



TOWARDS GENDER EQUITY 2030

**2019-21 Action Plan and
Evaluation Framework**



Maribyrnong
CITY COUNCIL



We acknowledge that we are on traditional lands of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples past and present.

Maribyrnong City Council has a long history of undertaking innovative and sector-leading work in the promotion of gender equity and prevention of violence against women.

As the level of government closest to the community, Victorian Councils have a mandate to create healthy, safe and inclusive communities. As a result of the Victorian Government Royal Commission into Family Violence (RCFV) in 2015, Councils are now required to have an increased focus on family violence prevention and response at a local level through development of municipal public health and wellbeing plans. In particular Councils must report on the measures they propose to take to reduce family violence and respond to the needs of victims. The 2019-21 Action Plan, which sets out how we will begin to implement our *Towards Gender Equity 2030 Strategy (the Strategy)* through a whole of council approach.

Maribyrnong City Council has an integral role in the broader prevention system because of our reach across the community where people live, work, learn and play, from birth to old age. As a large employer, advocate, service provider and leader, local government has the capacity to influence many of the determinants of health and wellbeing, including gender. Figure 1 (on page 10) shows how our actions can contribute towards the work that is currently underway regionally, and at both the state and national level.

In order to be successful in overcoming inequality and violence, we need to work collaboratively across the organisation and in partnership with other local stakeholders to make the most of our knowledge, skills, expertise and resources and to achieve the best outcomes for the community. We are committed to *Preventing Violence Together 2030: Western Region Strategy to Prevent Violence Against Women*, which is led by Women's Health West. As partner organisations we are committed to work together to prevent violence against women through gender equity, using a collective impact approach.

Evaluation Framework

The implementation of the Strategy will be supported by an evaluation framework that will be driven by reflective practice, accountability and evidence informed decision making. The aim of the evaluation framework is to understand the impact of the Strategy actions on redressing the drivers of men's violence against women. We do this by telling the story of the changes in social norms, practices and structures that allow violence to take place through our work. We will monitor trends in population level outcomes over the life of the plan and review and amend our actions accordingly. The evaluation of the Strategy aligns with the *Preventing Violence Together 2030 Shared Measurement and Evaluation Framework: Implementation Plan (2018)* and associated projects, as well as the *Safe and Strong: A Victorian Gender Equality Strategy Outcomes Framework*.


In line with *Municipal Public Health and Wellbeing Plan (MPHWP)* reporting requirements, an annual progress report will be submitted to the Department of Health and Human Services and made publically available. Figure 2 (on page 11) lists some key evaluation milestones that will occur across the life of the Strategy and the foundation which underpins our approach to evaluation.


This evaluation framework will use three levels of evaluation:

- Progress* – Have we done what we said we would do?
- Impact* – Are we having the influence we expected?
- Outcome* – Have we achieved the change we sought?




International Women's Day 2019 at Willow Wine Cafe, Yarraville

Objectives	Strategies	2019-21 Year Actions	Indicators
Objective 1: Strengthen our response to violence against women and family violence. 	<p>Strategy 1.1: Ensure that our services are equipped to respond effectively to violence against women and family violence.</p> <p>Strategy 1.2: Encourage help seeking and provide accessible information about family violence services across Council service touch points.</p>	<p>Deliver Identifying Family Violence training for staff and community settings</p> <p>Review current referral processes and information provided to members of the public</p> <p>Provide information on Family Violence Services for dissemination at business workshops and forums, including the Business Breakfast</p> <p>Explore the development of a Sponsorship and Donation Policy</p>	<p>Increase in the number of people who feel safe reporting discrimination (State)</p>

