



Maribyrnong  
CITY COUNCIL

## 2024-2025 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 2024-25 Action Plan is the third iteration of its kind, which builds on actions completed in 2022-24 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



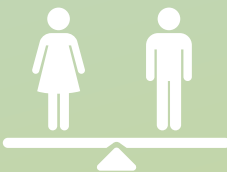
## OBJECTIVE 4

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

# 2024-2025 Action Plan

Council's 2024-25 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	Lead and partners	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 member's knowledge of family violence and Council's Family Violence Policy, including training and resources to support staff experiencing family violence to be embedded into Council's Corporate induction process	People and Capability; Community Infrastructure and Social Planning	Increase in the number of people who feel safe reporting discrimination
	Maternal and Child Health continues to engage a Family Wellbeing Worker who specifically works with families experiencing family violence	Maternal and Child Health	
Strategy 1.2: Encourage and promote help seeking by providing accessible information about family violence services across Council service touch points	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. Continue to meet and share information with external providers (GenWest, Orange Door)	Community Infrastructure and Social Planning; Community Services -Maternal and Child Health, Early Years and Youth Services; Inclusive Communities; Libraries	Increase in the number of people who feel safe reporting discrimination
	Ensure Council's community facilities and centres have information available for community members regarding family violence support services	Community Infrastructure and Social Planning	

## Objective 2: Work alongside the community to prevent gender-based violence and normalise gender equality in public and private life



Strategy	Action	Lead and partners	Outcome indicator
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	Support annual campaigns including International Women's Day, International day for the Elimination of Violence Against Women and 16 Days of Activism Against Gender Based Violence	Community Infrastructure and Social Planning; Recreation and Open Space, Community Services - Youth Services, Libraries; Arts and Culture, Customer Engagement; Inclusive Communities	Reported changes in community attitudes towards violence against women (PVT)
	Partnerships with organisations that support women and gender diverse people experiencing disadvantage are established and strengthened	Community Infrastructure and Social Planning; Recreation and Open Space; Community Support	
	Explore local partnership opportunities including with Asylum Seeker's Resource Centre (ASRC), CoHealth, Western Bulldog Community Foundation, Multicultural Centre for Women's Health, Victoria University, GenWest, Women with Disabilities Victoria and other PVT partners		
	Provide family violence training for staff at Council run Community centres		
	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	Community Infrastructure and Social Planning; Customer Engagement	
	Look at incorporating child safety messaging into this to focus on the implications of family violence on children and young people as a primary prevention response		
	Implement Family Violence and Gender Equity reforms and respond to other relevant legislative updates related to gender equity and family violence	Community Infrastructure and Social Planning	

## Objective 2:

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



Strategy	Action	Lead and partners	Outcome indicator
Strategy 2.2: Decrease attitudes and behaviours within the community that condone violence against women and perpetuate gender inequality	Support Maribyrnong's government funded kindergartens to access information and resources for respectful relationships and gender equity in the early years	Community Services - Early Years and Community Infrastructure and Social Planning	Reported changes in community attitudes towards violence against women ( PVT)
	Map current community responses to online misogyny and cyber safety for children and young people, and develop a partnered response with schools, youth agencies and other relevant stakeholders	Community Infrastructure and Social Planning, Youth Service and Early Years	
	Development of a resource to support parents with a gender equality/equal parenting lens	Community Infrastructure and Social Planning, Recreation and Open Space, Community Services - Youth Services; Early Years, Libraries and Arts and Culture	
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	Community Services providers are actively encouraged to integrate gender equitable practices in their Strategic and Quality Improvement Plans (QIPs)	Community Services – Early Years	Reported changes in community attitudes towards violence against women ( PVT)
	Actively promote non-traditional gender roles and stereotypes through Library collections, programs, services, exhibitions and initiatives	Libraries	
	Support the promotion of diverse gender roles and challenge gender stereotypes through communications delivered in support of Council events and activities	Community Infrastructure and Social Planning; Customer Engagement; Libraries; Inclusive Communities	
Strategy 2.4: Strengthen positive, equal and respectful relationships through Council educations programs, services and resources	Identify opportunities to deliver respectful relationships education and training with Council supported groups or programs	Community Infrastructure and Social Planning, Youth Services and Early Years	Reported changes in community attitudes towards violence against women ( PVT)
	Increase early years respectful relationship training for educators through different communication streams and deepen Council's understanding of the barriers to participation		
	Middle years- Explore the opportunity to support respectful relationships through the design of a pilot program targeting Year 6 children in partnership with a local primary school		
	Continue to implement Council's <i>Baby Makes Three</i> program with new parents and families	Community Services - Maternal Child Health Services	

## Objective 3:

Increase women's independence and role in decision making



Strategy	Action	Lead and partners	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	Access and Participation Community Services - Youth Services Economic Development and Smart Cities	Increased proportion of community and cultural leaders who are women Increased diversity of women leaders Increased representation of women in media, professional sports and at all levels of leadership (State)
	Continue to support Maribyrnong Youth Advisory Committee ensuring young people's meaningful participation in decision making processes and building leadership capacity and skills		
	Deliver 'She's the Boss' Local business network for women		
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 ALGWA Bursary award	Community Infrastructure and Social Planning; Governance	Increased proportion of community and cultural leaders who are women 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 underrepresented women and gender diverse community members in accessing programs and services; and encourage gender equity and diversity on the boards and leadership of funded arts and cultural organisations	Inclusive Communities; Libraries; Arts and Culture	Increased proportion of community and cultural leaders who are women Increased diversity of women leaders Increased representation of women in media, professional sports and at all levels of leadership (State)
	Work with ASRC to provide sporting opportunities for migrant and refugee women		



