



Maribyrnong
CITY COUNCIL

2022-2023 ACTION PLAN

TOWARDS GENDER EQUITY 2030

Acknowledgment of Country

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, present and emerging.



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Background

Maribyrnong City Council (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.

As a result of the Victorian Government Royal Commission into Family Violence 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.

Towards Gender Equity 2030 was launched on International Women's Day 2019. The 2022-2023 Action Plan is the second iteration of its kind, which builds on actions completed in 2019-2021 and supports Council to continue to strive for its vision for all people in Maribyrnong to flourish and live free from violence and discrimination and have equal status, rights, opportunities, representation and respect, regardless of their gender.

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. Our actions will 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 partners' 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 GenWest. As a partner organisations we are committed to work together to prevent violence against women through gender equity, using a collective impact approach.

Objectives



OBJECTIVE 1

Strengthen our response to violence against women and family violence



OBJECTIVE 2

Work alongside the community to prevent gender-based violence and normalise gender equality in public and private life



OBJECTIVE 3

Increase women's independence and role in decision making



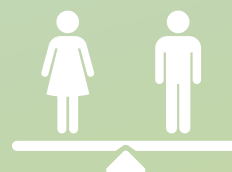
OBJECTIVE 4

Ensure that the development of policy, programs and services considers the specific impacts on women and men



OBJECTIVE 5

Increase the number of safe and gender-equitable facilities and public environments to facilitate equal participation in Community and civic life



OBJECTIVE 6

Take steps to be a safer and more gender equitable organisation

2022-2023 Action Plan

Council's 2022-23 Action Plan is delivered through six objectives and accompanied strategies. These evidence-based objectives and strategies outline how we plan to meet the requirements for local government that have come from the 2015 Royal Commission into Family Violence. They also outline how we will achieve our vision: where all people in Maribyrnong flourish and live free from violence and discrimination and have equal status, rights, opportunities, representation and respect, regardless of their gender.

Objective 1:

Strengthen our response to violence against women and family violence



Strategy	Action	Outcome Indicator
Strategy 1.1: Ensure that our services are equipped to respond effectively to violence against women and family violence	Support new and existing staff knowledge of family violence and Council's Family Violence Policy, including training and resources to support staff experiencing family violence embedded into Council's corporate induction process	Increase in the number of people who feel safe reporting discrimination
Strategy 1.2: Encourage help seeking and provide accessible information about family violence services across Council service touch points.	<p>Review family violence referral processes and information provided to community, and ensure Council's service delivery staff are up-skilled and supported to identify and respond to family violence</p> <p>Ensure Council's community facilities and centres have information for community about family violence support services</p> <p>Continue to support Maribyrnong families with family violence support and consultations, through the family wellbeing worker role</p>	Increase in the number of people who feel safe reporting discrimination

Objective 2:

Work alongside the community to prevent gender-based violence and normalise gender equality in public and private life



Strategy	Action	Outcome Indicator
<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>Support annual campaigns, International Women's Day and International day for the Elimination of Violence Against Women and 16 Days of Activism Against gender Based Violence</p> <p>Partnerships with organisations that support women and gender diverse people experiencing disadvantage are established and strengthened, including partnership opportunities with Preventing Violence Together partners Western Bulldogs Community Foundation, Multicultural Centre for Women's Health and Victoria University</p> <p>Promote Council supported or facilitated social marketing campaigns that raise public awareness and understanding of violence against women and support victim survivors of violence against women</p> <p>Implement Family Violence and Gender Equity reforms and respond to other relevant legislative updates related to gender equity and family violence</p>	<p>Reported changes in community attitudes towards violence against women (PVT)</p>
<p>Strategy 2.2: Decrease attitudes and behaviours within the community that condone violence against women and perpetuate gender inequality.</p>	<p>Support Maribyrnong government funded kindergartens to access information and resources for respectful relationships and gender equity in the early years</p> <p>Encourage programing that supports bystander, respectful relationships, healthy masculinities and women's empowerment programs</p>	<p>Reported changes in community attitudes towards violence against women (PVT)</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>Community Services providers are actively encouraged to integrate gender equitable practices in their Strategic and Quality Improvement Plans (QIPs)</p> <p>Actively promote non-traditional gender roles and stereotypes through Library collections, programs, services, exhibitions and initiatives</p> <p>Support the promotion of diverse gender roles and challenge gender stereotypes through communications delivered in support of Council events and activities</p>	<p>Reported changes in community attitudes towards violence against women (PVT)</p>
<p>Strategy 2.4: Strengthen positive, equal and respectful relationships through Council educations programs, services and resources.</p>	<p>Identifying opportunities to deliver respectful relationships education and training with council supported groups or program</p> <p>Continue to implement Council's Baby Makes Three program with new parents and families</p>	<p>Reported changes in community attitudes towards violence against women (PVT)</p>

Objective 3:

