



We must unite. Violence against women cannot be tolerated, in any form, in any context, in any circumstance, by any political leader or by any government.

UNITED NATIONS SECRETARY-GENERAL BAN KI-MOON, 2008



“We will work to support the right of women to fully and equally engage and participate in the life of the community” .

**DAREBIN COUNCIL PLAN
2009-2013**

Our Vision: “A community free of violence against women”

**DAREBIN WHITE RIBBON
ACTION TEAM
STRATEGIC PLAN 2009**



Introduction from the Mayor

Local government is now identified as being one of the critical settings for preventing violence against women. Darebin Council has taken on this role with courage and conviction, recognising that when you reduce violence against women and children, you help to create a community that is safer, healthier, more inclusive, diverse and dynamic for everyone.



A multitude of innovative actions to prevent violence against women have emerged from Darebin over the last five years. The results - which include the highly-acclaimed Family Violence Help Cards, White Ribbon campaigns, regional forums, a Staff Family Violence Policy and work across council with high-level support - have seen Darebin become a local government leader in the field.

These actions have succeeded in raising awareness among council staff and community members that **violence against women is prevalent, serious and preventable**. There is now a groundswell of council staff and leaders from sports, health and business who want to adapt their work to increase gender equity and prevent violence against women before it occurs.

The Darebin community needs our effort to continue and grow. In 2009/10, there were 890 police attendances at family violence incidents in Darebin; 78% of adult victims were female and children were present in 31% of cases. Close to half (45%) of these incidents occurred in the city's north (Reservoir, Bundoora and Kingsbury). There were also 31 rapes in Darebin in 2009/10 (victims included 19 women, 4 men and 8 children), and 115 other sexual offences (victims included 33 women, 1 man and 33 children). Of the identified sexual offenders, 99% were male. Council is taking a proactive role to end this violence, as shown in this report.

We have achieved a lot in the last five years, but this is just the start. It's now time to embed these achievements so that in the future we see a real reduction in incidents of violence against women and children in Darebin.

- Darebin Mayor, Cr Diana Asmar

Darebin's journey

Darebin City Council has, for many years, been delivering services to women and children experiencing family violence through Darebin Family Services and Maternal and Child Health. It has also been active in facilitating linkages between different parts of the family violence service system, including convening the Darebin Domestic Violence Network (since 1990), the Darebin Family Violence Working Group (2002-2005) and the Family Violence Practice Issues Network (2003-2006).

