

Engaging and working with the corporate sector to prevent violence against women



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Overview

- Using workplaces as a setting for violence prevention work
- NGO and corporate sector collaborations
- *Stand Up: Domestic Violence is Everyone's Business*
- Challenges
- What has helped
- Where we're at now



Using workplaces as a setting

- **Site for addressing the determinants of violence**
- **Can access a wide range of people**
- **Part of a growing trend towards using workplaces as a health promotion setting**
- **Included in *A Right to Respect: Victoria's Plan to Prevent Violence Against Women 2010-2020* and *Time for Action***



Partnerships – NGOs & corporates

- **New way of working**
- **Corporate social responsibility**
- **Negotiating perceptions, expectations and knowledge**



stand UP

Domestic
Violence is
Everyone's
Business



About primary prevention

- the prevention of violence before it occurs

Key determinants of violence against women:

- Unequal power relations between women and men
- Adherence to rigid gender stereotypes
- Broader cultures of violence



Elements of *Stand Up*

- **LEAD**
Organisational policy and leadership commitment
- **TRAIN**
Giving staff the skills to stand up against domestic violence
- **PROMOTE**
Awareness raising activities and resources



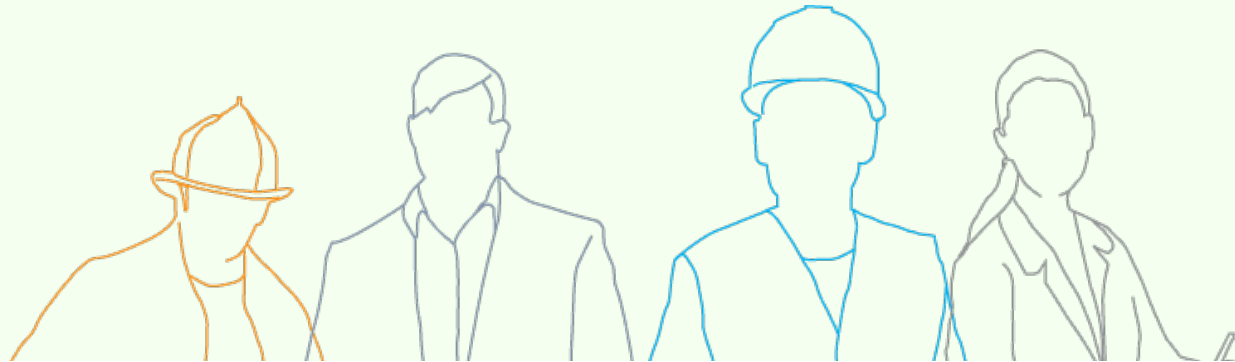
Challenges

- **Ensuring high level buy-in from senior staff**
- **Regional variation in support for the project**
- **Learning about how corporates work and what they expect**
- **Embedding a whole of company approach**
- **New, innovative project so learning as we go**

What helps – doing your research

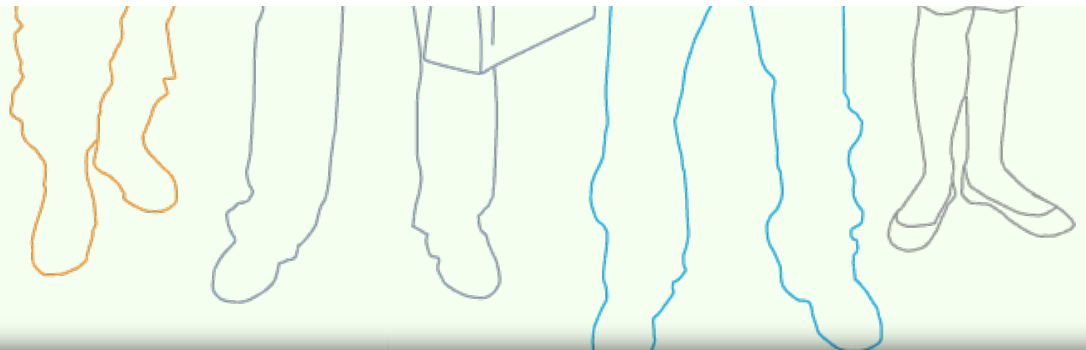
- **Theory and good practice**
- **Understand corporate priorities**
- **Connections – who you know on the inside**
- **Align the project with organisational values**
- **Align the project with core business**





vision ZERO

- ZERO** Fatalities
- ZERO** Injuries
- ZERO** Motor Vehicles Accidents
- ZERO** Net Environmental Emissions
- ZERO** Tolerance of Unsafe Behaviour and Practices



What helps – building relationships

- **Allaying fears**
- **Listening to concerns, responding to them and building trust**
- **Having a positive message and building a simple, easy to understand package**
- **Understanding what corporates expect**



What helps – practical aspects

- **Endorsement at executive level**
- **Flexibility of NGO around business peak times**
- **Champions within the organisation**
- **Whole of company approach**



Where we're at

- **Pilot project – comes to an end mid 2011**
- **Evaluation**
- **Transferable tool**
- **VicHealth resource**

It is a good idea that Linfox is doing this. There are people that know people that do it and they might learn something from this and as a friend can say something. I've said to a friend, "why are you talking to your wife like that?"