



# **Preventing Violence Against Women Annual Action Plan 2012-2013**

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## Darebin Council Preventing Violence Against Women Annual Action Plan 2012-2013

### 1. Introduction

The Darebin Preventing Violence Against Women Annual Action Plan is one of two plans (the other being Darebin Women's Equity Annual Action Plan) that Darebin Council has developed under the Darebin Women's Equity Strategy.

Violence against women has been referred to as 'the most pervasive yet least recognised human rights abuse in the world' by the United Nations Population Fund (UNFPA, 2008). Such is the gravity of the problem that important international organisations, including the United Nations General Assembly (UNGA), acknowledges it as a violation of the rights and freedoms of women to take their equal share in political, economic, social, cultural and civil life (UNGA, 1993).

Violence has a major impact on women's health and wellbeing. All forms of violence against women potentially reinforce a range of other known determinants of overall health problems; these include poor physical and mental health, gender inequity, social isolation, and economic disadvantage. Women experiencing violence may also respond to the trauma of violence in ways that damage their own health. These responses can include substance use/abuse, depression, anxiety and social withdrawal.<sup>1</sup>

### The causes of violence against women

The causes and consequences of violence against women are complex and multifaceted. There are often individual, community or societal explanations as to why such violence happens. To minimise or eliminate these causes requires responses that operate in a variety of settings.

Overall, the key determinants and contributing factors to the perpetration of violence against women are:

- The unequal distribution for power and resources between men and women;
- And adherence to rigidly defined gender roles; and
- Broader culture of violence (VicHealth 2007).

(Refer to *Building a Respectful Community – Preventing Violence against Women – A Strategy for the Northern Metropolitan Region of Melbourne 2011-2016* for more information regarding causes and effects of violence against women, prevention strategies and statistical data.

Violence against anyone is unacceptable and while some men and boys are victims of family violence and sexual assault, women are overwhelmingly the victims of these forms of violence. Women and girls of all ages are affected by this violence.<sup>2</sup>

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<sup>1</sup> Women's Health in the North Building a Respectful Community Preventing Violence Against Women – A strategy for the Northern Metropolitan Region of Melbourne 2011-2016

Local government is the closest level of government to the community and as such has the capacity to influence many of the determinants of violence against women through its social and strategic planning, environmental management, economic development, urban design and community service provision.<sup>3</sup> Local government is now identified as being one of the critical settings for preventing violence against women.

Darebin Council has taken on this role with conviction, recognising that when you reduce violence against women and children, you help to create a community that is safer, healthier, more inclusive, diverse and dynamic for everyone.

The results have seen Darebin become a local government leader in the field with a range of outcomes including:

- Production of the highly-acclaimed Family Violence Help Cards in partnership with Women's Health in the North and other northern LGAs
- Development of a Darebin White Ribbon Campaign Action Group raising awareness both within Council and the broader Darebin community.
- Development of a Staff Family Violence Policy
- Signing of *Declaration Against Family Violence* by Council and the Darebin Interfaith Council in 2009
- Funding by VicHealth of the Northern Interfaith Respectful Relations Project
- Funding by VicHealth of a year long Local Government Networking and Capacity Building Project to Prevent Violence Against Women
- Development of a Women's Violence Prevention Officer Role
- Participation in regional forums and networks
- Ongoing work across council with high-level support from senior executive and Council.

These actions have succeeded in raising awareness among council staff and community members that violence against women is prevalent, serious and preventable. There is now a groundswell of council staff and leaders from sports, health and business who want to adapt their work to increase gender equity and prevent violence against women before it occurs and to keep it on the Council and community radar.

Council wishes to acknowledge Moreland City Council's Family Violence Prevention Action Plan on which much of the earlier development work was based.

The Women's Equity Strategy and Action Plan and the following Preventing Violence Against Women Annual Action Plan builds on from this important work and ensures sustainability and accountability into the future.

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<sup>2</sup> Victorian Department of Human Services, Addressing Violence Against Women and Their Children Action Plan Consultation Framework January 2012

<sup>3</sup> Women's Health in the North Building a Respectful Community Preventing Violence Against Women – A strategy for the Northern Metropolitan Region of Melbourne 2011-2016

## 2. Related policy frameworks and strategies

### 2.1 Darebin Council

- **Darebin Equity and Inclusion Strategy**

The Darebin Equity and Inclusion Strategy provides a longer term framework for delivery of Councils policies and actions aimed at improving gender equity, including prevention of violence, for women within the Darebin workforce, within our community and within Council services and programs. It is one of a suite of actions Council has identified through the Darebin Equity and Inclusion Policy – in which women are clearly identified as at risk of exclusion within our community.