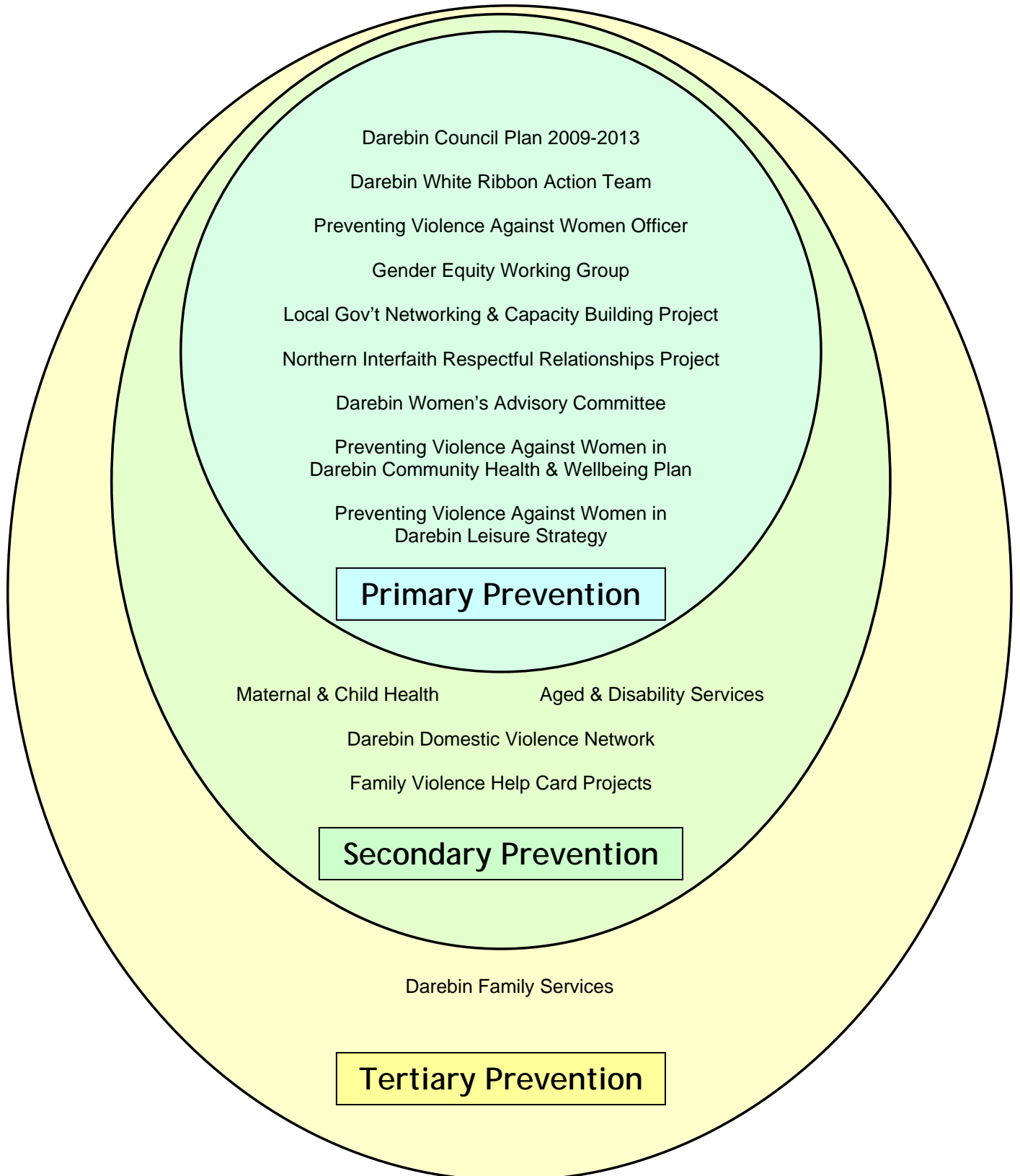
In the last few years Darebin has strategically and systematically taken on a primary prevention role. As identified in VicHealth's groundbreaking work 'Preventing violence against women: A framework for action', the key drivers of violence against women are unequal power relations between men and women, rigid gender roles and broader cultures of violence. These are the focus areas for primary prevention.

In 2007 Darebin received a Helen Macpherson Smith Trust Grant, which enabled the creation of the Northern Region Family Violence Help Cards, which were later translated into 12 community languages and an Aboriginal version. Also in 2007, the Darebin Interfaith Council attracted VicHealth funding for its Taking Responsibility project. This was followed by further funding in 2009 for the Northern Interfaith Respectful Relationships Project (to March 2012).

In May 2008 Council staff started the Darebin White Ribbon Action Team, a majority male group from across the organisation that sought to drive Darebin's work to prevent violence against women. The Action Team has since run extensive White Ribbon Campaigns and advocated for preventing violence against women initiatives to be incorporated across Council. Recognising the importance of the issue, Council funded a Preventing Violence Against Women officer, two days a week for three years (Sept 2009-June 2012).

Darebin has since had its leadership recognised by attracting further VicHealth funding for a statewide role (Local Government Networking and Capacity Building Project to Prevent Violence Against Women, 2009-2011), and has formed the Darebin Women's Advisory Council and Gender Equity Working Group.

