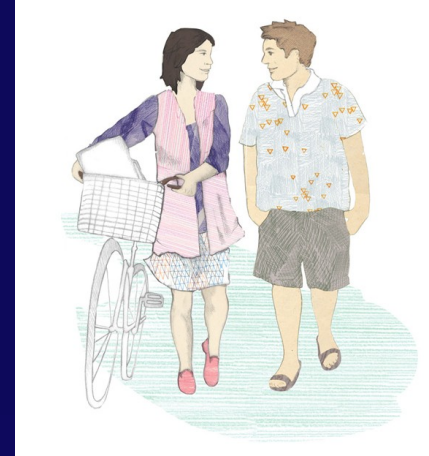


Respect and Equity: Preventing Violence Against Women

A local government perspective

What I'll talk about



- Local government in the prevention picture
- Maribyrnong Respect and Equity Project: Preventing Violence Against Women
- Exciting times...

A bit about the City of Maribyrnong...



- 31.2km² - 9 suburbs
- 69,000 people
- Smallest & most densely populated LGA in metro Melbourne
- 38.9% born overseas
- 43% speak a language other than English
- Pockets of high disadvantage, pockets of gentrification

A settings based approach



- As an arm of government, our role is to mitigate against the worse outcomes on the most vulnerable communities
- At the local level, councils have significant reach into communities:
 - Education and training
 - Health and community services
 - Sports and recreation
 - Workplaces
 - Media, Arts and Popular Culture





Respect & Equity

Preventing Violence Against Women

Project Summary



- GOAL: To create a community where women are able to live free from violence and fear of violence
- Create a organisational culture that supports the integrating violence prevention into core business
- Supporting development of community sector activities
- Providing leadership and mentoring with other local government areas



The Big Idea...

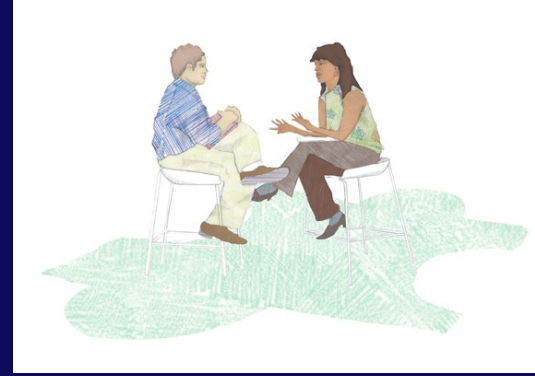
- Addressing determinants of violence across core business of Council
 - Maternal and child health
 - Youth services
 - Aged and Diversity
 - Children's Services
 - Open Space
 - Human Resources
 - Community Centres Network
 - Economic Development
 - Community Projects
 - Media and Communications

etc etc....



Maribyrnong
CITY COUNCIL

Strategies within Local Government



- Policy
- Programs
- Services
- Partnerships
- Political influence
- Social marketing
- Integration – making this issue everyone's responsibility

Building Community Capacity



- Using existing networks across local government to infiltrate into community
- Supporting partner agencies
- Supporting local champions
- Reiterating national and state messaging – tailored social marketing

Changing culture



- Establishment of the male white ribbon day cross Council team
- Creation of organisational family violence policy
- Gender considered as part of master planning for public open space
- Review of selected Council facilities to assess the extent to which they address the determinants of violence



"Thank you for wearing a white ribbon. With your help we can fund projects throughout Australia to make violence against women a thing of the past."

Changing culture



- Integration of violence against women into the Council Plan
- Community Grants for community groups to undertake prevention
- Examples of integration in practice – ie sporting clubs, youth events



FOOTSCRAY CITY

FRIENDSHIP
TRUST

COLLEGE

RESPECT

LOYALTY

LOVE

Exciting times!



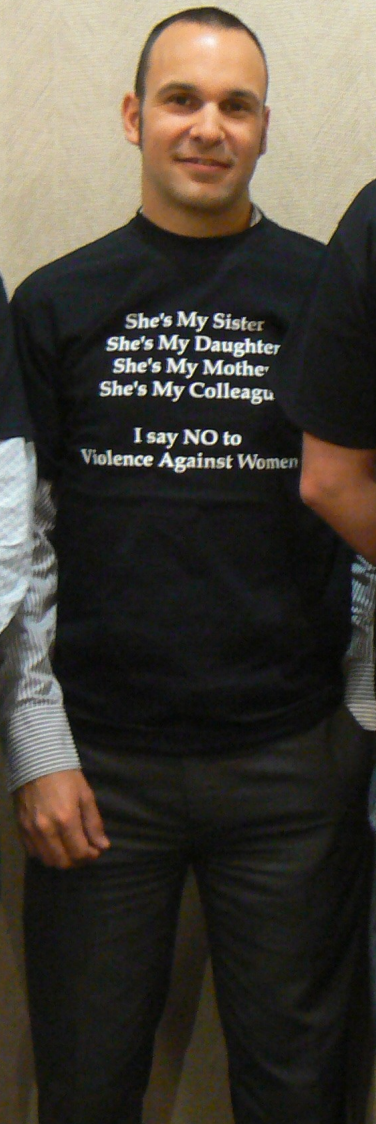
- State and National public policy impetus
- Coordinated leadership supporting the growing momentum across local governments
- Mutually reinforcing strategies across settings
- Contributing to strong research and evidence base – lots of great best practice examples

You are not alone...



- Local Government Capacity Building Project in Victoria – joint project between Darebin City Council and VicHealth
- Local govt conference in August at MCG
- More info & a stack of local govt resources:

www.lgpvaw.net.au





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