Objectives	Strategies	2019-21 Year Actions	Indicators
<p>Objective 2: Work alongside the community to prevent gender-based violence and normalise gender equality in public and private life.</p> 	<p>Strategy 2.1: Increase the community's awareness and understanding of gender inequality, family violence and violence against women, and their role in primary prevention.</p> <p>Strategy 2.2: Decrease attitudes and behaviours within the community that condone violence against women and perpetuate gender inequality.</p> <p>Strategy 2.3: Strengthen the commitment and capacity of the community to promote transformative notions of masculinity and femininity that support equality between women and men in the community.</p> <p>Strategy 2.4: Strengthen positive, equal and respectful relationships through Council educations programs, services and resources.</p>	<p>Run annual campaigns for 16 Days of Activism and International Women's Day with local partners</p> <p>Support Respectful Relationships Education in Maribyrnong government funded kindergartens</p> <p>Support the delivery of bystander training for staff and community settings</p> <p>Explore opportunities to show 'You're The Man' play, e.g in sports settings</p> <p>Continue to promote the use of Beyond Princesses and Pirates resource</p> <p>Provide resources to businesses on how to challenge rigid gender roles and gender stereotypes in advertising</p> <p>Share the stories of men and women in roles that challenge gender stereotypes and norms</p> <p>Work with Library Services to build on Beyond Princesses & Pirates Resource</p> <p>Continue implementation of Respectful Relationships Program in schools</p> <p>Continue implementation of Baby Makes 3</p>	<p>Reported changes in community attitudes towards violence against women (PVT)</p> <p>Increased culture of challenging gender inequalities, across all settings and across all life stages (State)</p>



International Women's Day Pop up Party at Braybrook

Objectives	Strategies	2019-21 Year Actions	Indicators
<p>Objective 3: Increase women's independence and role in decision making.</p> 	<p>Strategy 3.1: Support and encourage local women from diverse backgrounds to become Councillors and take on other leadership roles in the community.</p> <p>Strategy 3.2: Celebrate the contribution, achievements and leadership of women within the community and organisation.</p> <p>Strategy 3.3: Redress structural and societal barriers to women's independence and full economic, social and civic participation.</p>	<p>Provide opportunities for the Disability Advisory Committee, Maribyrnong Reconciliation Action Plan Committee and Older Persons Reference to participate in actions to support gender equity</p> <p>Build women's leadership through Council supported programs</p> <p>Support the implementation of the Western Bulldogs Community Foundation Leadership Program for young culturally and linguistically diverse women</p> <p>Encourage Leadership awards for women in sport</p> <p>Ensure female representative on the capital works planning committee</p> <p>Participate on the Multicultural Centre for Women's Health (MCWH) Advisory Group for the 'Getting Equal' leadership program for women</p> <p>Support the participation of women and girls in sport and physical activity through Active Maribyrnong Grants</p> <p>Continue to support the Women's Participation in Sport & Recreation in Melbourne's West regional project</p>	<p>Proportion of community and cultural leaders who are women (PVT)</p> <p>Increased diversity of women leaders (State)</p> <p>Increased representation of women in media, professional sports and at all levels of leadership (State)</p>

Objectives	Strategies	2019-21 Year Actions	Indicators
<p>Objective 4: Ensure that the development of policy, programs and services considers the specific impacts on women and men.</p> 	<p>Strategy 4.1: Strengthen our capacity to apply an intersectional gender lens to inform Council policies, plans and, programs and engagement.</p> <p>Strategy 4.2: Build and strengthen partnerships and collaborative action for the prevention of violence against women and promotion of gender equity.</p> <p>Strategy 4.3: Develop a monitoring and evaluation framework with clear evaluation points for the life of the Strategy.</p>	<p>Explore intersectionality training for staff</p> <p>Where possible support LGBTIQ+ Activities Action Plan 2019-21</p> <p>Continue to actively participate in PVT meetings, WIFVC committee meetings and MAV PVAW Network meetings</p> <p>Ensure the criteria for Arts Organisational Funding and other arts funding programs are designed to improve gender equity outcomes</p> <p>Identify opportunities for alignment with the development and implementation of the 0-25 Strategy</p> <p>Identify opportunities for alignment with the development and implementation of the Early Years Infrastructure Plan</p> <p>Develop monitoring and evaluation framework</p>	<p>Increased awareness and understanding of the extent and impact of gender inequality (State)</p>