Preventing Violence Against Women at Darebin Council, 2011



Major Achievements in Preventing Violence Against Women



1. The Darebin White Ribbon Action Team formed in 2008, a first for local government, now replicated by many councils. Successes include advocating for a Staff Family Violence Policy and running White Ribbon Campaigns. Darebin is the only local government on the White Ribbon National Leadership Group and the Action Team was shortlisted in the 2009 LGPro Awards.



2. White Ribbon Campaigns were run annually, beginning in 2005 with the sale of ribbons and building to a wide range of partnership activities including staff events, the Loudest Shout, the March to the Market and social marketing. Almost 2000 community members and staff have been involved and 1000 ribbons and wrist bands sold.



3. Social marketing has reached over 100,000 people. Includes: articles in Darebin News, Leader and The Melbourne Times, 'Violence Against Women STINKS' signs on garbage trucks, real estate boards, bookmarks in libraries, White Ribbon T-shirts, flyer distribution, an on-hold message, webpages and Mayor's Messages.



4. Three Darebin staff and a Darebin Councillor are now White Ribbon Ambassadors, speaking at events and raising awareness of the issue. Darebin's Major Projects Manager was the national White Ribbon Ambassador of the Year 2010, a first for local government in Australia.



5. Darebin Council took a leadership role among local governments in Preventing Violence Against Women, organising the regional **Not Violent Not Silent** Breakfasts in 2008, with over 400 community leaders in attendance. Guest speakers included Police Commissioner Simon Overland and former AFL footballer Jason McCartney.



6. Darebin continued its leadership by initiating the **Northern Region White Ribbon Leaders Lunch** in 2009, with 170 in attendance and guest speakers Former Labor Minister Maxine Morand and White Ribbon Chairman Andrew O’Keefe. This event has been embraced by other regions and was held in Hume, Monash and Moonee Valley in 2010 and Loddon Mallee in 2011.



7. A **Staff Family Violence Policy** was launched, making it clear that Darebin takes this issue seriously. Staff experiencing family violence will be supported by Berry Street Northern Region Family Violence Service to develop Workplace Safety Plans, among other support. This is complemented by an extensive training program.



8. Arts and cultural events were held to raise awareness of violence against women. These include ‘Voices and Violins Against Violence’ (in partnership with Women’s Domestic Violence Crisis Service), the Darebin Music Feast Songwriters Award and community activities at two Darebin Community and Kite Festivals.



9. Over 500,000 Northern Region Family Violence Help Cards have been distributed. The development of the 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 and Western Regions have used this template to develop regional versions.



10. Darebin Council funded a Preventing Violence Against Women Officer position, 0.4EFT, 2009/10-2011/12. As well as coordinating the Darebin White Ribbon Action Team, work has begun to embed prevention across council, including Leisure Services, Organisational Development and Community Services.



11. Darebin attracted funding for the historic State-wide Local Government Networking and Capacity Building Project to Prevent Violence Against Women. Through this project Darebin hosted a state-wide conference at the MCG, bringing together hundreds of local government and community leaders.



12. Darebin initiated groundbreaking work with faith leaders with the Darebin Interfaith Council Taking Responsibility Project in 2007, which included the signing of a "Declaration Against Family Violence". This was followed by significant funding for the Northern Interfaith Respectful Relationships Project.



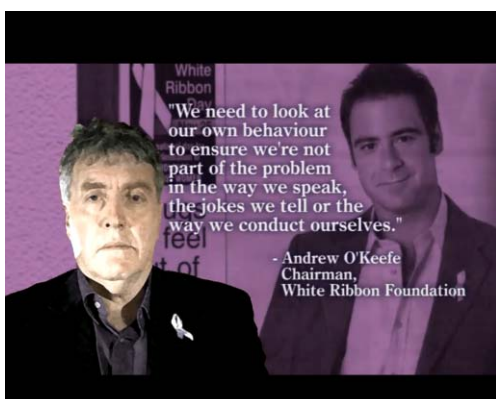
13. The Darebin Domestic Violence Network continued to thrive and ran annual Self Care Days for women and children affected by family violence. *“The network provides a perspective on domestic violence from all sides; from health promotion and primary prevention to front line,”* - Network member, 2009



14. ‘Not Violent Not Silent’ artwork was placed on the steps of Darebin Family Services (DFS), providing an empowering message for clients. More than 1 in 4 DFS clients have experienced family violence or child abuse. DFS also supports residents at the Family Violence Division of Heidelberg Magistrates Court, as part of the Darebin Intervention Order Support Service.



