Melbourne at a glance

**Population**

- **158,923**
  Resident population (2017)¹

- **198,900**
  Tertiary students living and/or studying in CoM (2016)²

- **928,000**
  Daily population on avg. weekday (2017)³

- **436,752**
  Working population (2016)⁴

- **2.8 million**
  International visitors per year to metro Melbourne (2017)⁵

- **418,000**
  Daily population on avg. weeknight (2017)⁶
Policy framework
CoM’s commitment to preventing violence against women, promoting women’s safety and advancing gender equality in the municipality and in our workplace is reflected in our:

1. Council Plan 2017-2021 under goal A city for people:
   - We will advocate for:
     » Increased access, inclusion and participation of all people in public spaces, programs and services irrespective of ability, background, class, gender and orientation.
     » Promotion of gender equity and prevention of violence against women and children including in the home.

2. Municipal Public Health and Wellbeing Plan under priority action: Preventing crime, violence and injury:
   - We will partner to create an environment that feels safe and minimises harm, including from alcohol and other drug use and violence against women and children.

3. We Need to Talk: Preventing Violence Against Women Strategy

4. Beyond the Safe City Strategy

5. Statement of Commitment to Gender Equality (2018)

6. Workplace policies, procedures and training on: Gender Equity, Preventing Violence Against Women, Bystander action, Response to Family Violence, Sexual Harassment, Work Flexibility, Unconscious Bias, Family Violence leave

7. Former CEO, Ben Rimmer, member of VEOHRC’s Male Champions of Change

8. Signatory to the Western Region Preventing Violence Together Partnership

9. Signatory to the Victorian Local Government Women’s Charter
A quote from Marian Wright Edelman

"YOU CAN'T BE WHAT YOU CAN'T SEE."

MARIAN WRIGHT EDELMAN

Founder & President
Children’s Defense Fund
Projects and partnerships
Women in the life of the city

• Partnership project with Victorian Women’s Trust to develop a list of notable women to address the gender bias in street names.
• This list turned into a short booklet titled “Women in the life of the city”.
• Since the introduction of this list, three new streets/lanes have been named after women:
  • Warrior Woman Lane (Lisa Bellear)
  • Hoff Boulevard (Dr Ursula Hoff)
  • Bale Circuit (Alice Marian Ellen Bale).

Women’s Right to Walk Freely

• Partnership project with Victoria Police, Victoria Point Owners Corporation and Plan International to better understand the safety issues and needs of women and girls who live, work and visit the Stadium Precinct, Docklands. Project involved:
  • Day and night safety audit of precinct
  • Girls walk: Plan youth activists and local female residents took decision makers on a walk to share their stories and experiences
  • Safety audit report and recommendations provided to Victoria Point Owners Corporation and Development Victoria.
Girls Walk, Melbourne CBD
Worked with Plan International to pilot their Free to Be campaign in Melbourne:
• Hosted Girls walk of Melbourne CBD
• Promoted the Free to be digital mapping tool
• Hosted Design thinking workshop (led by Monash University’s XYX Lab)

Safe Nights Out for Women (SNOW)
Piloted a gender and safety audit tool in five licensed venues to help identify design elements and management practices that may be facilitating sexual harassment in and around licensed venues:
• Designed a gender safety audit tool specifically for licensed venues
• Conducted late night safety audits
• Presented audit findings and recommendations to licensed venue owners and operators.

Equality (Art) Works
Commissioned female artists to deliver public art work by and for women:
• “Princess” by artist Baby Guerilla in Russell Place
• “Make every place equitable” by artist Klara in Equitable Place
• “Throw like a girl” by Gert Geyer at North Melbourne Recreation Centre (partnership project with WHV)
Make every place equitable by Klara
Throw like a girl by Gert Geyer
Baby Guerrilla

Russell Place, Melbourne
Guide to reporting sexist advertising
• Helps people navigate the process for raising a formal complaint.
• Provides links to existing online advocacy tools.
• Encourages community members to play an active role in challenging the culture of violence against women.

Safe, Welcoming and Inclusive Facilities and Services for Women
The project produced an:
• Assessment Tool that assists both CoM and managers of external facilities to understand how their service environments can be made more safe and welcoming for women
• Family Violence Process Chart and Guide which equips front line staff to identify, refer and report instances of disclosure of family violence.
Preventing Violence Together partnership

- Regional partnership and strategy that guides the primary prevention of men’s violence against women in the west.
- The partnership comprises 23 partner organisations including local government, academic, health and primary care agencies.
- Key initiatives include:
  - 16 Days Activist Challenge
  - Act to prevent men’s violence against women: a guide for community action
  - Women’s Participation in Sport and Recreation in Melbourne’s West: An Action Plan for Change

Women’s Health Victoria’s Advertising (in)equality project (Free from Violence fund)

- City of Melbourne is a project partner.
- The objective of the project is to mobilise industry and community engagement in the advertising setting to build support for action to prevent violence against women.
- Key deliverables include:
  - Issues paper and workshop on the impacts of sexist advertising on women’s health and wellbeing
  - Best practice evidence paper
  - Community attitudes research
Projects underway

• Fact sheet on how to design events that are safe and inclusive for women and girls.

• Facilitating access to training on sexual harassment and bystander action for licensed venues.

• Establishment of a Women’s Reference Group to guide our future gender equality work.
Contact:

Nancy Pierorazio
Senior Policy Officer City Safety
Social Investment branch
City of Melbourne
Ph: 03 9658 9910
Email: nancy.pierorazio@melbourne.vic.gov.au