

# Putting the prevention of violence against women into practice

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

# Changing the picture:

Preventing violence against

**Aboriginal and  
Torres Strait  
Islander women**  
and their children

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# CHANGE the STORY

A shared framework for the primary  
prevention of violence against women  
and their children in Australia

**Our  
WATCH**



**ANROWS**  
Aboriginal and Torres Strait Islander  
National Research Organisation for Women's Safety

# GENDERED DRIVERS

of violence against women:

CONDONING  
of violence  
against women

MEN'S CONTROL  
of decision-  
making and limits  
to women's  
independence

STEREOTYPED  
constructions of  
masculinity and  
femininity


DISRESPECT  
towards women and  
male peer relations  
that emphasise  
aggression

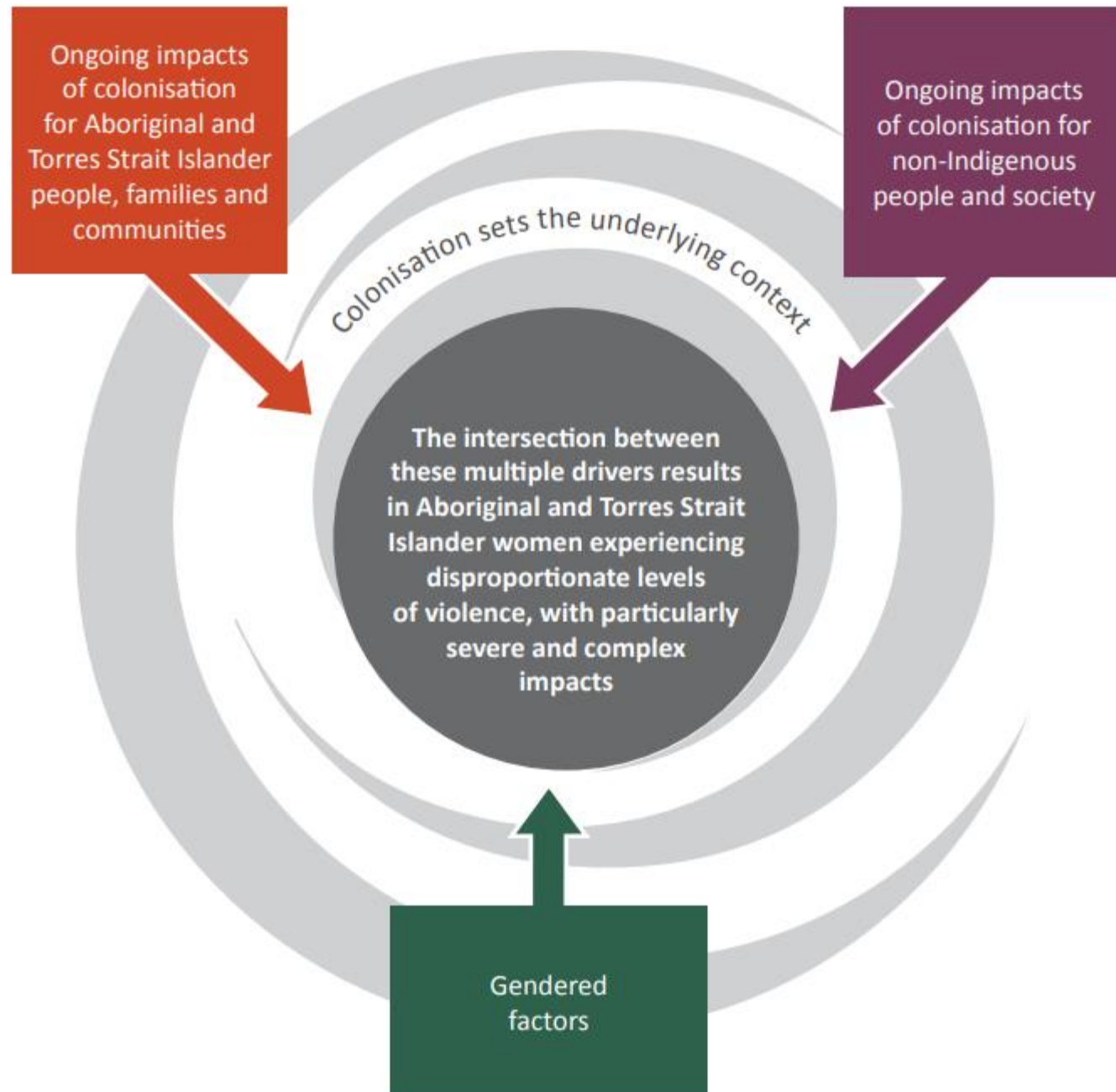
Gender inequality sets the NECESSARY SOCIAL CONTEXT