The Darebin Preventing Violence Against Women and their Children Annual Action Plan evolves around three strategic goals contained within the Darebin equity and Inclusion Policy.<sup>4</sup>

The Equity and Inclusion goals are:

1. To build an **organisation within Council** that is inclusive and reflective of Darebin's diverse communities
2. To build **services and programs** that are inclusive, responsive, accessible and equitable
3. To contribute to building inclusive and empowered Darebin **communities**

- **Darebin Council Plan 2009-2013**

"We will work to support the right of women to fully and equally engage and participate in the life of the community".

- **Darebin Community Health and Wellbeing Plan 2009-2013**

Strategy 1.3: "Integrate violence prevention activity across our organisation and in partnership with the community to reduce violence against women and children".

- **Darebin Community Safety Strategy 2012 – 2016**

The prevention of violence against women is recognised as a key issue in the Darebin Community Safety Strategy. Priority Area 3, *Partnerships* aims to *work in partnership to increase community education and reduce the opportunity for crime, injury and violence.*

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<sup>4</sup> To view the policy go to: [www. Xxxx](http://www.Xxxx)

Darebin's Prevention of Violence Against Women Action Plan will be one of several action plans directly linked to the Community safety strategy.

- **Darebin Leisure Strategy 2010-2020**

“Continue to support the role of women in sport and leisure through the development of policy, facility design and programs.”  
Actions include respect and responsibility programs, involvement in the White Ribbon Campaign, encouraging women's participation and using a gender lens to assess programs.

- **Darebin White Ribbon Action Team**

Vision: “A community free of violence against women.”

The aims of the group are to strengthen the capacity of Council, the community and individuals to prevent violence against women. It is made up of Council staff, including Darebin White Ribbon Ambassadors.

- **Darebin Staff Family Violence Policy**

“Darebin City Council is committed to being a workforce and community leader in the prevention of family violence and violence against women.”

- **Disability Access and Inclusion Strategy – Annual Action Plan 2011**

Three actions to prevent violence against women, including ‘Plain English’ Help Cards.

- **Darebin Active and Health Ageing Strategy 2011-2021, Year One Action Plan**

“Improve the safety of older people in their homes by raising awareness of violence against women and elder abuse.”

- **Darebin Women's Advisory Committee**

“Aims to support the right of women to fully and equally engage and participate in the life of the community”, as stated in the Council Plan.

## 2.2 Regional

- **Building a Respectful Community – Preventing Violence against Women – A Strategy for the Northern Metropolitan Region of Melbourne 2011-2016.** The Strategy for the Northern Metropolitan Region provides a cornerstone for Council in which to advance its work in prevention of violence against women and ensure an integrated and regional approach across a range of settings, including working closely with local government.

## 2.3 State

- **Addressing Violence Against Women and Their Children – Action Plan Consultation Framework**, Department of Human Services, January 2012 (This plan is likely to supersede The Right to Safety and Justice, Strategic Framework to Guide Continuing Family Violence Reform in Victorian 2010-2020 and A Right to Respect: Victoria’s Plan to Prevent Violence Against Women 2010-2020)
- **The Victorian Charter of Human Rights and Responsibilities**
- **Women’s Health Matters: A 10 Point Plan for Victorian Women’s Health 2010-2014**
- **Safe, Well and Connected: Victorian Local Government Action Plan for Women’s Health 2008-2012**
- **Preventing Violence Before It Occurs - A Strategy and Background Paper to Guide the Primary Prevention of Violence Against Women in Victoria**, VicHealth, 2017

## 2.4 Federal

- **National Plan to Reduce Violence against Women and their Children 2010-2022**
- **Department of Families, Housing, Community Services, and Indigenous Affairs. 2011. *National Plan to Reduce Violence against Women and their Children*. Commonwealth of Australia: Australia**

## 2.5 International

- **UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)**
- **UN Convention Against Torture (Article 1 and Article 14)**
- **UN Declaration on the Elimination of Violence against Women**

## 3. Evaluation and Monitoring

Council will monitor and evaluate the Preventing Violence Against Women Action Plan on an annual basis to measure short and longer term outcomes and impacts. Monitoring will be supported through Council annual reporting cycles across each department and annual reports required back to Council and community. Annual plans will be updated every twelve months with opportunity to review progress. The Darebin Equity and Inclusion Policy will also see reporting requirements which will include the Women’s Equity Strategy and associated plans.

