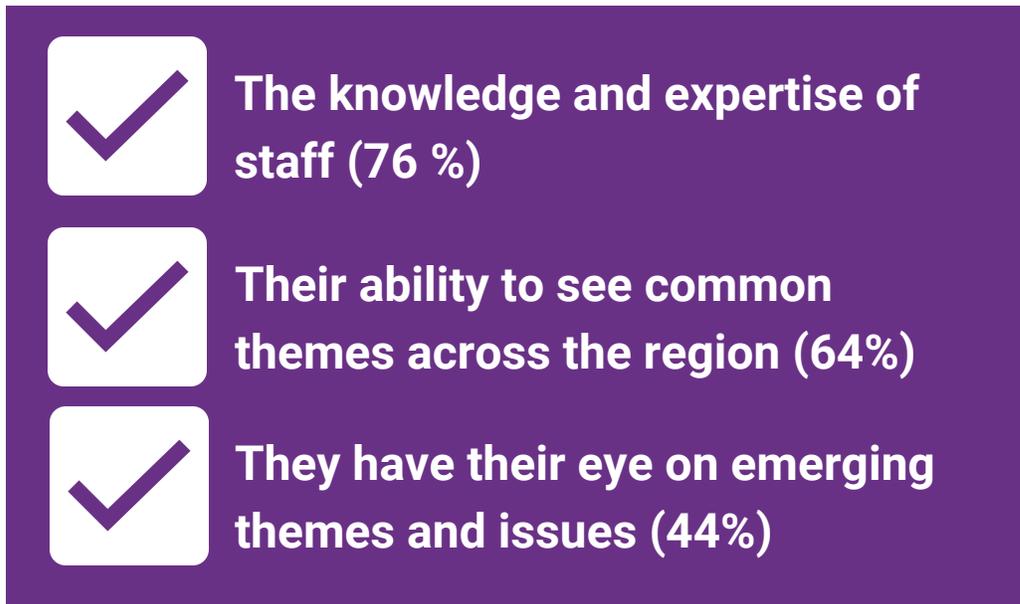


Fig 3.0 - Key strengths of WHISE

Value of the partnership: What did partners say was of most of value to them?

“It’s learning what others are doing and how they’re doing it, and what the outcomes have been for them, what sort of responses they’ve been getting”

“Connecting at the local level for us through WHISE, the way the work that WHISE has been doing, getting to know who the other players are. It takes us out of that isolation and being in a silo”

Strategy Overview

PRET has three strategic visual models, developed further to the consultation process, for the purposes of planning, implementation, and evaluation. They include:

1. A priority interventions model
2. A theory of change (TOC)
3. An evaluation framework model

The priority intervention model clearly articulates priority settings, populations, and prevention practice areas. The theory of change is a comprehensive articulation of how activities under the strategy are understood to produce a series of results that contribute to achieving the final intended outcomes. The evaluation framework model depicts how we will track indicators of change, to achieve the intended outcomes.

Priority Intervention Model

The priority intervention model below, depicts priority settings, populations, and prevention practice areas, for collaborative action. These areas of priority were identified by partners organisations, throughout process of consultation, for the renewal of the regional strategy.

The PRET strategy seeks to transform the systematic health inequalities that occur as a result of the social, political and economic environment that marginalise and disenfranchise some populations. PRET is strategically focused on gender transformative practice. It looks to work with populations who are disenfranchised by the system but looks equally to transform the unequal relations of power and the social, political and economic institution through which the power is structured (Flood & Greg, 2021). It is strategic in its aim to change the broader structures of patriarchy in which individuals operate.

These key populations, settings and priority areas outlined in the *priority intervention model* (Fig 4.0) are incorporated through the key activity areas (strategic pillars) as represented in the Theory of Change (Fig 5.0) and are the driving force and focus of the partnerships collective action.

