

# Family Violence Prevention Action Plan 2024–2028



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## Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.

Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.

## Acknowledgement of lived experience

Council acknowledges that women and gender-diverse people have experienced and continue to experience, discrimination and disadvantage, on the basis of sex and gender.

Frankston City Council acknowledges the strength and resilience of victim survivors of violence against women and family violence – adults, children, and young people. We pay our respects to those who have been harmed or who did not survive and acknowledge the loss and impact on friends, families and communities whose lives are impacted by family violence.

The actions in this Plan are not exhaustive so they may not capture the breadth of experiences and discrimination that women experience. Council acknowledges that some communities in our municipality experience additional forms of discrimination when intersections of privilege and disadvantage may occur, and that women and gender diverse people are not a homogenous group.



# Message from the Mayor

It gives me great pleasure to present this Family Violence Prevention Action Plan 2024-2028 to our communities across Frankston City. This Plan gives voice to Council's position that all forms of family violence are unacceptable.

Council is committed to preventing family violence because of the devastating impacts it has on individuals, businesses, and all our communities. Our Plan sets out our vision for co-ordinated approaches that begin with strong leadership, create partnerships and collaboration, and amplifies our messages that violence is not tolerated. These approaches are the foundations of a safe and secure community for all Frankston residents but to do this, we need to address the underlying causes of family violence one of which is gender inequality.

We already have strong foundations for promoting gender equality which is a precondition for preventing family violence so we will continue to work on changing norms, attitudes and behaviours that contribute to gender inequality and family violence. Family violence will not stop overnight so our efforts must be sustained, and targeted to where we can make a difference.

This Action Plan has been developed following consultation with the community, key stakeholders who include community organisations and local service providers. Frankston City Council would like to thank the many community groups and individuals who participated in our community consultations, sharing their lived experiences, knowledge and ideas. This feedback has helped to identify the priorities and inform

the actions for this Family Violence Prevention Action Plan. The first phase of the Plan will focus on building the foundations for partnerships with our communities, connecting and developing partnerships across the municipality to build towards our vision of a safe and secure City for all our residents.

This Plan commits Council to working towards equity for those who face intersecting forms of discrimination, including Aboriginal and Torres Strait Islander communities, our culturally diverse communities, women with disabilities and people who identify as LGBTIQ+.

On behalf of the City of Frankston, I would like to thank everyone who contributed to the development of our Family Violence Prevention Action Plan 2024-2028 and acknowledge the dedicated members of the Project Steering Committee.

## **Our commitment**

Council will review this four-year Family Violence Prevention Action Plan annually and report on the performance and activities outlined in the Plan.

A document outlining the key achievements and overall performance of the Plan will be available on Council's website.



# Introduction

Family violence is prevalent across all communities with significant economic, social and health costs. It predominantly affects women and children, with high rates for young people and gender-diverse people. Family violence is preventable, so this of Family Violence Prevention Action Plan (FVPAP) is focused on stopping violence before it starts.

Family violence includes violent or threatening behaviour that coerces or controls a family member whether intimate partner, older person or child, that causes that family member to be fearful. This includes physical, verbal, sexual, emotional, psychological and financial abuse, creating fear, use of intimidation, threats to personal safety or towards pets, denying a person the right to make decisions. It may include preventing people from having contact with their family or friends or by verbally humiliating or physically abusing them in public or in front of others.

Violence from an intimate partner is the highest contributor to preventable death, disability and illness for women between the ages of 15–44 in Victoria. Men experience violence, however, it tends to be a one off experience, in public, and at the hands of other men. Whereas men's violence against women, tends to happen in the home, to be a long-term pattern of power and control, and often at the hands of an intimate partner or family member. At least one woman is murdered every week in Australia, by her current or former partner.

It is important to acknowledge that the in the vast majority of cases, the perpetrator of family violence is a man — however this by no means should be misinterpreted as being disparaging to all men. There are many men in the community who are great role models for healthy masculinity and also strong allies in the fight to prevent violence against women.