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## **Reinforcing factors – Can **increase frequency and severity** of violence against women, but do not themselves drive such violence**

- Condoning of violence in general
  - Experience of, and exposure to, violence
  - Weakening of pro-social behaviour, especially harmful use of alcohol
  - Socio-economic inequality and discrimination
  - ‘Backlash’ factors (increases in violence when male dominance, power or status is challenged).
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Violence against women  
**IS PREVENTABLE**  
if we all work together

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**ACTIONS**  
that will prevent violence against women:

CHALLENGE  
condoning of  
violence against  
women

PROMOTE  
women's  
independence  
& decision-making

CHALLENGE  
gender  
stereotypes  
and roles

STRENGTHEN  
positive, equal  
and respectful  
relationships

Promote and normalise GENDER EQUALITY in public and private life





# Rigid gender roles and stereotypes about masculinity and femininity









Dr. Susan Carland,  
academic, activist and  
political commentator



Yasmin Abdel-Magied,  
Founder of  
Youth Without Borders



Stella Young,  
Comedian, disability &  
women's rights activist



Hon. Linda Burney MP



Khadija Gbla,  
Director of NoFGM Australia




Dr. Anne Aly MP

# Proven and promising techniques for primary prevention

**Proven techniques** – demonstrated reductions in future perpetration and/or experience of violence in longitudinal evaluations

**Promising techniques** – implementation has resulted in significant improvements against the drivers of violence against women





# Direct participation programs



**Bystander Training**



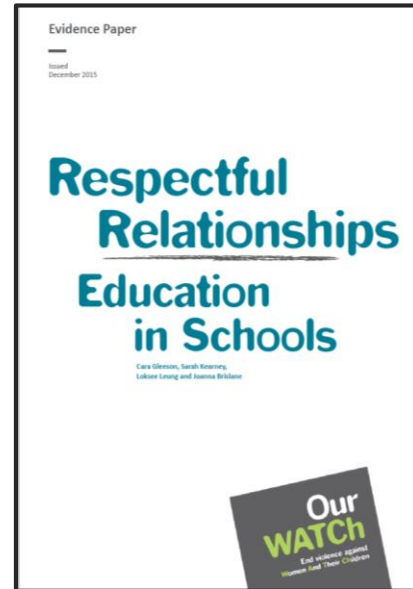
Engage individuals directly to build knowledge and skills for equal, respectful non-violent relationships

# Community Mobilisation and Strengthening



Mobilises, supports and builds the capacity of communities themselves to address violence against women and the social norms that make it acceptable.

# Organisational Development



Supports a **whole-of-organisation** approach to prevent violence against women – looking at **both internal and external** methods of promoting gender equality



# Communications and social marketing



#respecttheline


facebook

Uses a range of communication media to raise awareness **of drivers** of violence against women. There are various positive evaluations of the impact of communications and social marketing **but only when implemented in a sustained way.**