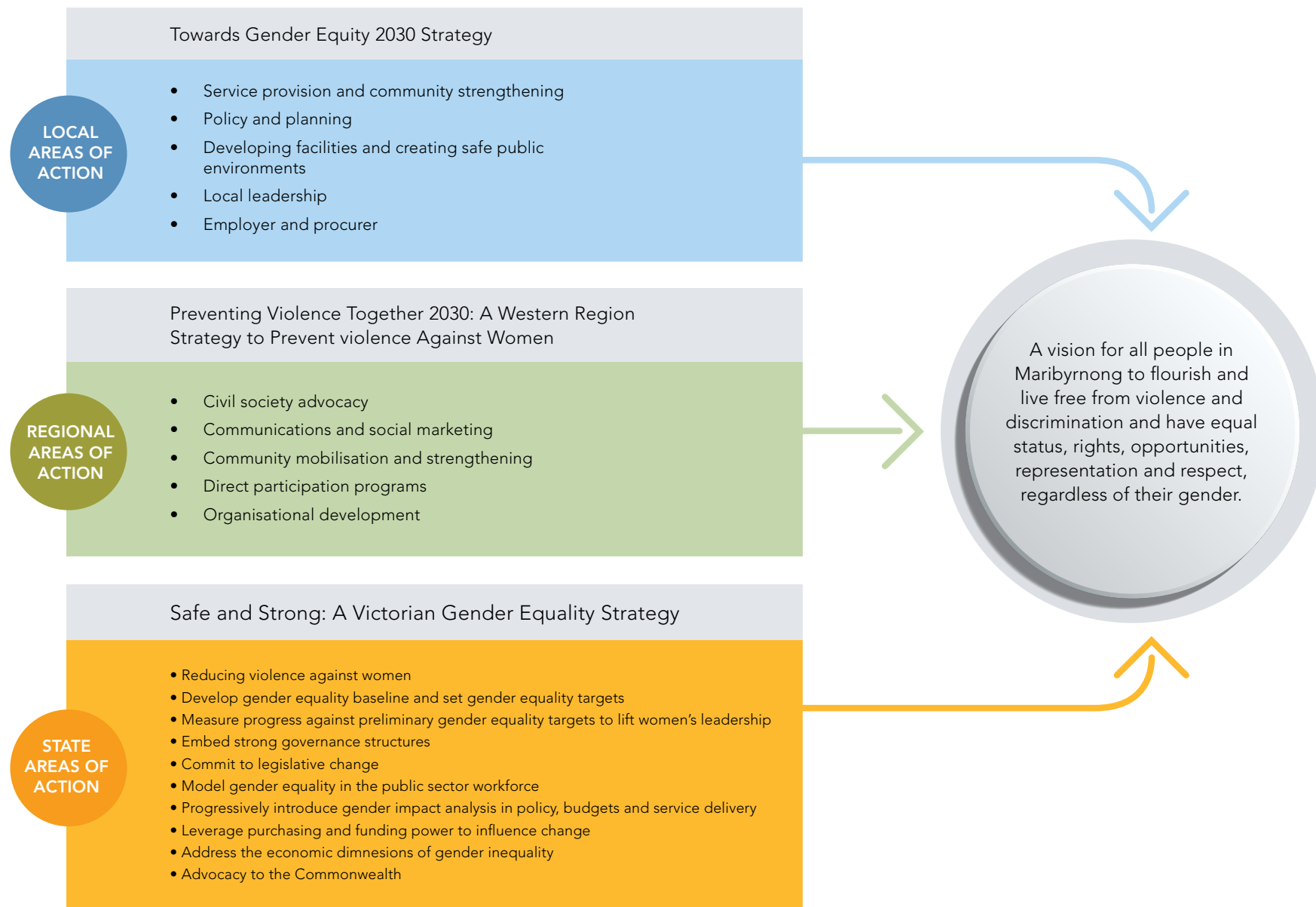
Mayor and Councillors of Maribyrnong Council launching the Towards Gender Equity 2030 Strategy and the fleet decals.