Children frequently witness violence against their mothers and are often victims themselves. The effects of family violence has negative impacts that are felt across families, friends, workplaces and communities. Women and children who experience family violence are at risk of injury, psychological damage, poverty, social isolation, homelessness, and dislocation as a

result of having to move away from support networks such as family and school communities.

As per the national leader in the prevention of violence against women and children in Australia — *Our Watch* has outlined: family violence is a gendered but preventable form of violence. Achieving gender equity is therefore key to preventing violence against women and children and ensuring that everyone is safe at home and free from all forms of violence.

Through this Action Plan, Frankston City Council aims to work with stakeholders, networks and community members across the city to significantly improve the safety of women, gender diverse people and their families. We will do this by working in collaboration and partnership to increase the impact of our work.

## Council's role and responsibilities

This Action Plan builds on the many roles, responsibilities, and opportunities that Council has, to work on the prevention of family violence. Councillors and Council officers have important platforms and services through which to influence community culture, attitudes and behaviours in relation to family violence, and reinforce the message that violence and disrespect have no place among our communities.

Everyone in Council has a role to play in preventing family violence and all forms of violence against women. This includes Councillors, executive leaders, managers, prevention specialists and people working at all levels in Council from front-line service staff and technical roles to policy officers and administrators — and everyone in between.<sup>i</sup>

<sup>i</sup> State of Victoria, Department of Families, Fairness and Housing, May 2023. *Local government guide for preventing family violence and all forms of violence against women*, mav.asn.au/PFVguide

Councils are both leaders and service providers in many different settings where action can be taken for the prevention of family violence. Those settings include Community Centres, Libraries, sporting clubs, Arts and Culture. Council provides key universal services including Maternal and Child Health, play groups and day care, Youth Services, Emergency Management, community strengthening, and many social support programs. Council implements social policy, designs local strategies and plans, and supports the local Aboriginal and Torres Strait Islander community. Council has significant reach, influence, and access to local residents.

Figure 1 illustrates how this Action Plan is aligned with and interconnected with Council's other strategic plans. In particular, Council is committed to this Prevention of Family Violence Action Plan under Priority 5 of Council's *Municipal Health and Wellbeing Plan 2021-25*, the *Gender Equality Action Plan 2022-2025*, and the *Safer Communities Policy and Strategy*.

One of the priorities of the Healthy and Safe Communities initiative is to reduce the harms from family violence to which this Action Plan is directed.

Achieving the priorities of this Plan requires a whole of Council approach. Responsibilities for preventing family violence sit with multiple Council departments, overseen by Council's Community Strengthening department.

### Policy and legislative context

In 2017, the final report of the Victorian Royal Commission into Family Violence (RCFV) recognised the seriousness of family violence and its consequences for individuals, families and communities, and that the key drivers of family violence and all forms of violence against women are gender inequality, or in other words, not seeing women not as equals and treating them as with disrespect.

In response, Victoria has developed an enabling policy environment for prevention that recognises the role of local government in promoting gender equality and the primary prevention of family violence. Currently there are several legal and policy frameworks guiding this work:

- **Victoria's Gender Equality Act, 2020**
- **Safe and Strong 2021: Victoria's Gender Equality Strategy**<sup>ii</sup>
- **Free From Violence: Victoria's strategy to prevent family violence and all forms of violence against women. Second Action Plan 2022-2025**<sup>iii</sup> <sup>iv</sup>
- **Local Government Act 2020** which requires Councils to have policies and plans that promote gender equity, diversity and inclusiveness
- **Public Health and Wellbeing Act 2008** which requires councils to prevent family violence as part of their municipal public health and wellbeing plans.