Priority Intervention Model

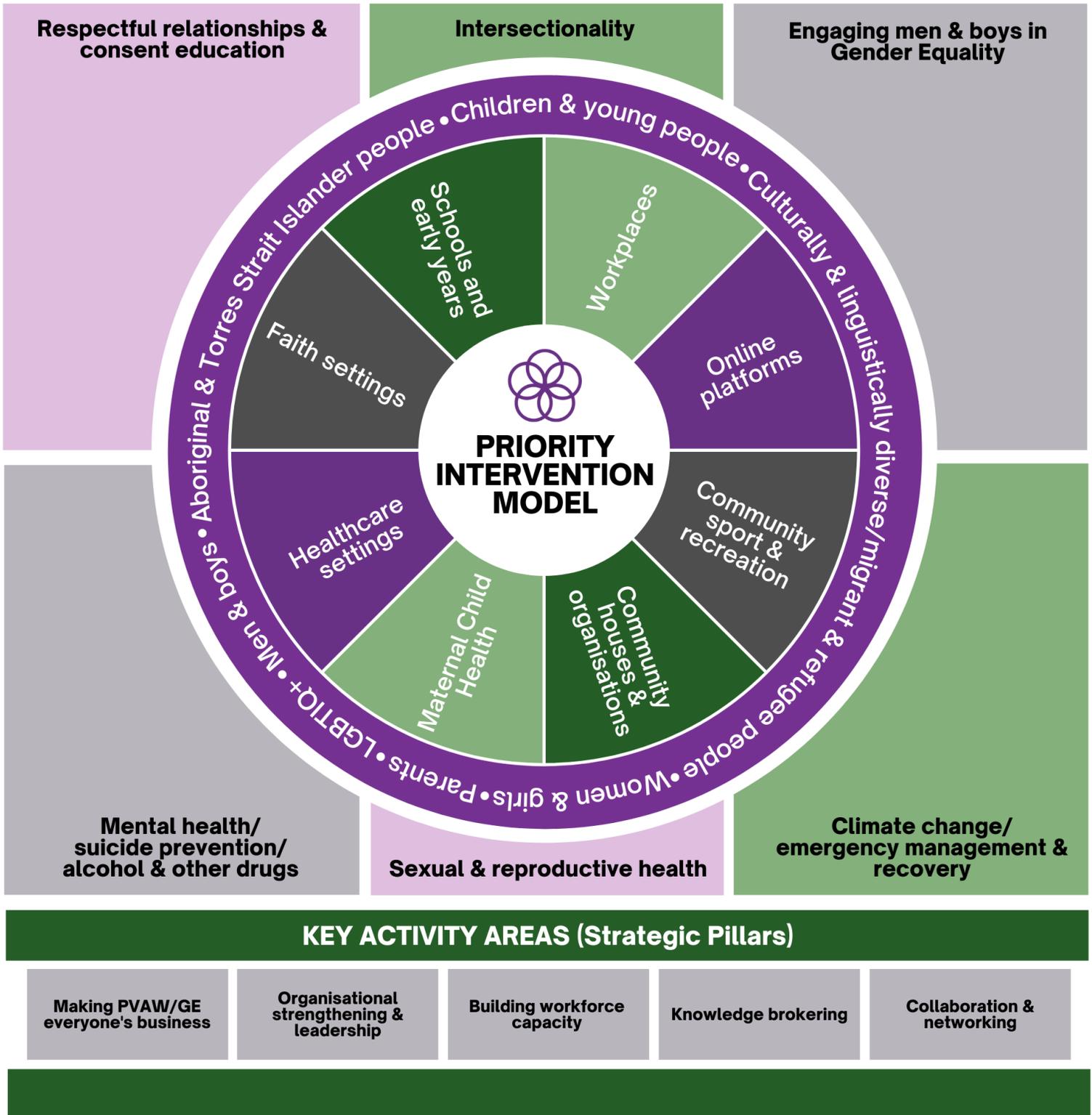


Fig 4.0 - Priority Intervention Model

A Theory of Change for PRET

A Theory of Change is a visual depiction of the mechanisms through which an intervention causes the intended outcomes. It provides a comprehensive description and illustration of how and why a desired change is expected to happen in a particular context (The Center for Theory of Change, 2021). The PRET Theory of Change (Fig 5.0) illustrates the way by which key activities map to long term outcomes, through the mapping of intermediate outcomes.

Through the consultation process WHISE and PRET partners validated the theory of change below. It guides the partnership and is best read from the bottom moving up. The collective action under the partnership, across the five key activity areas (also known as strategic pillars) sits at the bottom, the intended intermediate and long-term strategy outcomes sit in the middle and, when achieved, they in turn contribute to the community level outcomes that sit at the top of the model. It is important to note these community outcomes that sit underneath the vision are outside of the scope of evaluation measurement for the strategy.

The PRET theory of change was developed to support change over the course of the four-year strategy. It is based on key assumptions employed in health promotion and health program design: that improving the knowledge, confidence, and capability of organisations and practitioners. This will in turn contribute to improved outcomes at the community level. The strategic focus of the PRET evaluation framework, is to capture the growth in workforce capability and capacity to prevent gendered violence.



PRET Theory of Change



**An equal and respectful region
free from violence for women and girls**

COMMUNITY LEVEL OUTCOMES



People in the SMR actively challenge attitudes and behaviours to prevent violence against women and practice confident, safe and respectful relationships



Women and girls in the SMR experience improved social, physical and mental health and wellbeing outcomes



People in the SMR promote women's independence and decision making.



