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The Hon Gabrielle Williams MP
Minister for Prevention of Family Violence
GPO Box 4912
MELBOURNE VIC 3001

Dear Minister

Respect Victoria – Statement of Intent 2021

The Respect Victoria Board of Directors and Chief Executive Officer are pleased to receive the revised Ministerial Statement of Expectations for Respect Victoria, as conveyed in your letter dated 22 December 2020. 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 annual *Business Plans* outline a suite of activities that we believe will collectively meet the performance objectives within the Statement of Expectations, consistent with commitments under *Free from Violence: Victoria's strategy to prevent family violence and all forms of violence against women* and the Victorian Government's *Rolling Action Plan for Family Violence Reform 2020-23*.

We are pleased to provide the following further detail on each of the performance objectives in the Statement of Expectations, noting that the scale and scope of some activities will be dependent on State Budget outcomes.

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 has developed a three year 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. Building from our program of foundational research initiatives, including action research on family violence against LGBTIQ people, older Victorians and women with disability, the organisation's medium-term approach will continue to commission and promote a more strategic program of targeted and collaborative research that can be translated into concrete prevention action. Research on family violence prevention for Aboriginal communities will be a key priority in 2021-2022.

This work will be driven by a Family Violence Prevention Research Agenda, now being developed by Respect Victoria, which will allow us to identify priority research needs, encourage collaboration with key partners to fill evidence gaps, and support the uptake and dissemination of new and emerging research in the field. A Research Alliance will be established with key partners 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 is progressing critical initiatives that will support comprehensive monitoring of trends in family violence prevention. To support better informed primary prevention practice across Victoria, Respect Victoria has completed the first phase of the Prevention of Family Violence Data Platform with the Crime Statistics Agency. The Data Platform provides a framework to support measurement and trend analyses that will contribute to our understanding of population-level progress on the prevention of family violence and violence against women. Further work will be undertaken to support uptake, enhance and extend this important tool.

Over the course of the next year Respect Victoria will work with stakeholders and experts to create an initial model and implementation framework for assessing and endorsing prevention programming against evidence-based standards. The model will give consideration to the most effective ways to define, identify and support quality programs, and to the settings and/or program types to which the model should be initially applied. This will in turn help to build the quality and saturation of evidence-based primary prevention programming in Victoria.

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*, Respect Victoria is continuing to work to systemically influence government, industry and community sector organisations across Victoria to strengthen the systems available for coordinating and supporting prevention work and drive take up of effective primary prevention policy and practice. This is being progressed through Respect

Victoria's newly established partnership strategy, focussed on establishing partnerships that increase engagement and impact and drive prevention within and across key settings and sectors in Victoria, and our strategic program of stakeholder engagement.

Furthermore, Respect Victoria is co-leading critical consultation and advisory fora, including the Primary Prevention Sector Reference Group and continues to participate in a range of governance structures within the Victorian Government and broader sector designed to drive uptake, track progress and help extend the reach of initiatives. A key focus of effort through these bodies in 2021-22 will be the development of the next action plan for the Free from Violence Strategy and contributing to the shaping of the new National Plan for the Prevention of Violence Against Women and Children.

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 has focused 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.

Respect Victoria will consider the effectiveness of primary prevention programs and the aggregate progress towards the achievement of outcomes and impacts across the Free from Violence strategy.

As the primary entity now responsible for the Free from Violence Monitoring and Evaluation program, Respect Victoria will work closely with the Office for Prevention of Family Violence and Coordination to lead and support monitoring and evaluation efforts in relation to Free from Violence activities. Under agreed arrangements, Respect Victoria will play an overall coordination role, providing sector wide support and managing evaluation projects to provide an aggregate assessment of effectiveness across programs. Government departments funding specific programs will be responsible for ensuring appropriate monitoring and evaluation of relevant individual programs.

Priority effort for Respect Victoria from 2021 will include activation of the recently completed *Monitoring and Evaluation Strategic Framework*, which aims to foster a collective understanding and clear, consistent approaches to collecting evidence and monitoring progress and evaluating progress towards agreed outcomes. A specific priority for 2021-22 will be the initiation of the mid-term review of the Free from Violence Strategy.

Respect Victoria will provide further data and advice as requested to the Minister for the Prevention of Family Violence and the Office of Family Violence and Coordination on quality, evidence-based prevention programs, prevention trends, and progress on communication and engagement projects and strategies.

Reporting and Accountability

Following recent machinery of government changes, including policy lead on prevention of family violence, Respect Victoria's key policy partner in government has transitioned to the Office for the Prevention of Family Violence and Coordination in the Department of Families, Fairness and Housing. Respect Victoria continues to observe its legislative remit and accountability requirements under the

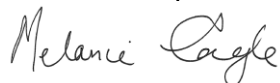
Prevention of Family Violence Act 2018 (the Act) and the Public Administration Act 2004 to deliver government policy outcomes.

Respect Victoria will publish this Statement of Intent on our 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, with the first three yearly report to be tabled in Parliament in 2022.

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



Melanie Eagle
Chair