

Lara Fergus
Director, Policy and Evaluation
Presentation to MAV PVAW Network meeting
24 September 2014



**Our
WATCH**
End violence against
Women And Their Children

1

About Our Watch

Origins

As the FOUNDATION TO PREVENT VIOLENCE against women and their children

Government support

- Created jointly by the Commonwealth and Victorian governments in July 2013
- Links to National Plan
- Northern Territory and South Australia governments joined earlier this year
- All States and Territories have been invited to join

... but an independent NFP

- Independent Board
- Decision-making and operations at arm's length from government

The first year

As the **FOUNDATION TO PREVENT VIOLENCE** against women and their children

National consultations

- Late 2013
- Reached over 250 stakeholders across jurisdictions and sectors
- Recommendations for strategic directions

Establishment of strategy and partnerships

- Early 2014 undertook strategic planning process
- Partnerships sought and/or established with key organisations such as VicHealth, ANROWS, AWAVA, NATSIWA, White Ribbon, etc

Profile building

- Establishing national leadership role on thinking, advocacy and change
- Numerous media interviews, articles, etc
- Address to the National Press Club

Initial projects

Some initial projects

Respectful Relationships Education in Schools (Vic)

- partnerships between secondary schools, local governments and community based providers to implement a holistic approach that builds awareness and embeds a culture of respectful relationships with students, teachers and school communities

Working with CALD community organisations (Vic)

- development and implementation of primary prevention responses for two culturally and linguistically diverse communities based in Victoria (one established and one new/emerging)

National Media Engagement Project (Cth)

- engaging media to increase quality reporting of violence against women and their children and build awareness of the impacts of gender stereotyping and inequality
- Building on the EVAs, Media Advocates Project

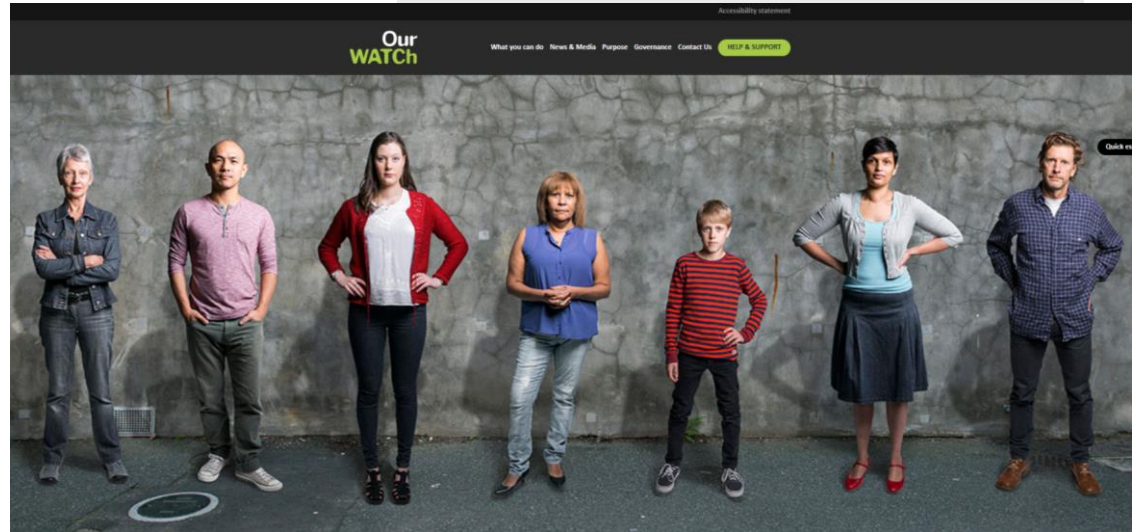
The Line (Cth)

- a national campaign aimed at young people as they start to form their own attitudes and behaviours around relationships, initiating discussion and sharing information on gender, respect and relationships

Establishment of Our Watch

Launch 5 Sept 2014

- Strategic plan
- Emerging Theory of Change
- Statement of Priorities
- Our Watch ambassadors



Website:

www.ourwatch.org.au

Video

<https://www.youtube.com/watch?v=tB7Pkcue9Rk>



It's time to act on Our Watch



2


Strategic directions for PVAWC



The 'prevention journey' – next steps

- Moving to a national approach ...
- Provides a game changing opportunity to develop shared understandings, knowledge, capabilities, skills and evidence to create whole population change
- Challenges:
 - Relatively new, with evolving evidence
 - Addressing a complex, 'wicked' problem
 - Challenging to deeply-held attitudes → resistance

What this means for Our Watch

- Unique nationally and internationally – no template
 - An evidence-based and evidence-building approach:
 - Challenging attitudes and behaviours
 - Improving laws, policies, institutional systems and practices
 - Evaluating progress
 - Need to ‘lift good practice up’ beyond single initiatives into sustained, systematised activity across multiple levels and settings
 - Can’t do this alone – partnerships + shared commitment crucial
- 

Our strategic plan

Our vision

- An Australia where women and children live free from all forms of violence

Our purpose


- To provide national leadership to prevent all forms of violence against women and their children

Our objective

- To change attitudes, behaviours, social norms and practices that underpin and create violence against women and their children
- 

Our strategic plan (cont.)

Four work areas:

1. Lead a sustained and constructive public conversation
 2. Design and deliver innovative programs that engage and educate individuals and the community
 3. Enable organisations, networks and communities to effect change
 4. Influence public policy, systems and institutions.
- 

Our strategic plan (cont.)

2014/15 Priorities

1. Build the national movement
2. Engage media
3. Encourage discussion with young people
4. Learn from ATSI people about supporting safe, respectful relationships
5. Bystander-focussed community education program
6. Work to scale up existing good practice
7. National-level evaluation and monitoring
8. Foster collaboration
9. Build a sustainable organisation

Next steps

- Strategic plan doesn't 'solve' all our challenges!
→ need to work through with partners
- Pilot projects can generate learnings and create models that are 'transferrable' and can be embedded
- Need to think 'prevention architecture'!
- Development of a National Framework (with VicHealth and ANROWS) an important exercise:
 - Establishing shared understanding nationally
 - 'Drilling down' in gap areas
 - Collective problem solving
 - Resulting tools – implementation, M&E, workforce development

Thankyou

Lara Fergus

Director, Policy and Evaluation

D. 03 8692 9504

M. 0450 621-794

lara.fergus@ourwatch.org.au

ourwatch.org.au