Objectives	Strategies	2019-21 Year Actions	Indicators
Objective 5: Increase the number of safe and gender-equitable facilities and public environments to facilitate equal participation in community and civic life.	<p>Strategy 5.1: Increase use of intersectional gender analysis and sex disaggregated data in planning and advising on the public realm, land use, facilities planning and parks and open space.</p> <p>Strategy 5.2: Apply universal design and crime prevention through environmental design (CPTED) principles when planning and upgrading community facilities, infrastructure and public environments.</p> <p>Strategy 5.3: Take steps to increase the number of women and children using active transport (walking, cycling, and public transport).</p>	<p>Explore intersectionality training for staff</p> <p>Continue to support the Women's Participation in Sport & Recreation in Melbourne's West regional project</p> <p>Revisit and review Gender Audit of Facilities tool developed in 2008 and undertake a gender audit of buildings such as Community Centres with community members</p> <p>Informing the Disability Access Audit with businesses by applying a gender lens</p> <p>Promote and track changes to prioritise pedestrians</p> <p>Support the development and review of strategies that promote active transport</p>	<p>Increased participation of women in sport and physical activity (State)</p> <p>Decrease in prevalence of reported sexism, sexual harassment and gendered bullying (State)</p>



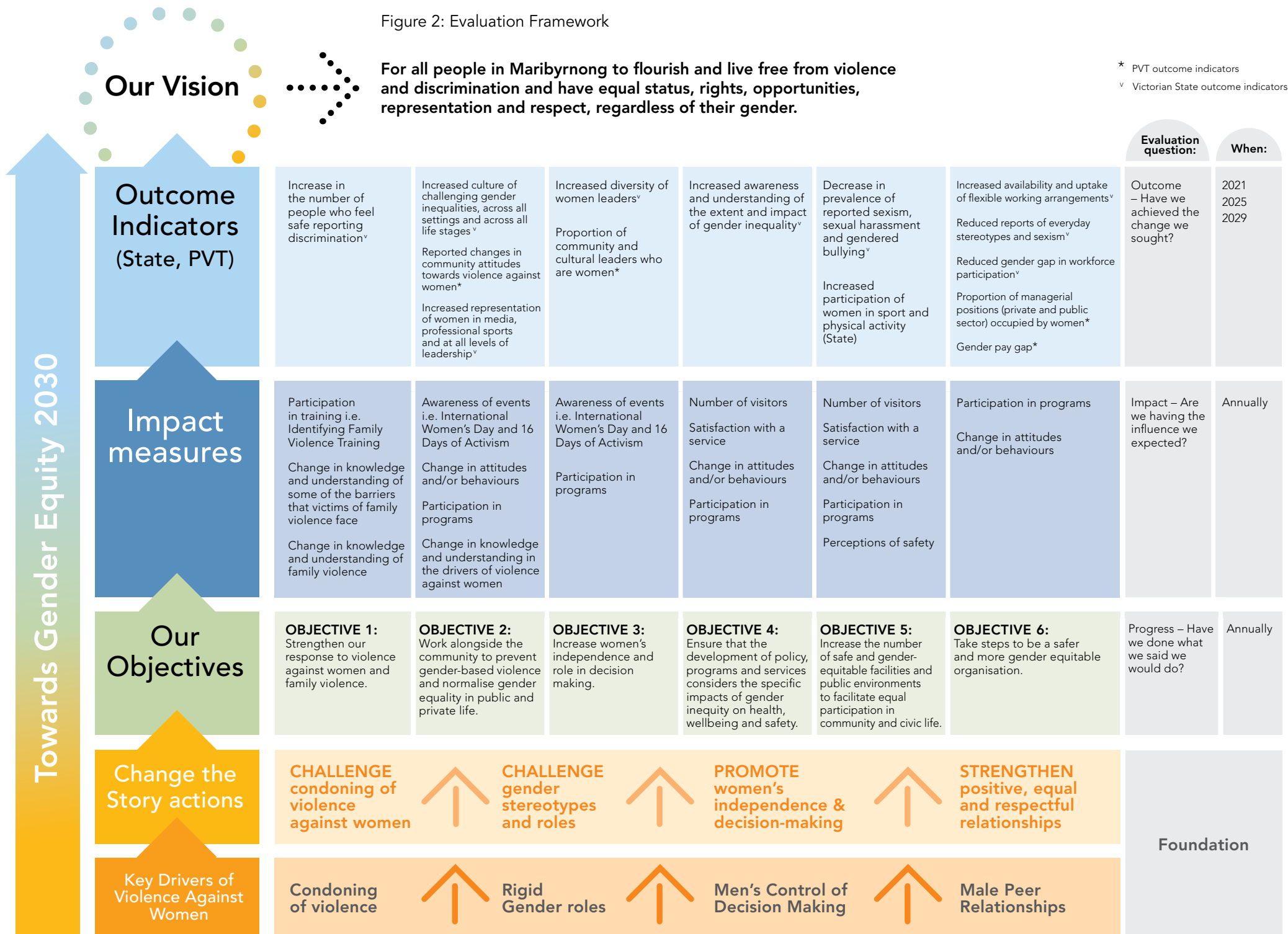
Objectives	Strategies	2019-21 Year Actions	Indicators
<p>Objective 6: Take steps to be a safer and more gender equitable organisation.</p> 	<p>Strategy 6.1: Demonstrate ongoing commitment to preventing violence against women and children and have structures, strategies and policies that explicitly promote gender equality.</p>	<p>Apply an intersectional lens to organisation policy review and development (incl Breastfeeding and Lactation Policy, Family Violence and Respect in the Workplace)</p>	<p>Proportion of managerial positions (private and public sector) occupied by women (PVT)</p> <p>Gender pay gap (PVT)</p> <p>Increased availability and uptake of flexible work arrangements (State)</p> <p>Reduced reports of everyday stereotypes and sexism (State)</p> <p>Reduced gender gap in workforce participation (State)</p>