## Objective 4:

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



Strategy	Action	Lead and partners	Outcome indicator
Strategy 4.1: Strengthen our capacity to apply an intersectional gender lens to inform Council policies, plans, programs and engagement	Implement requirements under the Victorian Gender Equality Act 2020 (gender impact assessments, gender equality action plan, workforce auditing) with an intersectional lens	Community Infrastructure and Social Planning; Council-wide	Increased awareness and understanding of the extent and impact of gender inequality
	Continue to build the capacity of departments to undertake Gender Impact Assessments, through training and resources	Community Infrastructure and Social Planning; Council-wide	
	Prepare a gender equality budget statement as part of Council's annual budget process	Community Infrastructure and Social Planning; Finance	
	Consult with community experts to ensure planned work features a gendered response, and in particular, the effects of climate change and adaptation on women and children	City Sustainability	
	Continue to support VicHealth's This Girl Can Week campaign to inspire women to get active - however, wherever and whenever they choose, without being judged	Recreation and Open Space	
	Support the participation of women and girls in sport and physical activity through key programs - Active Maribyrnong Grants, Spring into Summer, and female, family friendly facility upgrades and policies that have a gender lens applied to them	Recreation and Open Space	
Strategy 4.2: Build and strengthen partnerships and collaborative action for the prevention of violence against women and promotion of gender equity	Continue to actively participate in Preventing Violence Together meetings, MAV Preventing Violence Against Women Network and Engaging Men Network	Community Infrastructure and Social Planning	Increased awareness and understanding of the extent and impact of gender inequality
	Advocate to local, state and national government on issues affecting gender equity, with a focus on: <ul style="list-style-type: none"> <li>Family violence and violence against women</li> <li>Early intervention programs with children and adolescents to disrupt cycles of violence</li> <li>Safe and inclusive responses to LGBTIQ+ communities</li> <li>Access to safe and secure housing</li> <li>Homelessness</li> <li>Women's economic security</li> <li>Sexual and reproductive health</li> <li>Healthy masculinities</li> </ul>	Community Infrastructure and Social Planning	
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 2024-25	Community Infrastructure and Social Planning	Increased awareness and understanding of the extent and impact of gender inequality

## Objective 5:

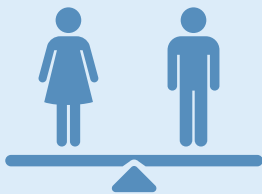
Increase the number of safe and gender-equitable facilities and public environments to facilitate equal participation in community and civic life



Strategy	Action	Lead and partners	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, parks and open space	Continue to improve and update gender equity and intersectionality resources. These will be published on Council's internal data hub to support departments to apply a gender lens when developing and evaluating programs and policies (including when undertaking a Gender Impact Assessment)	Community Infrastructure and Social Planning	Increased participation of women in sport and physical activity (State)
	Undertake Gender Impact Assessments for the review and development of Council policies, services and programs	Council-wide	Increased awareness and understanding of the extent and impact of gender inequality
Strategy 5.2: Apply universal design and Crime Prevention Through Environmental Design (CPTED) principles when planning and upgrading community facilities, infrastructure and public environments	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	Urban Design	Increased participation of women in sport and physical activity (State)
Strategy 5.3: Take steps to increase the number of women and children using active transport (walking, cycling, and public transport)	Continue to promote and track changes to prioritise pedestrians, with a view to achieving a better balance between motorists and pedestrians in the municipality	Urban Design; Active Transport	Increased participation of women in sport and physical activity (State)
	Active Maribyrnong will deliver a women's multicultural learn to ride program which will be a transformative initiative that aims to empower women from diverse backgrounds to learn how to ride bicycles. The scope of the program is comprehensive, focusing not only on teaching the technical skills of riding a bike but also on fostering a sense of community, confidence, and independence among the participants	Recreation and Open Space	Increased awareness and understanding of the extent and impact of gender inequality

Objective 6:

Take steps to be a safer and more gender equitable organisation



Strategy	Action	Lead and partners	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	Objective six and associated strategies are also implemented through Council’s Gender Equality Action Plan	People and Capability and Community, Infrastructure and Social Planning, Governance	Proportion of managerial positions (private and public sector) occupied by women
	Bi-annual reporting to the Public Sector Gender Equality Commissioner on the Gender Equality Action Plan		Increased availability and uptake of flexible work arrangements (State)
	Gender Equality Working Group to continue to monitor the implementation of the Gender Equality Action Plan		Reduced reports of everyday stereotypes and sexism
	Continue to strengthen internal practice related to disclosures of family violence for employees		Reduced gender gap in workforce participation
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	Work with PVT network to launch “Working Dads’ Report to increase equal parenting and reduce barriers to this in the community and at Council	People and Capability and Community Infrastructure and Social Planning; Council-wide	Gender pay gap
	Actively promote flexible working options to men across the organisation, including showcasing types of arrangements available across levels and directorates		Reduced gender gap in workforce participation  Increased availability and uptake of flexible work arrangements
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	Develop sexual harassment policies, procedures and related training and guidance materials with a gender and intersectional lens (GIA)	People and Capability, Community Infrastructure and Social Planning, Health Safety and Wellbeing	Reduced reports of everyday stereotypes, sexism and sexual harassment
	Develop a position statement to share with community members on standards of behaviour when interacting with Council staff and Council’s response protocols		
Strategy 6.4: Increase the gender balance in leadership positions across all directorates of Council	Review opportunities to track and promote secondment / Acting processes to encourage these across departments	People and Capability and Council-wide	Proportion of managerial positions occupied by women
	Review end-to-end recruitment practices using an intersectional gender lens (including critical assessment of PDs and job selection criteria and competencies, advertisement/talent-seeking channels, composition of interview panels, shortlisting and appointment processes)		Reduced gender gap in workforce participation



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