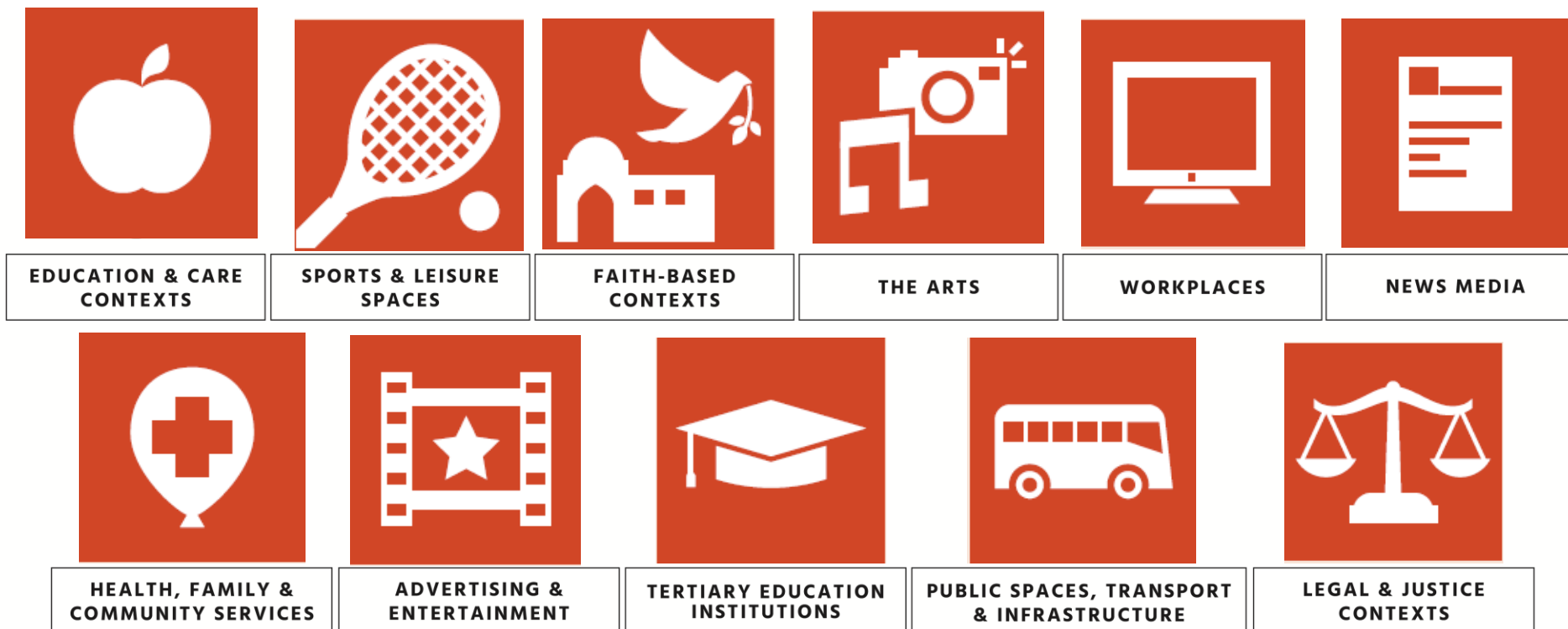
# Civil society advocacy

## FAIR --- AGENDA

**Builds collective momentum** and encourages governments, organisations, corporations and communities to take action to prevent violence against women. Can also include **skills training, capacity building** and **leadership programs**.

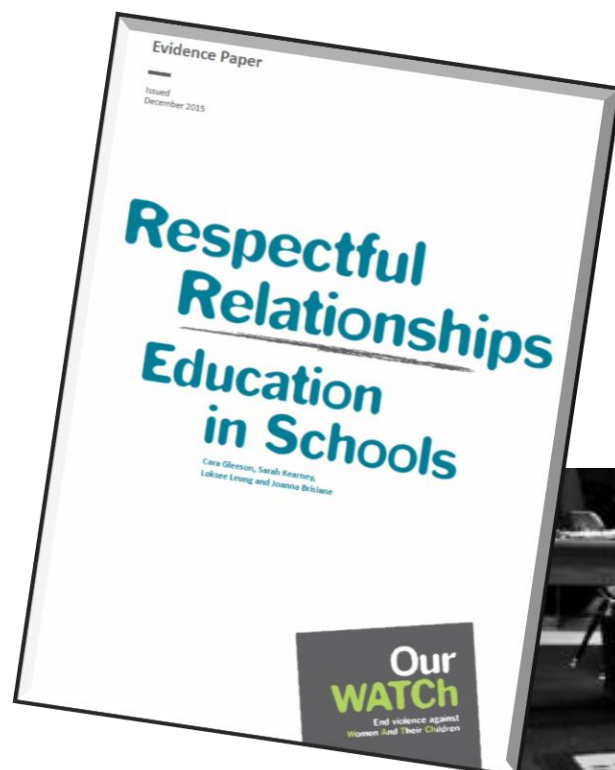
A solid green shape in the bottom left corner of the slide, extending diagonally towards the bottom right.

