

LOCAL GOVERNMENT: Preventing Violence Against Women

Networking and Capacity Building Project

In the following pages you will find a small selection of examples where Councils are engaged in the Prevention of Violence Against Women (PVAW). You can find further examples and resources, and share your Council's journey via the project's website at: www.lgpvaw.net.au



Regional Leaders' Lunches have now been held in the Northern (2009 & 2010), Western (2010) and Eastern (2010) Metropolitan Regions, and at the end of February, the format will be repeated in the Loddon Mallee Region. These events provide leaders from across a range of work areas in local government an opportunity to come together, learn how all areas of Council can contribute to preventing violence against women, and be inspired through sharing of ideas. These ideas are collated to help inform future work at a local and regional level.



An historic **Local Government Preventing Violence Against Women Conference** was held at the MCG in August 2010. In addition to international, interstate and key note speakers, eight Victorian Councils presented on their PVAW journeys:

Knox City Council – Nicole Hunter; *Resting ambulances at the bottom of the cliff.*

Strathbogie Shire Council – Cr. Colleen Furlanetto & Steve Crawcour; *Our journey as a small rural Council.*

Banyule City Council – Daniel Kollmorgen; *Preventing Violence Against Women & the White Ribbon Campaign.*

City of Casey – Tracey Blythe; *The 10 Commandments of Family Violence Prevention.*

City of Greater Geelong – Lisa Armstrong Rowe; *Setting the scene for action.*

Moreland City Council – Leanne Carlon; *Active Women & Girl's Strategy: A focus on gender equity.*

Darebin City Council – Michael Ballock; *The Darebin Experience.*

Maribyrnong City Council – Andrew Day; *Respect & Equity: Preventing Violence Against Women - local leadership, changing culture.*



Extensive White Ribbon social marketing is being undertaken by many Councils across Victoria, reaching hundreds of thousands of people every year. Initiatives have included local media, 'violence against women stinks' magnets on garbage trucks, bookmarks in libraries, 'on-hold' message when people call Council, White Ribbon T-shirts, messaging on real estate boards, white ribbon bumper stickers, forming a 'human white ribbon', stencil art on footpaths, the 'loudest shout' against violence, and sales of white ribbons and wristbands.

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In December 2010, the Great Victorian Bike Ride made its way through **Strathbogrie Shire**, and Council's White Ribbon Action Team ensured the opportunity for the white ribbon message to be shared with the 5000+ participants. This included a white ribbon leg of the ride and a presence at the Shannon Noll concert held at Mitchelton Winery. The Action Team mingled through the crowd selling ribbons and wrist bands, and sharing resources about white ribbon and violence against women. The Action Team were simply blown away by the positive response and positive discussions with the crowd.



The **City of Greater Bendigo** has developed a public commitment which states: We will work to ensure that violence against women is not tolerated and is reduced by acting in ways to: Support individuals; Support families; Challenge and change community attitudes; and Support and recognise the role of men as part of the solution. To do this the City of Greater Bendigo will: Promote and support White Ribbon Day annually; Continue to support and participate in the Bendigo Safe Community Forum; Partner a process with the Bendigo Safe Community Forum to develop a Strategic approach in Violence Prevention for the City of Greater Bendigo (building on the GLOVE Project); Develop a strategic approach for the City of Greater Bendigo's role in Violence Prevention, including Preventing of Violence against Women.



In 2010 the vastly talented young people of Maribyrnong community with **Maribyrnong City Council Phoenix Youth Centre** wrote, recorded and performed 'Respect, Courage & Integrity'. Insightful lyrics announce: "I'm doing my best to try / to make the right decision / to get your ears to listen / this is my mission". The hip-hop artists rap "why's there so much hate toward women?" and answer "speak up, til the day you're heard...men need to learn / to give more respect / just relax / stop this gender based violence".

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The Outer East Prevention of Violence Against Women (OE PVAW) Strategic Alliance was established in November 2010. The Alliance brings together the three Outer Eastern Councils, being **Knox, Maroondah** and **Yarra Ranges Councils**, and all OEPCP members alongside other community organisations such as Eastern Domestic Violence Services, Eastern Community Legal Centre, community houses, church leaders and police. In 2011 the Alliance will develop a joint action plan and build on current primary prevention strategies currently happening in the Outer East. Working together the Alliance aims to be a strong and united voice in the community.



To inform its response to family violence, the **City of Greater Dandenong** has prepared the report, *'Family Violence: issues for local government'*, which explores the nature of family violence, details Federal and Victorian State Government policies, and outlines local government responses in the fields of advocacy, public education, local programs, service delivery and organisational change. Copies of the report are available from the Greater Dandenong Council, on 9239 5300.



The development of the **Northern Region Family Violence Help Cards** was led by Darebin Council in 2007, and funded by all 7 Northern Region Councils. In 2010 they were translated into 12 community languages, plus an Aboriginal version. **Eastern** Region and **Western** Region Councils have since used this template to develop and funded their own regional versions of the Help Cards. If other regions would like to access the templates for replicating these cards, please email preventing.violence@darebin.vic.gov.au

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Moreland City Council has made a concerted effort to ensure gender equity within sports clubs is improved. The development of the Active Women and Girl's Strategy in 2009 was the catalyst project which has detailed a range of actions for Moreland to implement. To date, this has included: development of the Sports Ground and Pavilion Allocation Policy requesting all clubs accessing Council sports fields and pavilions to be inclusive of women, juniors, people with a disability and people from CALD backgrounds; the appointment of an Active Women and Girls Participation Officer; development of an audit tool and the conducting of audits of Council sports facilities to assess their level of female friendliness; and a review of the Appropriate Aquatic Clothing Policy to ensure modesty requirements do not prevent participation.



The **City of Casey** received an Australian Crime & Violence Prevention award in 2009 for a Family Violence Prevention project that built the capacity of local faith leaders to identify, respond to and prevent family violence. An intensive program was rolled out across congregations that raised awareness and challenged behaviours, working with children, youth and adults. The Promoting Peace in Families project was funded by the Federal Attorney General's National Community Crime Prevention Program and is currently in its sustainability phase being continued by faith leaders who have linked to the White Ribbon campaign.



In November 2010 local residents from the **City of Moonee Valley** were encouraged to support the White Ribbon campaign. Community and staff made their oath at Council facilities, libraries, community centres and sporting venues. A social marketing campaign utilising Council's communications strategy to engage with all residents, included the use of promotions on Council vehicles and trucks. A press release was also sent to the local and CALD media.

The White Ribbon campaign has strong synergies to key the priority areas of the Moonee Valley Women's Health Initiative, being: Women's Wellbeing; Women's Safety; and Equity for Women.