


The logo for Respect Victoria, featuring the text 'Respect Victoria' in a bold, sans-serif font inside a white speech bubble shape.The logo for Preventing Family Violence, featuring the text 'Preventing Family Violence' in a bold, sans-serif font inside a white speech bubble shape.

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RV/D20/199

7 February 2020

The Hon Gabrielle Williams MP  
Minister for Prevention of Family Violence  
GPO Box 4057  
MELBOURNE VIC 3001

Dear Minister

#### **Respect Victoria – Statement of Intent**

The Respect Victoria Board of Directors and Chief Executive Officer are pleased to receive the inaugural Ministerial Statement of Expectations for Respect Victoria, as conveyed in your letter dated 3 October 2019. As requested, this has been published on the Respect Victoria website. In accordance with standard practice, we now provide the following Statement of Intent outlining how we will deliver on expectations.

Respect Victoria's *Strategic Plan 2019-2022* and *Business Plan 2019-20* outline a suite of activities that we believe will collectively meet the performance objectives within the Statement of Expectations, as part of the full set of our commitments under *Free from Violence: Victoria's strategy to prevent family violence and all forms of violence against women*.

We are pleased to provide the following further detail on each of the performance objectives in the Statement of Expectations.

**Respect Victoria will consider the impact of prevention of family violence and violence against women community awareness campaigns, including the capacity of statewide campaigns to consider other primary prevention campaign levers that could drive uptake.**

Building from the success of the *Respect Women: Call it Out* and *Respect Older People: Call it Out* campaigns, Respect Victoria intends to develop a longer-term campaign strategy to guide continuing efforts to build the Victorian community's awareness of the drivers of all forms of family violence and violence against women through evidence-informed social marketing strategies and approaches. This strategy will build on cumulative evaluation of the campaigns launched to date and of those planned to be implemented in future years.

This will also include work to increase the profile, reach and impact of Respect Victoria in the community and identify opportunities to engage with stakeholders who have the capacity to contribute

to and influence primary prevention activities and outcomes. As this reach builds, we will seek to lever support to make more targeted impact in particular settings and population cohorts.

**Respect Victoria will consider research activities to deepen understanding and inform family violence and violence against women prevention policy and programming, and the partnerships required to do so. This includes developing a Research Alliance with key partners to ensure high-quality evidence in family violence prevention, embedded across the whole Victorian community.**

Respect Victoria is working to build a deeper shared understanding of the drivers, dynamics and approaches to prevention of family violence and violence against women in all Victorian communities. Our program of foundational research initiatives is due to deliver findings during 2020 including projects on family violence against LGBTIQ people, older Victorians and women with disability. It also includes building key research partnerships, strengthening research capabilities and establishing a Research Agenda.

The organisation's medium-term approach is to commission and promote a more strategic program of targeted and collaborative research that can be translated into concrete prevention action. This work will be driven by Respect Victoria's Research Agenda, which will allow us to identify priority research needs and encourage collaboration with key partners to fill evidence gaps. A Research Alliance will be established with key partners from 2020 to advance this agenda.

**Respect Victoria will consider measuring and monitoring trends in family violence prevention. This includes responsibility for the development of the Family Violence Data Platform, quality assurance and endorsing primary prevention program type functions.**

Respect Victoria has commenced work to support better informed primary prevention practice across Victoria by establishing a Family Violence Data Platform with the Crime Statistics Agency, and through comprehensive monitoring and evaluation of activities under the *Free from Violence* Strategy. The Family Violence Data Platform will provide a framework to support measurement and trend analyses to build our understanding of population-level progress on the prevention of family violence and violence against women. A new monitoring and evaluation framework is currently being developed in partnership with the Department of Premier and Cabinet to assess outcomes and measure the impact of primary prevention activities across sectors and settings, including government, industry, and community organisations.

The quality assurance and program endorsement function of Respect Victoria will be advanced during 2020 through development of a model framework for reviewing programs against evidence-based standards. We will give consideration to the most appropriate settings or program types to which the model could be initially applied.

**Respect Victoria will consider the reach of prevention of family violence and violence programs and initiatives across the Victorian community, including those that support diverse communities, and policy and funding opportunities going forward.**

In accordance with pillar Five of the Respect Victoria *Strategic Plan*, we will continue to work to systemically influence government, industry and community sector organisations across Victoria to take up effective primary prevention policy and practice. This will be progressed through a strategic program of stakeholder engagement and partnership development, together with review and strengthening of the systems available for coordinating and supporting prevention work within and

across key settings and sectors in Victoria. Respect Victoria will participate actively in a range of governance structures convened by government agencies to help extend the reach of initiatives.

Respect Victoria will also focus particular effort to support prevention in all Victorian communities, consistent with its core principles of human rights, gender equality, intersectionality and self-determination. This will be embedded throughout our activities and in specific research and communications initiatives. Early work will focus on ageing and elder abuse, family violence against people with a disability, and the various forms of family violence experienced by LGBTIQ people. Respect Victoria is also working with the Dhelk Dja Partnership Forum to develop primary prevention priorities that attend to the disproportionate impact of family violence on Aboriginal people, particularly women and children.


### Reporting and Accountability

Respect Victoria will observe its legislative remit and accountability requirements under the *Prevention of Family Violence Act 2018* (the Act) and the *Public Administration Act 2004* to deliver government policy outcomes. We will publish this Statement of Intent on the Respect Victoria website, with progress against the performance objectives reported on through Respect Victoria's annual reports and Strategic Plan progress reporting after the end of each financial year.

In addition, Respect Victoria is obliged to deliver a report every three years on the trends and outcomes in Victoria in relation to the prevention of family violence and violence against women as required under section 15 of the Act to be tabled before each House of the Victorian Parliament.

We look forward to continuing to work with you on this important agenda and keeping you up to date on our progress in delivering the Statement of Expectations.

Yours sincerely

A handwritten signature in black ink that reads "Melanie Eagle".

Melanie Eagle

Melanie Eagle  
Chair