# Key Settings for Primary Prevention

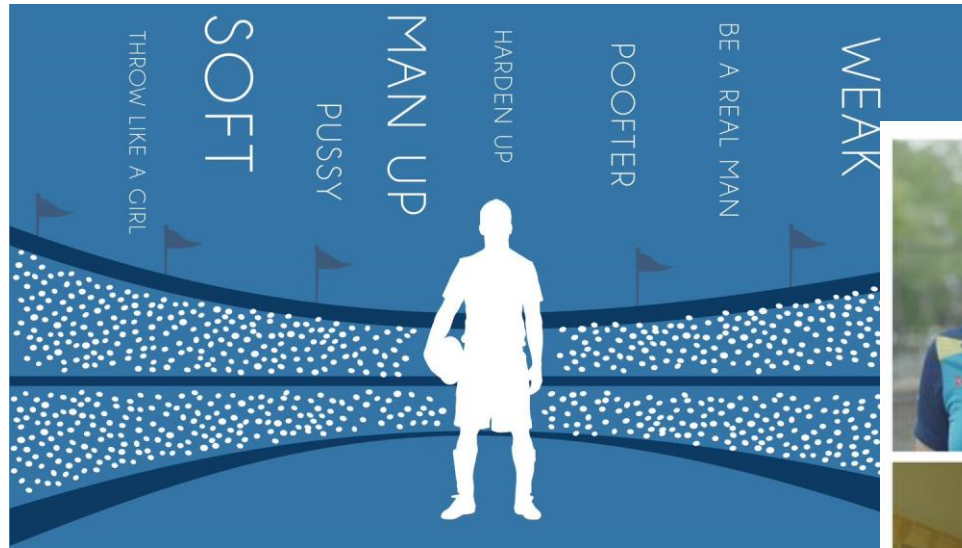




# Education and Care settings



# Sports and Leisure

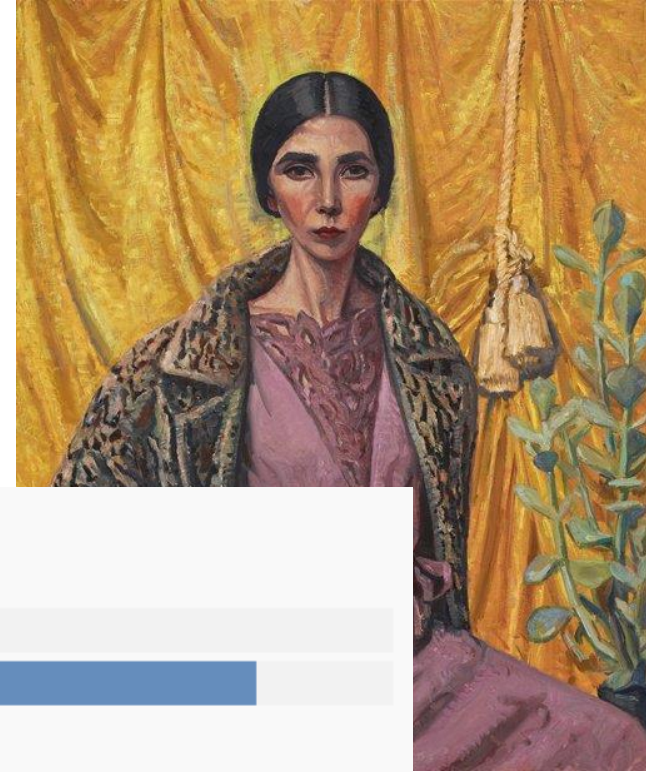


# Faith-based contexts





# The Arts

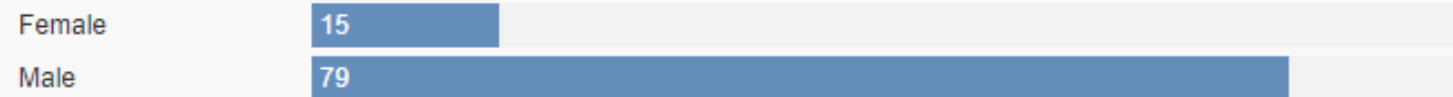


## Winners of the Archibald Prize

### By artist gender



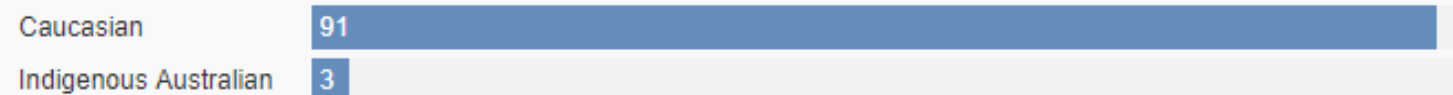
### By subject gender



### By artist ethnicity



### By subject ethnicity



# take a STAND

Against Domestic Violence:  
It's **Everyone's** Business

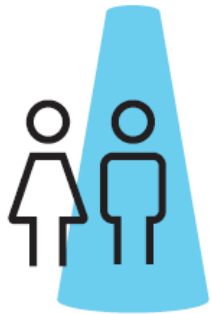


Supporting workplaces to  
**take a stand**  
against sexism and to promote a  
**safe** and **respectful**  
workplace for all

