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| Respect Victoria Business Plan 2021-22 |
| **Business Plan Overview**Respect Victoria’s first *Strategic Plan 2019 – 2022* sets out five Strategic Pillars designed to guide our work and drive evidence-informed primary prevention across Victoria: Research, monitor and evaluate; Communicate and engage; Drive uptake; Coordinate and collaborate; Advise and influence. To advance Respect Victoria’s mission in the third year of our Strategic Plan, we will:* Implement the *Free from Violence* Monitoring and Evaluation Strategic Framework
* Develop a Research Agenda and Research Alliance, and deliver research projects to prevent family violence experienced by Aboriginal Victorians
* Advance a series of behaviour change campaigns, delivered through multiple media and communications channels
* Design a Standards and Endorsement Model to inform quality primary prevention program planning and delivery
* Deliver prevention initiatives with our partners and develop strategic partnerships with new organisations
* Review progress in preventing family violence in Victoria and present a Three-yearly Report to Parliament
* Support work to strengthen the Victorian prevention sector and develop the *Free from Violence* Second Action Plan.

We will also build on work to date, enhancing the Prevention of Family Violence Data Platform, undertaking action research with different population groups, and developing practice guidance resources to monitor and respond to backlash and resistance.More detail about our planned initiatives is provided overleaf. **Portfolio and Priority Themes**Respect Victoria has a wide responsibility to consider all forms of family violence and violence against women. This is complemented by a commitment to address these problems across the diversity of Victoria’s population.In our first two years, we have tackled a range of issues including a core focus on violence against women, as well as elder abuse, LGBTIQ+ family violence, family violence in disaster contexts, and violence against women with disabilities.In 2021-22, we will focus our work on six key themes to maximise our impact. These themes have been selected based on our work to date, the work of other agencies and an assessment of where we can add most value:1. Disability abuse in the home, particularly for women with disabilities
2. Preventing family violence experienced by Aboriginal Victorians
3. Workplace based prevention of sexual harassment and other violence against women
4. Family violence prevention across multicultural communities
5. Primary prevention approaches to coercive control
6. Bystander engagement for primary prevention.

We will also continue to engage on topics addressed through our earlier work, as well as looking ahead to emerging issues. |

**Respect Victoria 2021-22 Business Plan Initiatives**

**Pillar Two: Communicate and engage**

* Enhance Stakeholder Engagement
* Undertake Campaign Evaluation and Measure Impact
* Deliver and Extend Existing Campaigns
* Develop New Campaigns
* Strengthen Victim Survivor Engagement

**Pillar Five: Advise and influence**

* Develop Three-yearly Report to Parliament
* Develop and Explore Options for Financial Diversification
* Establish an Investment Narrative for Primary Prevention
* Advance Policy Advocacy on Key Aspects of Family Violence Prevention

**Pillar One: Research, monitor and evaluate**

* Develop a Victorian Primary Prevention Research Agenda and Establish a Research Alliance
* Implement the Free from Violence Monitoring and Evaluation Program
* Deliver Research Projects: Preventing Family Violence Experienced by Aboriginal Victorians
* Deliver Knowledge Translation and Support
* Initiate and Deliver New Research
Projects

**Pillar Four: Coordinate and collaborate**

* Strengthen Governance and Program Links across the Victorian Government
* Promote and Activate the Primary Prevention Macrosystem Model
* Pursue New Strategic Partnerships
* Deliver Prevention Partnership Initiatives

**Success and Impact Measurement**

We continuously monitor our impact on the Victorian community.

We will assess all initiatives in the Business Plan to ensure that our investments make a clear contribution to the individual, social, organisational, and cultural change we seek.

**Pillar Three: Drive uptake**

* Design a Standards and Endorsement Model
* Release and Enhance the Prevention of Family Violence Data Platform
* Implement the Knowledge Impact Framework
* Monitor and Respond to Organisational Resistance and Backlash