Local Government Preventing Violence Against Women Projects

**Our Codes, Our Clubs: Changing the Story to Promote Gender Equality Together**

**Maroondah City Council**

**Project Process:**

Maroondah City Council is the lead Council responsible for the overall implementation of the project.

A Project Steering Group was established to oversee the project, which included representatives from the project partners including; the three participating Councils, the TFER Evaluation Working Group, the OECYAP, Inspiro Community Health and the Project Worker.

The Project Steering Group was responsible for assisting the lead Council with the development of the project scope, evaluation framework and Project Worker Position Description. The group also assisted with key decision making including the project Communication Plan, Research Report, development of the video storyboard, supporting resources, and in and development and implementation of the Gender Equity Audit.

A Project Worker was employed to undertake the key aspects of the project which included;

* the development and implementation of the project and communications plans
* liaising with the Project Steering Group, to oversee the establishment, implementation and evaluation of the project
* interviewing the representatives from each of the 9 sporting clubs selected to participate in the project and recording their stories
* identifying and preparing the key themes and practical actions to be featured in the project video and associated resources
* preparing the research report and project acquittal
* liaising with the video production company engaged to film and edit the video.

To date the stories of each of the 9 clubs have been prepared and shared with the Project Steering Group and 5 clubs have been selected to feature in the video. The video production company is currently in the process of completing the video storyboard in consultation with the Project Steering Group, with filming to commence in May for completion of the video and accompanying resources by June 30, 2017.

**Project achievements and successes:**

One of the key benefits of this project was demonstrating to the sporting and wider community the three Council’s commitment to join together collaboration? collaborate and? to support and encourage the adoption of gender equitable practices and positive cultural change across our sporting codes. The joint project has also improved the relationship between the three Sport and Recreation Council teams which has led to greater collaboration and information sharing on other projects.

As previously mentioned a key achievement of the project has been the joint partnership in developing and distributing the gender audit to all sports within the three municipalities. This information will have great importance in establishing the key priorities for further work in the prevention of violence against women and gender equitable sports clubs and we can continue to partner to provide collaborative initiatives.

**Project challenges and issues:**

The timelines for the project were very restrictive to planning, implementation and measurement particularly when the project was not established and the project involved many project partners. The lead Council was determined to ensure that the project was a true collaboration and that decisions were made in consultation with all parties. Monthly and often fortnightly meetings were held to keep the momentum of the project moving and ongoing emails were sent to all project partners requesting feedback, updating project tasks and seeking decisions.

**Advice for other councils:**

The process undertaken to implement the project was very effective and the success of the project was largely due to the collaborative and participatory nature of the project, which included various stakeholders from a variety of organisations all contributing to various aspects of the project.

Also, engagement of a Project Worker assisted with the overall management and development of the project.

This project was very fortunate to have the existence of some good prior work eg Yarra Ranges/Inspiro You and I work and resources/audit tool and that the Councils had already been working in this space so there had been a lot of community awareness over past years highlighting the issues of gender equity and preventing violence against women.