Increase women's independence and role in decision making



Strategy	Action	Outcome Indicator
Strategy 3.1: Support and encourage local women from diverse backgrounds to become Councillors and take on other leadership roles in the community.	Promote inclusive practice in the Maribyrnong People and Participation Strategy (MPPS) Action Plan following the adoption of the MPPS to encourage leadership pathways for women and girls	Proportion of community and cultural leaders who are women (PVT)
	Continue to support Maribyrnong Youth Advisory Committee, ensuring young people's meaningful participation in decision making processes and building leadership capacity and skills.	Increased diversity of women leaders.
	Deliver 'She's the Boss' Local business network for women	Increased representation of women in media, professional sports and at all levels of leadership (State)
Strategy 3.2: Celebrate the contribution, achievements and leadership of women within the community and organisation.	Support women and gender diverse staff to access leadership and career opportunities through nominations to LGPro Emerging Leaders Program and Australian Local Government Women's Association Bursary award	Proportion of community and cultural leaders who are women (PVT)
	Promote and deliver the Councillor Gender Equity Ambassadors program	Increased diversity of women leaders. Increased representation of women in media, professional sports and at all levels of leadership (State)
Strategy 3.3: Redress structural and societal barriers to women's independence and full economic, social and civic participation.	Support the ongoing implementation of the Victorian Local Government Women's Charter	Proportion of community and cultural leaders who are women (PVT)
	Support underrepresented women and gender diverse community to access programs and services; and encourage gender equity and diversity on the boards and leadership of funded arts and cultural organisations.	Increased diversity of women leaders. Increased representation of women in media, professional sports and at all levels of leadership (State)

Objective 4:

Ensure that the development of policy, programs and services considers the specific impacts on women and men



Strategy	Action	Outcome Indicator
Strategy 4.1: Strengthen our capacity to apply an intersectional gender lens to inform Council policies, plans and, programs and engagement.	<p>Implement requirements under the <i>Victorian Gender Equality Act 2020</i> (gender impact assessments, gender equality action plan, workforce auditing) with an intersectional LGBTIQ+ inclusion lens.</p> <p>Build the capacity of departments to undertake Gender Impact Assessments, through training and resources</p> <p>Prepare a gender equality budget statement as part of Council's annual budget process</p> <p>Support the participation of women and girls in sport and physical activity through key programs - Spring into Summer, and female and family friendly facility upgrades</p>	Increased awareness and understanding of the extent and impact of gender inequality
Strategy 4.2: Build and strengthen partnerships and collaborative action for the prevention of violence against women and promotion of gender equity.	<p>Continue to actively participate in Preventing Violence Together meetings, and MAV Preventing Violence Against Women, Gender Equity and Gender-Based Violence Network, and Partners in Prevention Network.</p> <p>Advocate to local, state and national governments on issues affecting gender equity, with a focus on:</p> <ul style="list-style-type: none">• Family violence and violence against women• Safe and inclusive responses to LGBTIQ+ communities• Access to safe and secure housing• Homelessness• Women's economic security• Sexual and reproductive health• Pandemic recovery	Increased awareness and understanding of the extent and impact of gender inequality
Strategy 4.3: Develop a monitoring and evaluation framework with clear evaluation points for the life of the Strategy.	Monitor progress, impact and outcome evaluation of the Towards Gender Equity Action Plan 2022-2023	Increased awareness and understanding of the extent and impact of gender inequality

Objective 5:

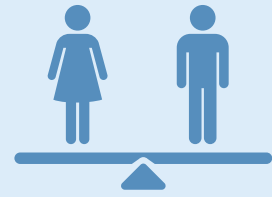
Increase the number of safe and gender-equitable facilities and public environments to facilitate equal participation in Community and civic life



Strategy	Action	Outcome Indicator
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>Create gender equity and intersectionality resources and publish on Council's internal data hub to support departments to apply a gender lens when developing and evaluating programs and policies (including Gender Impact Assessments).</p> <p>Undertake Gender Impact Assessments for the review and development of Council policies, services and programs.</p>	<p>Increased participation of women in sport and physical activity (State)</p> <p>Increased awareness and understanding of the extent and impact of gender inequality</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>Apply public space and CPTED principles to the implementation of Gender Impact Assessments to support gender equitable improvements to community facilities, infrastructure and public environments.</p> <p>Implement YourGround safety survey findings to inform a range of Council activities and improve gendered experiences of safety, through the design and maintenance of public spaces.</p>	<p>Increased participation of women in sport and physical activity (State)</p> <p>Increased awareness and understanding of the extent and impact of gender inequality</p>

Objective 6:

Take steps to be a safer and more gender equitable organisation



Strategy	Action	Outcome Indicator
Strategy 6.1: Demonstrate ongoing commitment to preventing violence against women and children and have structures, strategies and policies that explicitly promote gender equality.	Prepare and submit Workplace Gender Audit to the Public Sector Gender Equality Commissioner by 1 December 2021.	Proportion of managerial positions (private and public sector) occupied by women (PVT)
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	Development of Gender Equality Action Plan 2022-2025 to the Public Sector Gender Equality Commissioner by 31 March 2022.	Gender pay gap (PVT)
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	Bi-annual reporting to the Public Sector Gender Equality Commissioner on the Gender Equality Action Plan 2022-2025.	Increased availability and uptake of flexible work arrangements (State)
Strategy 6.4: Increase the gender balance in leadership positions across all directorates of Council	Establish a cross-departmental represented Gender Equality Reference Group to monitor the implementation of the Maribyrnong City Council's Gender Equality Action Plan 2022-2025.	Reduced reports of everyday stereotypes and sexism.
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	Objective six and associated strategies are implemented through Maribyrnong City Council's Gender Equality Action Plan 2022-2025.	Reduced gender gap in workforce participation
Strategy 6.6: Utilise media and communication opportunities to promote non-stereotypical gender roles and raise awareness of gender equity and violence against women		



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**TOWARDS
GENDER
EQUITY
2030**