16. Darebin Family Services is an active member of the Think Child Partnership Agreement, a collaboration between Family Violence Services, Child FIRST and DHS Child Protection. This is important work as there is an increasing body of international research confirming that family violence and child abuse frequently co-occur.



15. Darebin engaged local film-maker Beeworld to create an animated film about violence against women, featuring Darebin’s White Ribbon Ambassadors. This film has now been shown state-wide to high acclaim and is shown annually in November at Federation Square and Northcote Town Hall and is on You Tube.

Other Key Drivers at Darebin

Darebin Council Plan 2009-2013

“We will work to support the right of women to fully and equally engage and participate in the life of the community”.

Darebin Community Health and Wellbeing Plan 2009-2013

Strategy 1.3: “Integrate violence prevention activity across our organisation and in partnership with the community to reduce violence against women and children”.

Darebin Leisure Strategy 2010-2020

“Continue to support the role of women in sport and leisure through the development of policy, facility design and programs.”

Actions include respect and responsibility programs, involvement in the White Ribbon Campaign, encouraging women’s participation and using a gender lens to assess programs.

Darebin White Ribbon Action Team

Vision: “A community free of violence against women.”

The aims of the group are to strengthen the capacity of Council, the community and individuals to prevent violence against women.

Darebin Council’s White Ribbon Ambassadors (as mentioned in Achievement 4)

The Ambassadors are Councillor Trent McCarthy, Major Projects Manager Nick Mazzarella (White Ribbon Australian Ambassador of the Year 2010), Director City Works & Development Michael Ballock, and Youth Worker Barney Wilson.

Staff Family Violence Policy (as mentioned in Achievement 7)

“Darebin City Council is committed to being a workforce and community leader in the prevention of family violence and violence against women.”

Disability Access and Inclusion Strategy - Annual Action Plan 2011

Three actions to prevent violence against women, including ‘Simple English’ Help Cards.

Darebin Active and Health Ageing Strategy 2011-2021, Year One Action Plan (draft)

“Improve the safety of older people in their homes by raising awareness of violence against women and elder abuse.”