## AREAS FOR ACTION



**Equity and Inclusion Goal 1:** To build an **organisation within Council** that is inclusive and reflective of Darebin's diverse communities

**Objective:** To reduce and prevent violence against women in Council as a workplace

No.	Action	Timeline	Responsible council area	Partnership opportunities	Key Performance Indicator
<b>Organisational action area: Organisational capacity building and support</b>					
1.1	Implement the Staff Family Violence Policy	On-going	P&D; CPP	Other LGAs	70% of actions in SFVP achieved.
1.2	Include Family Violence Help Cards and information on White Ribbon in new employee kits	On-going	P&D; CPP	Other LGAs/White Ribbon Foundation	Information included in all kits
1.3	Identify indicators to measure PVAW work and implement ways to measure them (community attitude surveys, etc)	June 2013	CP3	WHIN, VicHealth; Maribyrnong CC; Moreland CC; Office of Women's Policy	Ongoing systems to monitor and evaluate PVAW work established
1.4	Scope piloting of 'Take A Stand Program'	2013	P & D	VicHealth Women's Health Victoria	Staff participation levels and evaluation
<b>Organisational action area: Staff training</b>					

1.5	Scope provision of regional training with other northern agencies in delivery of VicHealth PVAW Short Course to develop in-house expertise.	2012/13	P&D; CP3	VicHealth, WHIN, PCPs, Northern Region Councils	Staff from each area trained.
1.6	Conduct Family Violence Awareness Training in relation to the Darebin Family Violence Policy for staff and implement an e-learning module on the Family Violence Policy	July-Nov 2012	P&D	Berry Street Northern Region Family Violence Service	Evaluation forms from training sessions; number of attendees
1.7	Ensure annual access to training and information (including refresher for existing staff) on family violence risk assessment and referral for staff working with community including Maternal and Child Health and Family Services, Libraries and Leisure Services and Youth Services	Annual	Community Services Leisure Services	WHIN, Berry Street Northern Region Family Violence Service; Domestic Violence Resource Centre Victoria	Training provided to all Maternal and Child and Family Services staff annually
1.8	Provide in-house training for staff on elder abuse risk assessment and referral with two staff members trained to provide in house. Incorporate this training into the annual training calendar so staff have regular opportunities to refresh their skills.	2012/13	Aged and Disability Services	DVIC, DVRCV; DHS; Moreland City Council	
1.9	Provide family violence referral information to Customer Service Officers and Civic Services staff.	Ongoing	Customer Services/Civic Services	DVRCV / Berry Street / In-House	
<b>Organisational action area: White Ribbon Campaign</b>					
1.10	Coordinate the Darebin White Ribbon Action Team (DWRAT), with representatives from across Council including implementation of the annual DWRAT Strategic Action Plan	On-going	CP3; DWRAT	White Ribbon Foundation	Meetings held monthly; evaluation in June 2012



1.11	Support the North Eastern White Ribbon Community Group	On-going	CP3	White Ribbon Ambassadors; Banyule City Council; North East Primary Care Partnership; MFB (NRC)	Meetings organised monthly & minutes taken
1.12	Assist with the Northern Region White Ribbon Leaders Lunch and have staff attend	Nov 2012	CP3	White Ribbon Foundation; northern LGAs; WHIN; NEPCP	Event evaluation forms; number of attendees
1.13	Sell White Ribbons at Customer Service Centres, Leisure Centres and Libraries	Ongoing	CP3; Customer Service; Leisure, Public Realm & Venues; Libraries, Learning & Youth	White Ribbon Foundation	Numbers of ribbons sold at these venues



**Equity and Inclusion Goal 2:** To build **services and programs** that are inclusive, responsive, accessible and equitable

**Objective:** To ensure Darebin Council services, programs and policies are gender equitable, are inclusive of strategies around prevention of violence against women and actively encourage women's full and equal participation.

