

KNOX CITY COUNCIL

In 2006/07 Council conducted a review of its Family Support & Community Education Service. The outcome of the review recommended that Council change its role from a provider of welfare services to a funder of support to vulnerable individuals, and additionally, Council provide a more upstream approach focusing on primary prevention. This refocused approach was endorsed by Council in 2008.

To support this new approach the Community Strengthening and Social Equity Plan 2009-13 was developed. This plan was based on data from Council's social profile and a vigorous community engagement process with internal and external stakeholders. Prevention of Family Violence (focus on PVAW) was identified as one of the 13 initiative areas.

In developing the implementation plan a number of key activities were identified which include:

- Continue partnership work with The Knox Accord. To end violence against women.
- Continue to research the nature and extent of family violence.
- Development of an organisational policy and Council position statement regarding family violence.
- Develop and implement a whole of outer east approach to PVAW.
- Develop and implement a workplace program to challenge negative social norms, raise awareness and build the capacity of employees to understand PVAW.

The work of this initiative area sits within the role of Community Development – Social Equity officer.

In 2009, a shift in planning timelines made it possible for MPPs, Community Health Services and PCP Integrated Health Promotion catchment plans to align. This was a significant shift and has allowed for greater alignment between plans and priority areas across organisations and integrated community planning.

Family violence (focus on PVAW) is a priority area within Council's Community Health & Wellbeing Strategy. It is also a priority area in both the Knox Community Health Service's (KCHS) Health Promotion plan and the Outer East Primary Care Partnership. This has provided a great opportunity for Council and KCHS to work together in joint initiative; that provide mutual benefit for both organisations and enables stronger community outcomes.

Through Council's Community Development Fund grants there have been a number of projects funded to support initiatives which support the work of preventing violence against women. This has included:

KNOX ACCORD – EASTERN FOOTBALL LEAGUE (2009) – KNOX COMMUNITY HEALTH SERVICE

This project involved working closely with the Eastern Football League and five Knox based football clubs to host a Knox Accord Commitment day on Saturday 4 July 2009. As part of this project the Knox Accord Ambassador program was established which include five Councillors, a senior manager and our CEO as well as community leaders.

KNOX ACCORD – BUSINESS PROJECT (2008) – KNOX COMMUNITY HEALTH SERVICE

The aim of this project was to raise awareness in the local business community around the impacts that violence against women has on the local economy. A number of brochures and fact sheets were developed as part of this project.

We're off and running...

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