Darebin Women’s Advisory Committee

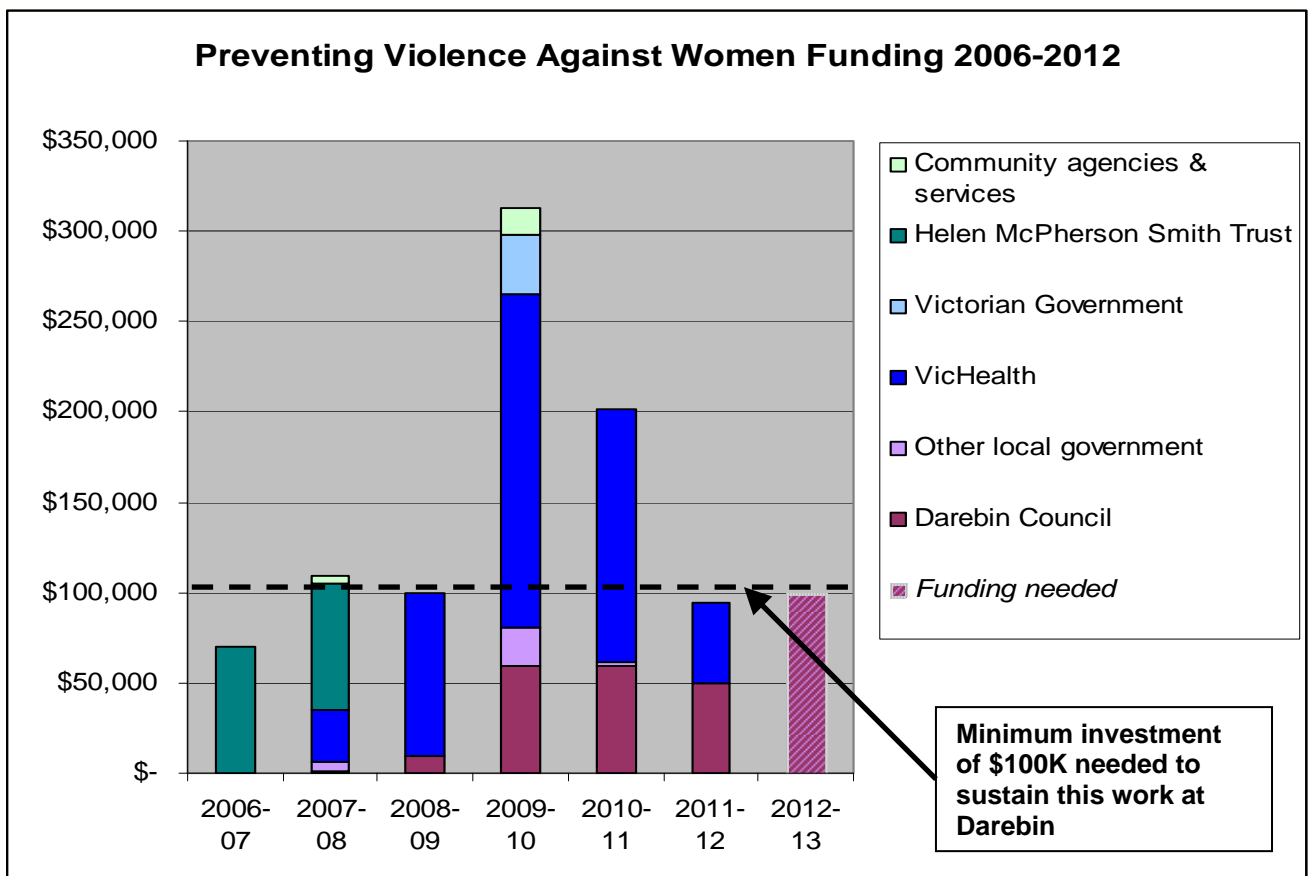
“Aims to support the right of women to fully and equally engage and participate in the life of the community, as stated in the Council Plan.”



Financial Implications

Since 2006, Darebin Council has invested \$179,500 and attracted \$709,580 from external sources, resulting in some significant achievements.

The challenge now is to harness this momentum and embed changes throughout the council and community. To sustain this work, a minimum ongoing investment of \$100,000 is needed, most likely through a combination of Darebin Council investment and leveraging of external funding.



Case Study: Darebin Family Services

In 2007 a client of Darebin Family Services who had six young children was murdered by her defacto partner in an incident of family violence.

Darebin Family Services case-managed this highly complex situation, providing extensive counselling and support to the children and extended family members. Staff worked with the Police, Child Protection, Department of Housing, Schools, Doctors, Child Care Centres, and a range of other professionals to stabilise the children's situation and to ensure their grandmother became their custodian.



Staff have attended nine court cases in total at the Children's Court, Family Court and Supreme Court. The family still remain involved with the service.

In 2010 Darebin Family Services saw 416 long-term clients. Family violence or child abuse was a factor in 96 cases.

From July-Dec 2010, Darebin's Maternal and Child Health Nurses assisted eight women to make Family Violence Safety Plans.

More than 60 women and 20 children are murdered from family violence each year in Australia.