Men and boys in the SMR promote positive masculine gender norms, and take action to promote equality and respect of women.

OUTCOMES OF THE STRATEGY

Long term



A wider range of sectors, settings and organisations in the region are involved in work that promotes PVAW/GE.



Partners apply a strong equity lens to all health promotion areas across our region for effective outcomes for women.



Partners use shared learnings to align and mutually reinforce their practice for effective outcomes in the prevention of violence against women.

Immediate



Increase diversity of workforce representation with an understanding of the connection between PVAW/GE.



Partners have strengthened organisational capacity and commitment to apply an intersectional gendered lens and across all policies, services, health priority areas/programs.



Increase the opportunities for partners to collectively learn, share and reflect on their practice in the prevention of violence against women in our region.

STRATEGIC PILLARS

Key activity areas

MAKING PVAW/GE EVERYONE'S BUSINESS

Objective:
Work collectively to increase the variety of sectors and settings that engage with the strategy implementation to prevent violence against women in the region

ORGANISATIONAL STRENGTHENING AND LEADERSHIP

Objective:
To foster organisational cultures that embed the principles of PVAW/GE throughout the organisation

BUILDING WORKFORCE CAPACITY

Objective:
To strengthen workforce capacity in PVAW/GE

KNOWLEDGE BROKERING

Objective:
To identify, and disseminate emerging evidence based research, for the translation into effective practice for PVAW/GE

COLLABORATION AND NETWORKING

Objective:
To maximise collaborative partnership opportunities between partner organisations in the SMR through working groups and learning forums

Fig 5.0 Theory of Change – PRET Strategy

Key Activity Areas/Strategic Pillars

The new strategy identifies five key activity areas for the partnership, as outlined below. The objectives at the action planning level are grouped under these pillars. The key activity areas below were ratified by the partnership over the consultation process.

**Making PVAW/
GE everyone's
business**

**Organisational
strengthening
and leadership**

**Building
workforce
capacity**

**Knowledge
brokering**

**Collaboration
and networking**

Making PVAW/GE everyone's business

The second iteration of *Change the Story* states that an effective approach to prevention requires the coordinated effort of multiple stakeholders. Government action is critical, individual action is also critical, but it is not enough. Every sector, institution, organisation, community and individual have a role to play in preventing violence against women (Our Watch, 2021).

WHISE and partners see they play a significant role in increasing the variety of sectors and settings that understand the connection between gendered violence and GE and use their roles to broker new sectors and settings that understand, engage, and embed PVAW/GE practice throughout their work.

Our objective is to

Increase the variety of sectors and settings that engage with the strategy implementation to prevent violence against women in the region

We will do this by

- Working as a collective to engage with new organisations and professionals in the region
- Expanding awareness of the links between PVAW/GE and other areas of work within partner organisations

Organisational strengthening and leadership

WHISE and PRET partners see the important role the partnership plays in strengthening, promoting and advocating to leadership for the inclusion of PVAW/GE work across the region, through providing advice and support at an organisational level.

Our objective is to

Foster organisational cultures that embed the principles of PVAW/GE throughout the organisation

We will do this by

- Providing evidence and advocating to decision makers
- Providing PRET partners with direct advice or support

Building workforce capacity

The complex skill set required to deliver tailored, evidence-based, and innovative PVAW projects and activities will remain a core focus of the activities of PRET. Through forums, working groups and trainings we will continue to share expertise in intersectional areas of practice and ensure new workers the field have opportunities to learn from more experienced practitioners.

Our objective is to

Strengthen workforce capacity in PVAW/GE

We will do this by

- Providing training and learning opportunities
- Providing access to tools, evidence-based resources and shared learnings for improved PVAW/GE practice.

Knowledge brokering

The consultation process highlighted that WHISE is effective at knowledge brokering.

Our objective is to

Identify and disseminate emerging evidence-based research for translation into effective practice for PVAW/GE

We will do this by

- WHISE staff attending peak body and state and local level networks
- WHISE participating in research and collaborative projects that aim to build and expand the evidence base for PVAW/GE generate new evidence

Collaboration and networking

Under this strategic pillar PRET will recognise and profile the capabilities, strengths, and learnings of partner organisations. Through strong relationships and networks across the region WHISE will continue to provide opportunities for partners to connect, learn and share contacts and ideas. These opportunities were identified by partners as high value, as they create opportunities to grow and strengthen prevention practice across the region and showcase examples of best practice.