	Action	Timeline	Responsible council area	Partnership opportunities	Key Performance Indicator
<b>Service and program action area: Internal advocacy and support</b>					
2.1	Work with Council departments in identifying and monitoring key actions to include in the annual Preventing Violence Against Women Action Plan.	Ongoing	Women's Policy CP3	Across Council	Council departments are aware of and include PVAW actions in their work (See below)
<b>Service and program action area: Family and Children</b>					
2.2	Support women applying for an intervention order by participating in the DIOSS roster.	Ongoing	Family & Children	DDVN Network	Program report through Family Services

2.3	Participate in the Northern Think Child Working Group.	Ongoing	Family Children &	Regional PVAW/Early years network, WHIN	Active participation by Family Services
2.4	Ensure coordinated approach to prevention of family violence and support families that experience family violence including participation in the Darebin Domestic Violence Network as articulated in Darebin Early Years Plan 2011-2021	Ongoing	Family Children &	Northern Integrated Family Violence Service Strategic Network; Darebin Domestic Violence Network; DVRC; State Government	Strengthened regional coordination
2.5	Display Respectful Relationships and Diverse Families messages across all Maternal and Child Health/Family Service centres.	2012/13	Family Children;	Other LGAs; Berry Street; WDVCS	All immunisation sessions display signage
2.6	Provide Family Violence Help Cards to all playgroups	Ongoing	Family Children &	WHIN/Women's Policy	Info pack distributed to playgroups
2.7	Promote training opportunities for (non-council) staff at child care and kindergarten centres in family violence risk assessment and referral.	On-going	Family Children;	WHIN, DVRCV; Berry Street; State Government	90% Childcare and kindergarten staff aware of procedures
2.8	Input into the review of the Parents Group Program including consideration of Baby Makes Three program and other prevention models.	2012/13	Women's Policy	Whitehorse Community Health; VicHealth	Successful Integration into new parents group by year two
	Explore possibility of conducting a child focused White Ribbon activity in community/school setting			Early Years, DWRAT	Scoping undertaken with recommendations post summit
<b>Service and program action area: Aged and Disability</b>					

2.9	Work with older adult groups to recruit 'elders as ambassadors'. Support these people to learn more about family violence and elder abuse and how they can make a difference in their community.	2012/13	Aged and Disability Services; CP3	VicHealth; Family Violence Services; DVCRV; White Ribbon Foundation	Project evaluation
2.10	Hold a community event to promote Elder Abuse Awareness Day	2012/13	Aged and Disability Services; CP3	Seniors Victoria; Elder Abuse Foundation??	Event conducted
<b>Service and program action area: Libraries, Learning and Youth</b>					
2.11	Display Family Violence Help Cards in all library toilets, posters.	2012/13	Libraries, Learning and Youth; CP3	DDVN	All library toilets have displays
2.12	Audit library books and resources on the topics of family violence, gender equity and respectful relationships, and create wish list of extra books on these topics.	2012/13	Libraries, Learning and Youth; CP3	Family Violence Services; DVRCV; VicHealth	Audit completed
2.13	Hold Library events that help raise awareness of family violence or preventing violence against women (eg author talk).	2012/13	Libraries, Learning and Youth; CP3	Authors	One event year one integrated with current program
2.14	Monitor and review any developments of the State Government's respectful relationships in schools program and scope incorporation into program areas.	2012/13	Libraries, Learning and Youth; CP3	State Government	Report back with recommendations for future action
2.15	Work with Youth Services in seeking opportunities to integrate violence prevention activities across the whole of youth service as set out in the Darebin Youth Strategy 2012-2022	2012/13	Libraries, Learning and Youth; CP3; DWRAT	Regional PVAW Networks, White Ribbon Foundation.	Participation at key events

2.16	Include theme relating to family violence within the Healthy Relationships component of the Darebin Youth Summit (August)	2012/13	Libraries, Learning and Youth; CP3	White Ribbon Foundation	Conducted
<b>Community Planning, Partnerships and Performance (CP3)</b>					
2.17	Monitor mainstream media and keep a record of articles relating to family violence, sexual assault, gender equity and preventing violence against women.	On-going	CP3	Local media	Media monitored and record made of findings.
2.18	Engage with council community advisory committees and officers to scope and plan joint projects, advocacy and actions on prevention of violence against women including: - Darebin Ethnic Communities Council - Darebin Aboriginal Advisory Committee - Darebin Women's Advisory Committee - Darebin Same Sex and Gender Diverse Advisory Committee - Darebin Disability Advisory Committee - Darebin Health and Wellbeing Committee	2012/13	CP3	DECC DAAC DWAC DSSGAD DDAC DHWC HACC Diversity Plan	All committees aware of and considered PVAW in their annual action plans for 2013
2.19	Provide information, including translated/culturally appropriate materials on PVAW and White Ribbon at all community events and festivals	2012/13	CP3		Participation at key events
2.20	Maintain preventing violence against women and children as a priority in the next Community Health and Wellbeing Plan 2013-2016	2012/13	CP3	Health Committee	Included in Plan
2.21	Include preventing violence against women with a disability as an action within the Disability Access and Inclusion Plan	2012/13	CP3	Darebin Disability Advisory Committee	Included in Plan