In 2009/10, the Victorian Women's Domestic Violence Crisis Service received over 50,000 calls and Victoria Police attended 35,720 family violence incidents. This is the tip of the iceberg.

Praise for Darebin Council

"I applaud Darebin Council for their courage in identifying that family violence is intolerable. More importantly Darebin have decided to not only 'talk the talk' but to actually take the next step."

- Felicity Rorke, Manager Berry Street Northern Region Family Violence Service

"I'm often asked 'what would have supported you to leave earlier?' If I had known there was a broader discourse in the community that said 'no to family violence' I would have felt less alone. If my local government had that statement on my rubbish bin with a number to call for support, maybe my leaving would have occurred years earlier."

- Jen, Survivor Advocate

"I commend Darebin Council for allowing faith leaders to be exposed to best practises in ideas, thinking and programs concerning a social problem that we're all engaged in. The faith communities in the City of Darebin are better placed to respond because of this program".

- Ian Smith, Christian Minister and Former Chair of the Darebin Interfaith Committee

"I feel proud that Darebin participates at this level, a true community leader."

- White Ribbon Campaign Assessment Staff Survey 2009

Violence against women beyond the pale, foundation says

BY GENEVIEVE GANNON

COMMUNITY leaders, including the mayors of all nine northern councils, joined Women's Affairs Minister Maxine Morand and White Ribbon foundation CEO Andrew O'Keefe in Darebin last week to launch the national White Ribbon Challenge. The goal is to create a community

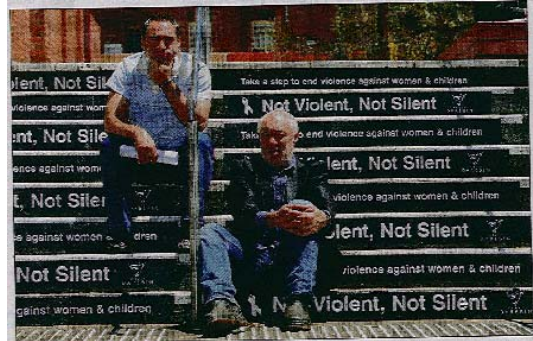
that says no to violence against women. A survey conducted by the Australian Institute of Criminology found that 57 per cent of Australian women experienced at least one incident of physical or sexual violence at the hands of a man in their lifetime.

The White Ribbon foundation was established in 1991. Ms Morand said eliminating discrimination against

women could take decades. "People should be under no illusions about the challenges we face," she said, adding that changing attitudes was a slow but effective means of addressing the problem.

The minister, who has worked as a researcher at the centre for behavioural research in cancer at The Cancer Council Victoria, likened

reducing violence against women to cutting smoking. "A few decades ago, people more or less said, but 'going to the gym' was impossible."



Phil Cleary and Darebin Mayor Vince Furlana on the steps of Darebin Family Services. Picture: ADAMELWORLD/AG201113

Strong stand against family violence

Awareness | Julia Irwin
A FIRST step in eliminating violence against women is breaking down the myth that they are inanimate, says Phil Cleary. The high-profile campaign against domestic violence launched the fall it moves. In 2009, his sister Vicki was stabbed to death by her ex-boyfriend, Peter Booth. "There is a public perception that women are to blame for violence inflicted on them," Mr Cleary said. "This extends to the courts where men who kill their partners are still often found guilty of the lesser crime of manslaughter." Mr Cleary will visit Darebin next week to promote the council's new family violence policy and talk to staff at the city works depot in Reservoir and three offices in Preston about the need to change attitudes about family violence. Under the council's new policy, employees who are victims of family violence will receive high-level support. "All local government needs to



Throwing out domestic violence

Darebin Council amenity and enforcement manager Michael Kennedy and Andrew Wilson attach magnets to Darebin garbage trucks to promote White Ribbon Day. The council ordered 50 magnets for display on 25 trucks as they collect rubbish. For 16 days, from yesterday to International Human Rights Day, provide a reminder about the