	<p>Strategy 6.2: Embed gender equality in our recruitment, remuneration and promotion processes, and support women and men to utilise flexible work options without penalty.</p>	<p>Support the review of the Recruitment and Selection Policy and Guidelines</p> <p>Learning and development for leaders that equips them to manage a geographically dispersed, culturally diverse team as they promote flexible ways of working</p>	
	<p>Strategy 6.3: Take steps to make sure that all staff feel safe and confident in the workplace. Actively challenge gender stereotypes, roles and norms.</p>	<p>Support the delivery of bystander training for staff and community and settings</p> <p>Continue delivering staff disability access and inclusion training</p>	
	<p>Strategy 6.4: Increase the gender balance in leadership positions across all directorates of Council.</p>	<p>As a signatory to the Victorian Local Government Women's Charter we will continue to support women and men to have an equal right to be representatives in local governments, committees and decision-making positions.</p>	
	<p>Strategy 6.5: Ensure that we have the structures, practices and culture to respond appropriately to staff and stakeholders affected by violence, discrimination, bullying and sexual harassment.</p>	<p>Apply an intersectional lens to organisation policy review and development (Incl Breastfeeding and Lactation Policy, Family Violence Policy and Respect in the Workplace)</p>	
	<p>Strategy 6.6: Utilise media and communication opportunities to promote non-stereotypical gender roles and raise awareness of gender equity and violence against women.</p>	<p>Run annual campaigns for 16 Days of Activism and International Women's Day with local partners.</p>	

Figure 1: Working Together Towards Gender Equity 2030



Socio-political-economic context (Royal Commission into Family Violence)

Figure 2: Evaluation Framework



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Thanks to Nico Keenan for all the
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