These documents make clear that a whole of government and whole of Council model is necessary to prevent family violence and gender inequality and to ensure that they are no longer tolerated.<sup>v</sup>

### How this Plan was developed

Council has developed this Action Plan through a series of collaborative steps that included:

- Reviews of local data, relevant frameworks and evidence
- Review of the first City of Frankston *Prevention of Violence Against Women Action Plan*
- The work being undertaken through other Council Plans and Strategies
- Community consultation
- Guidance from an expert Steering Committee
- Guidance from Victoria's *Local government guide for preventing family violence and all forms of violence against women*.<sup>vi</sup>

Themes that emerged through community consultations confirmed that efforts to reduce and prevent family violence can take place in many different settings and environments.

### Community and stakeholder consultations

Community and stakeholder consultations for this Action Plan were conducted during November-December 2023 via a questionnaire on the Engage Frankston website. We received feedback from 110 members of the community and 21 responses from Service Providers or Community Groups. The full results are available at [engage.frankston.vic.gov.au](https://engage.frankston.vic.gov.au)

### Feedback from service providers

Service providers were keen to partner with Council on initiatives for the prevention of family violence. They saw opportunities including:

- Respectful relationship and gender equity education with children in the early years in kindergartens and play groups, with new parents, and young people particularly young men.
- They identified key settings for promoting healthy masculinities and challenging outdated gender stereotypes in sporting clubs, community organisations and groups.
- Settings for running prevention programs for young people include sport and recreation, health settings and dedicated youth spaces.
- Community events were identified as important for getting messages out to raise awareness about what family violence is, and how to stop it before it starts.
- Because women are at greatest risk of family and intimate partner violence Council can ensure that tools/resources to identify and mitigate violence and how to escape violence, are available in many different places and settings across the city.

Figure 1: Alignment of Council Plans



ii State of Victoria 2021. *Safe and Strong 2021: Victoria's Gender Equality Strategy*; vic.gov.au/safe-and-strong-victorian-gender-equality  
 iii State of Victoria 2022. *Free From Violence: Victoria's strategy to prevent family violence and all forms of violence against women*. Section Action Plan 2022-2025; vic.gov.au/free-violence-second-action-plan-2022-2025  
 iv State of Victoria 2020. *Family violence reform rolling action plan 2020-2023*; vic.gov.au/family-violence-reform-rolling-action-plan-2020-2023  
 v State of Victoria. *Family Violence Outcomes Domains*; vic.gov.au/family-violence-outcomes-framework  
 vi State of Victoria, Department of Families, Fairness and Housing, May 2023. *Local government guide for preventing family violence and all forms of violence against women*, mav.asn.au/PFVguide

“Young people are at greater risk of experiencing unhealthy relationships, sexual assault and harassment with a lack of experience and confidence in navigating relationships, greater vulnerability. They are influenced by poor (role) modelling and exposure to porn.”

### Community – what we heard

The majority of responses from community members were from women from right across the city. Nearly 35 per cent of respondents had a disability or were caring for someone with a disability or long-term health condition. Almost 95 per cent indicated they understood family violence – perhaps they had experienced it or knew someone whose life was affected by family violence.

Community respondents were keen to partner with Council on prevention actions including:

- Sharing or reposting information about safe and respectful relationships at home
- Starting a conversation with family, friends and coworkers about preventing family violence
- Attending training about preventing family violence.

Community members strongly supported Council’s role in and actions for preventing family violence. They commented on the importance of Council providing training in the community, in advocacy and social media posts about preventing family violence, and want Council to speak about, and make known their support for gender equity and the prevention of family violence.

# The impact of family violence

The impact of violence against women and gender diverse people is profound and ongoing. Family and intimate partner violence is a serious public health and social problem affecting substantial numbers of women and children. Intimate partner violence is a larger health risk for women than the risk factors of alcohol, smoking and obesity combined.