Our objective is to

Maximise collaborative partnership opportunities between partner organisations in the SMR through working groups and learning forums

We will do this by

- Providing a platform for partners to meet, network, share and learn from one another
- Providing opportunities for partners to link with external networks and groups/subject matter experts

Intermediate and long-term outcomes

The PRET Theory of Change model has three **intermediate** strategic outcomes for the partnership. These are depicted in orange (Fig 5). They are:

- **Increasing the diversity of workforce capacity through the broadening of organisations and individuals who support and understand PVAW/GE.**
- **Strengthened workforce capacity to apply an intersectional gendered lens to all planning and health priority areas.**
- **Increased opportunities to connect, learn, share, and reflect on practice.**

The PRET Theory of Change model has three **long term** strategic outcomes. These are depicted in green (Fig 5). They are:

- **A wider range of sectors and settings understand and are involved in PVAW and GE**
- **Partners will have the ability to apply a strong equity lens to their planning**
- **Partners will use their shared learnings to mutually reinforce their practice to improve PVAW and GE**



Evaluation Framework

The evaluation framework overlays the theory of change and measures the outcomes of the strategy at every level. It articulates indicators of change at the strategy outcomes, the strategy objectives and action plan level.

The strategic outcomes of the strategy (both immediate and long term) will be measured using key evaluation questions outlined in the Evaluation Framework. The evaluation process at this high level will capture and analyse both quantitative and qualitative data to evaluate the objectives and outcomes.

The evaluation of PRET, like that of its predecessor PVT, will incorporate the use of the Most Significant Change model. This will involve the gathering and analysing personal accounts of change from practitioners, and then deciding which of these accounts is the most significant and why (Dart and Davies, 2005).

Notably, the evaluation framework developed for PRET reflects the principles of the social impact framework, adopted by WHISE and used by other organisations, to capture “the social change, both long-term and short-term, that arises as a result of an organisation’s activities” (Ibrisevic, 2018).

The social impact framework is supplemented by a cost-benefit analysis using tools developed by the Australian Social Value Bank. The Australian Social Value Bank uses information about the activities, the resultant social outcomes, the number of beneficiaries of each activity, and associated costs to estimate the net social benefits and the overall return on investment. In addition to demonstrating social impact, this helps to inform future funding opportunities.

WHISE commits to ensuring the partnerships key activities through action planning are measured and linked back to the strategy progress indicators ensuring measurability, accountability and transparency to partnership organisations and funders. To do so we require a firm commitment from all practitioners who engage with the strategy, to take part in evaluation surveys, interviews, and other methods of evaluation, such as case studies.

Implementation Structures

The governance of the PRET strategy will be led by the WHISE Industry and Lived Experience Advisory Committee (WHISE ILEAC). This committee is designed to provide collective, collaborative strategic advice, advocacy, risk mitigation and decision making for WHISE program areas including that of the PRET partnership.

This WHISE Industry and Lived Experience Advisory Committee (WHISE ILEAC) is designed to facilitate whole of region insights into the strategies and programs of work that WHISE oversees. It seeks to position lived experience, women and partner organisations voices at a strategic level and add value to other consultation and collaboration mechanisms that WHISE uses to promote health of women and their wellbeing.

The partnership working group structure will continue to align with the Regional Integrated Family Violence Partnerships (IFVP) and convene two regional working groups - Bayside Peninsula Primary Prevention Working Group (BPPPWG) and Southern Melbourne Primary Prevention Working Group (SMPPWG).

The aim of these two working groups is to provide a space for relationship building, networking, and updates, as well as to address and align key activity areas as outlined in the strategy TOC and strategy action plans.

Both working groups will include regular updates from the Regional Integrated Family Violence Partnership (IFVP) - Principle Strategic Advisor from their region. WHISE PVAW staff will also attend the IFVP meetings and provide updates from the response sector to the primary prevention workforce. This structure promotes a strengthened connection between prevention and the response workforce and developments across the region.

Learning forums, previously called COPs (Community of Practices), will continue to be led by WHISE, with significant design and content input from partner organisations, through the working group structures.

Action Plans

PRET covers a four-year period from July 2021 through to June 2025 split into two biennial action plans. These will be dynamic working documents and will continue to be reviewed and updated as necessary, and in consultation with the partnership.

The first Two-Year Action Plan (July 2021 – June 2023) outlines a full program of activities and collaborations across the partnership. It includes a comprehensive monitoring and evaluation plan with indicators assigned to each action to measure success. Partners and stakeholders aligned to the specific area of work are mapped against specific actions. The working nature of the document allows for others to join as work progresses. Action plans will be evaluated, reviewed, and updated with partners to the strategy.

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