Family Violence Help Cards - Launch of translated Family Violence Help Cards

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Fighting against violence

BLOKES at Darebin Council are speaking up about violence against women through the White Ribbon Action Group. Darebin Mayor Peter Stephenson said violence against women was unacceptable. The action group was an opportunity for men to speak out about male violence and help end violence against women, he said. "It is a whole of community responsibility to make violence against women a thing of the past," Cr Stephenson said. He called on men to get involved in the campaign. "You can play a small, but vital, role by inviting a speaker from the White Ribbon campaign to your club, office or organisation," he said. With funding from VicHealth, the action group will host events, including a breakfast for 300 community leaders this Friday, in preparation for the two-week White Ribbon campaign, starting November 25. Family violence project co-ordinator Kellie Nagel said the Not Violent, Not Silent breakfast would teach men about the impact of family violence. More than 50 per cent of Australian women experienced at least one incident of physical or sexual violence from a man in their lifetime. Details: www.whiteribbonday.org.au or call Kellie Nagel on 8470 8552.

City shouts 'no' to attacks on women

FOOTBALLERS, traders, councillors, police and firefighters were among 200 people shouting out to eliminate violence against women last Wednesday night. The group gathered at Edwardes Park Lake in Reservoir to shout the word "NO" to violence against women and children. They marked the United Nations International Day for the Elimination of Violence Against Women, also known as White Ribbon Day. Darebin Council took the challenge set by Mt Gambier in South Australia, which held the first Loudest Shout event last year, recording 115.8 decibels. Darebin fell shy of this record, managing 101.6, but will be back to shout louder next year. Darebin White Ribbon Ambassador Cr Trent McCarthy said public awareness of the issue needed to be raised. "Over half of Australian women experience some form of violence in their lifetime. And violence from a partner or ex-partner is the leading contributor to death, disability and illness in Victorian women aged 15 to 44 years," Cr McCarthy said. West Preston Lakeside Football Club rejects violence against women. N29N113



City men join fight against family violence

BLOKES at Darebin Council are speaking up about violence against women through the White Ribbon Action Group. Darebin Mayor Peter Stephenson said violence against women was unacceptable. The action group was an opportunity for men to speak out about male violence and help end violence against women, he said. "It is a whole of community responsibility to make violence against women a thing of the past," Cr Stephenson said. He called on men to get involved in the campaign. "You can play a small, but vital, role by inviting a speaker from the White Ribbon campaign to your club, office or organisation," he said. With funding from VicHealth, the action group will host events, including a breakfast for 300 community leaders this Friday, in preparation for the two-week White Ribbon campaign, starting November 25. Family violence project co-ordinator Kellie Nagel said the Not Violent, Not Silent breakfast would teach men about the impact of family violence. More than 50 per cent of Australian women experienced at least one incident of physical or sexual violence from a man in their lifetime. Details: www.whiteribbonday.org.au or call Kellie Nagel on 8470 8552.



Men speak out to stop violence against women

Not violent, not silent. That's the message community leaders, including Darebin Mayor and CEO, are putting as part of the White Ribbon campaign. The White Ribbon campaign is held annually from November 25, the International Day for the Elimination of Violence Against Women (through until December 18) Human Rights Day. Started in 1991 by a group of Canadian men, the White Ribbon campaign is getting momentum in Australia and Darebin is taking a lead role to help male violence against women a thing of the past. **Did you know...** • Over a half of Australian women report experiencing at least one incident of physical or sexual violence by a man over their lifetime. • Family violence is estimated to cost the Australian economy \$2.1 billion annually including a \$1.5 billion cost to workplaces. • Violence against women is the most widespread human rights abuse in the world. • Inappropriate partner violence is responsible for more ill health and premature death of Victorian women than any other of the well known risk factors including high blood pressure, obesity and smoking. With funding from VicHealth male community leaders from Darebin, Howland, Iona and Berwick have already come together to learn about the issue, how to take action and to plan White Ribbon campaign events. **What you can do** • Get involved in the White Ribbon campaign. • Invite a speaker to your club or organisation. • Speak up for respect for women. **To find out more about the White Ribbon campaign and how to take part, visit www.whiteribbonday.org.au**