## Workplaces



## News Media



## Mates over Merit?

The Women in Media Report – A study of gender differences in Australian media



# Health, Family and Community Services





# Advertising and Entertainment

Geena Davis Institute  on Gender in Media  
*If she can see it, she can be it.™*

**TIME'S  
UP**

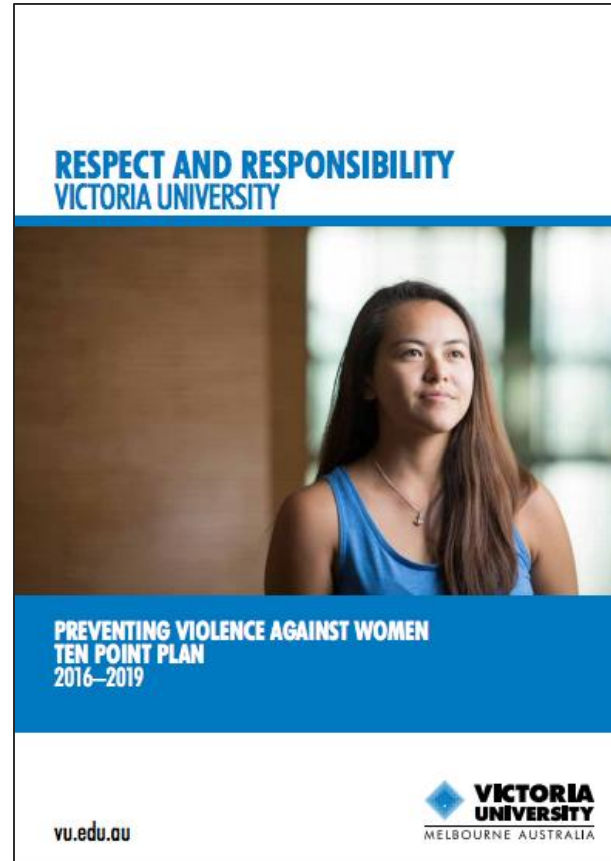
**Time's up** on silence.  
**Time's up** on waiting.  
**Time's up** on tolerating  
discrimination, harassment  
and abuse.

**#TIMESUP**



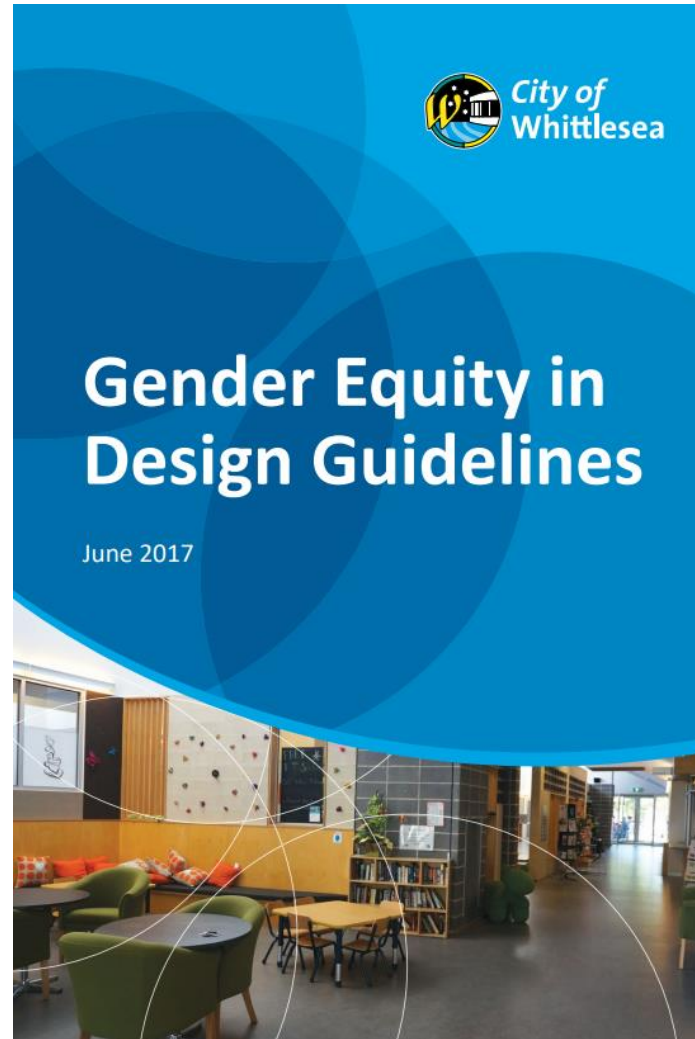
**You have the power to change the  
face of children's programming.**

# Tertiary Education Institutions



## Victoria University Preventing Violence against Women 10 Point Plan

# Public Spaces, Transport and Infrastructure



# Legal and Justice Contexts





# Thank you!

[www.ourwatch.org.au](http://www.ourwatch.org.au)



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