2.22	Create an 'Easy English' version of the Family Violence Help Cards for people with intellectual disability.	2012/13	CP3	Northern Region Councils; WHIN; DDVN; Darebin Disability Advisory Committee; Women With Disabilities Victoria.	Produced and distributed
2.23	Create 'same sex attracted' versions of the Family Violence Help Cards.	2012/13	CP3	Northern Region Councils; WHIN; DDVN.	Produced and distributed
2.24	Engage with the East Reservoir Neighbourhood Renewal Project to plan projects to raise awareness of family violence and preventing violence against women.	2012/13	CP3	Neighbourhood Renewal Steering Committee; North East Primary Care Partnership.	Project *(s) identified and integrated in ERNR plan
2.25	Recruit some Neighbourhood Renewal residents to the North Eastern White Ribbon Community Group.	2012/13	CP3	Neighbourhood Renewal Steering Committee; North Eastern White Ribbon Community Group; North East Primary Care Partnership.	3 new recruits
2.26	Display Family Violence Help Cards at all Neighbourhood Houses.	2012/13	CP3	DNHN	Distribution completed
2.27	Provide information sessions to Neighbourhood Renewal residents on family violence and PVAW.	2012-2013	CP3	ERNR Berry St WHIN	1 information session conducted in 2012/2013
2.28	Seek to include a PVAW commitment in the next Council Plan 2013-2016.	2012/13	CP3; Executive Management	Council	Council plan 2013-2016 contains PVAW commitment

2.29	Incorporate questions on gender equity, family violence and violence-supportive attitudes into the Darebin Household Survey.	2012 & on-going	CP3	Council, WHIN	Included in survey for 2012/12 period
<b>Service and program action area: People and Development</b>					
2.30	Continue to promote the Staff Family Violence Policy and support implementation across the organisation including provision of training for staff.	2012-2013	P & D	Council	All Darebin staff aware of the Policy with 80% participation rate in training
<b>Service and program action area: Corporate Risk</b>					
2.31	Position the Staff Family Violence Policy as an OHS policy.	2012/13	OHS	Council	Policy integrated into OHS
<b>Service and program action area: Customer Services</b>					
2.32	Display the Family Violence Help Cards and White Ribbon Campaign materials in CS Centres	On-going	Customer Services	Council	All CS have resources displayed
<b>Service and program action area: Arts, Culture and Heritage</b>					
2.33	Engage with Arts, Culture and Heritage in scoping out projects/strategies that integrate Prevention of Violence Against Women actions across their programs and activities	2012/13	Women's policy	Council	New activities and projects scoped for 2012/13 financial year

<b>Service and program action area: Leisure, Public Realm and Venues</b>					
2.34	Display Family Violence Help Cards in toilets of Reservoir Leisure Centre, Northcote Aquatic and Recreation Centre, Bundoora Park Visitors Centre, DAEC and Northcote Town Hall.	2012/13	Leisure	Council	Resources displayed
2.35	Development of the new Sporting Clubs Award and Recognition Program to include PVAW/White Ribbon actions.	2012/13	Leisure	Darebin Sporting Associations and Clubs	Sporting Club Award and Recognition Program includes PVAW/White Ribbon Category
2.36	Sporting Infrastructure Improvement Plans to incorporate/address access equity issues around safety and participation for women.	2012/2013	Leisure	Sporting Venues	Audit undertaken
2.37	Partner with sporting associations and clubs in developing/delivering PVAW/White Ribbon initiatives to sporting club communities.	2012/2013	Leisure	Sporting Associations and Clubs	Community event conducted
<b>Service and program action area: City Development</b>					
2.38	Scope application of Maribyrnong Council Facility Audit tool and Gender Equity and Planning Fact Sheets for planning approvals on new multi-dwelling and commercial developments.	2013-2014	City Development	M Maribyrnong Council Facility Tool/Local Government Equity Group PVAW Audit Gender Working	Integrated into Annual Asset audit process.
<b>Service and program action area: Major Projects, Engineering &amp; Transportation</b>					