Update from Cr Tim Laurence

Darebin says 'NO' to violence against women. Sponsor of the White Ribbon Campaign an international movement to end male violence against women. The campaign encourages men to speak out as individual men can play a big role in showing that violence against women is never acceptable. That is why I am going with my fellow Council members to sign the White Ribbon Oath. The Oath states that I swear to never commit, condone or remain silent about violence against women. I ask of all Darebin men to take the Oath by going to www.vic.gov.au. We can make a difference by creating gender equality and changing community attitudes and behaviours. We can create a society where violence against women does not exist and where our children grow up experiencing healthy, respectful relationships. To get involved, join our White Ribbon online list. Contact Cr Tim Laurence 9495 0469. www.darebin.vic.gov.au

Message from the Mayor

Say no to Violence against Women Wednesday, 25 November is the United Nations International Day for the Elimination of Violence Against Women, also known as White Ribbon Day. Darebin Council is a strong supporter of the White Ribbon Campaign, which is an international movement that encourages men to speak out against violence against women. More than one third of Australian women experience physical or sexual violence in their lifetime, and violence from a partner or ex-partner is the greatest contributor to death, disability and illness in Victorian women aged 15 to 45. It's time this issue is brought out into the open so we can start to create lasting change. Darebin Council has set preventing violence against women as a priority in the Community Health and Wellbeing Plan 2009-13 and has funded a new Preventing Violence Against Women position. On 25 November, Darebin Council presents the White Ribbon Loudest Shout event at Edwardes Lake Park in Reservoir. Join our community to shout "NO" to violence against women. The event starts at 5.30pm with a barbecue and live music from Vox Congo, with the 'shout' taking place at 6pm. **What you can do to support the White Ribbon Campaign:** Take part in White Ribbon Loudest Shout Buy a white ribbon from any Darebin Customer Service Centre Take the White Ribbon Oath to never commit, condone or remain silent about violence against women Go to www.myoath.com.au Speak up when you hear someone insult women or joke about violence Learn more about the issue at www.whiteribbonday.org.au or for more information visit www.darebin.vic.gov.au/whiteribbon or call 8470 8552. Diana Asmar Darebin Mayor

Update from Cr Gaetano Greco

Ending violence against women and children Darebin Council is a strong supporter of the White Ribbon Campaign, which is an international movement that encourages men to speak out against violence against women. More than one third of Australian women experience physical or sexual violence in their lifetime, and violence from a partner or ex-partner is the greatest contributor to death, disability and illness in Victorian women aged 15 to 45. It's time this issue is brought out into the open so we can start to create lasting change. Darebin Council has set preventing violence against women as a priority in the Community Health and Wellbeing Plan 2009-13 and has funded a new Preventing Violence Against Women position. On 25 November, Darebin Council presents the White Ribbon Loudest Shout event at Edwardes Lake Park in Reservoir. Join our community to shout "NO" to violence against women. The event starts at 5.30pm with a barbecue and live music from Vox Congo, with the 'shout' taking place at 6pm. **What you can do to support the White Ribbon Campaign:** Take part in White Ribbon Loudest Shout Buy a white ribbon from any Darebin Customer Service Centre Take the White Ribbon Oath to never commit, condone or remain silent about violence against women Go to www.myoath.com.au Speak up when you hear someone insult women or joke about violence Learn more about the issue at www.whiteribbonday.org.au or for more information visit www.darebin.vic.gov.au/whiteribbon or call 8470 8552. Diana Asmar Darebin Mayor



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March 2011

International Day for the Elimination of
Violence Against Women

25 November