2.39	Scope application of Maribyrnong Council Facility Audit tool and Gender Equity and Infrastructure Fact Sheets in relation to existing facilities, major projects/ redevelopments and new council buildings & work area layouts	2012-2013	Capital Works Major Projects Facilities Maintenance	Maribyrnong Council PVAW Facility Audit Tool/Local Government Gender Equity Working Group	Integrated into Annual Audit processes
<b>Service and program action area: Compliance and amenity</b>					
2.40	Continue to support the Pet Accommodation and women's safety program (PAAWS) working with LORT Smith Hospital.	2012-2012		Berry Street	Regional coordination continues regarding animal welfare during incidents of domestic violence
<b>Service and program action area: Business Development &amp; Employment</b>					
2.41	Display Family Violence Help Cards and related material at Women in Business Network Meetings bi-annual.	2012/13	Business Development	Darebin business networks	Resources on display at network meetings
2.42	Promote business participation in White Ribbon activities	2012/13	White Ribbon Action Team	Darebin business networks	Participation by businesses in annual community event
<b>Service and program action area: Communications &amp; Marketing</b>					
2.43	Display material in community languages about family violence services, at New Citizenship Ceremonies and other community events	2012/2013	Communications & Marketing/CP3		Material on display at Citizenship Ceremonies



**Equity and Inclusion Goal 3: To contribute to building inclusive and empowered Darebin communities**

**Objective:** To develop and maintain collaborative activities at the regional level to address prevention of violence against women.

No	Action	Timelines	Responsible council area	Partnership opportunities	Key Performance Indicator
<b>Community action area: Partnerships and community capacity building</b>					
3.1	Endorse Building a Respectful Community Preventing Violence Against Women Strategy	2012/13	Council	WHIN; Northern region LGAs	Strategy endorsed.
3.2	Provide Council support for Women's Health in the North (WHIN)'s Northern Region PVAW Strategy and continue to strengthen partnerships through participation on the Building a Respectful Community Implementation Advisory Group and Northern Integrated Family Violence Services Strategic Network.	On-going	CP3	WHIN; Northern region LGAs/agencies and PVAW networks.	80% of PVAW Network meetings attended; symbolic endorsement of Strategy
3.3	Convene the Darebin Domestic Violence Network (DDVN)	On-going	Community Safety	Service providers; Police CP3	Annual DDVN evaluation
3.4	Support WHIN's regional Clothesline Project and the DDVN's Self Care Day	Oct 2012	CPE	WHIN; northern region LGAs,	Self Care Day & Clothesline Project evaluation

				DDVN	
3.5	Continue partnership with Good Samaritan Inn including promotion of Council Staff Volunteering opportunities under Darebin Volunteering Policy (working bees & support of dinner dance).	On-going	CP3; DWRAT	Good Samaritan Inn	3 working bees per year & table purchased
3.6	Participate in the MAV PVAW Network	On-going	CP3	MAV, VicHealth, State Government, LGAs	80% of meetings attended
3.7	Participate in an evaluation and further development of the Family Violence Help Cards	2012/2013	CP3	Northern LGAs; WHIN; DDVN	Evaluation outcomes
3.8	Hold a community event to promote Elder Abuse Awareness Day	2012/13	Aged and Disability Services; CP3	Seniors Victoria; Elder Abuse Foundation??	Event conducted
<b>Community action area: Advocacy and awareness raising about Preventing Violence Against Women</b>					
3.9	Participate in Council community events with activity and/or information stall including Darebin Community & Kite Festival and Festival of Light and Friendship.	Feb 2013	Arts, Culture & Heritage; CP3	White Ribbon Foundation	Event evaluation
3.10	Include articles in Council newsletters about family violence, PVAW & White Ribbon. This includes Darebin Community News, Parent's Voice, Access Update, Business Update & Neighbourhood Renewal Update	2012/2013	CP3; Communication & Marketing; various departments		At least one article in each listed publication
3.11	Provide media releases and article suggestions about PVAW to local media	2012/2013	Communication & Marketing; CP3	Local media; Women's Domestic	At least one article in the MTW, Preston Leader and Northcote

				Violence Crisis Service	Leader
3.12	Implement other social marketing tools, including White Ribbon bookmarks, 'Violence Against Women STINKS' magnets on garbage trucks and White Ribbon t-shirts	November 2012	CP3; Communication & Marketing; Libraries, Learning & Youth; City Works	White Ribbon Foundation; other LGAs	Evaluation measure to be established
3.13	Include Family Violence Help Cards in new resident kits	On-going	CP3	Communication & Marketing;	All new residents kits have Help Cards
3.14	Promote Council's work in gender equity and PVAW to inspire others (Council as role model)	On-going	Communication & Marketing;		Web current and media coverage for IWD, White Ribbon and other key dates.

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