The economic cost of violence against women in Australia is estimated to cost \$22 billion a year. Victims and survivors bear about 52 per cent of the burden of this cost followed by national, State and Territory Governments bearing the second biggest cost burden, health, administration and social welfare costs which are expected to accumulate to \$323.4 billion over a thirty-year period from 2014-15 to 2044-45 if sufficient investment is not made in prevention.<sup>vii viii</sup>

Further, escaping family violence heightens the risk of, and often results, in homelessness of women and their children. Frankston has historically seen increases in the rates of women, young people and children experiencing homelessness. Rates of homelessness among women and children escaping violence have been trending upwards since 2017-2018, and further exacerbated during and post, the COVID-19 pandemic.

### Evidence for action on family violence

Frankston Council is taking a leadership role in taking action to prevent family violence. All proposed actions are informed by the evidence, the data incidence, rates, and social, health and economic burden of family violence:<sup>ix</sup>

- Approximately 1 in 4 women has experienced violence and emotional abuse by an intimate partner and are nearly three times more likely than men to experience violence from an intimate partner.
- On average, one woman a week in Australia is killed by an intimate partner.
- Many women who experience violence from their partner first experience it during pregnancy.<sup>x</sup> One in three women experience intimate partner violence during the 10 years after having their first child.<sup>xi</sup>
- 1 in 5 Australian women have experienced sexual violence since the age of 15.
- Almost 10 women are hospitalised each day for assault injuries perpetrated by an intimate partner.
- Sixty-five per cent of women with disabilities report experiencing at least one incident of violence since the age of 15 and are twice as likely to have report having experienced sexual violence and intimate partner violence than men with disabilities.<sup>xii</sup>
- Gender diverse people experience violence at similar rates to heterosexual women.

vii PwC. *A high price to pay: the economic case for preventing violence against women*, November 2015. [pwc.com.au/pdf/a-high-price-to-pay.pdf](http://pwc.com.au/pdf/a-high-price-to-pay.pdf)

viii KPMG. (2016). *The cost of violence against women and their children in Australia*, Department of Social Services. [dss.gov.au/sites/default/files/documents/08\\_2016/the\\_cost\\_of\\_violence\\_against\\_women\\_and\\_their\\_children\\_in\\_australia\\_-\\_summary\\_report\\_may\\_2016.pdf](https://dss.gov.au/sites/default/files/documents/08_2016/the_cost_of_violence_against_women_and_their_children_in_australia_-_summary_report_may_2016.pdf)

ix Our Watch (2021). *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia* (second edition)

x Campo M. *Domestic and family violence in pregnancy and early parenthood: Overview and emerging interventions*. Australian Institute of Family Studies, CFCA Practitioner Resource – December 2015

xi Gartland, D., Hemphill, S.A., Hegarty, K. et al. *Intimate Partner Violence During Pregnancy and the First Year Postpartum in an Australian Pregnancy Cohort Study*. *Maternal Child Health Journal* 15, 570–578 (2011). [doi.org/10.1007/s10995-010-0638-z](https://doi.org/10.1007/s10995-010-0638-z)

xii Our Watch and Women with Disabilities Victoria. (2022). *Changing the landscape: A national resource to prevent violence against women and girls with disabilities*. Melbourne, Australia: Our Watch.

- In 2017 in Australia, young women (15–19 years) had the highest rates of reported sexual assault of any age and sex group, followed by girls aged 10–14 years and women aged 20–24 yrs. Overall, young women are the age group most likely to experience both sexual and physical violence, with young men aged 15–19 having the highest offending rates of sexual assault and physical violence.<sup>xiii</sup>
- Children exposed to violence are more likely to have a range of health, developmental and social problems during childhood and frequently carry the effects of those problems into adulthood.<sup>xiv</sup>

These rates are higher for those people who face intersectional (i.e. multiple and compounding) forms of inequality.

### Intersectionality and priority populations

Intersectionality means that when attitudes, systems and structures in society overlap and interact, they frequently work to create inequality and social exclusion. The forms of inequality and exclusion can arise from generational socio-economic disadvantage, racism, homophobia, biphobia, transphobia, ableism, and ageism which give rise to greater risks of discrimination and being marginalised.

Intersecting characteristics of a person's identity contribute to and that feeling and being safe in our community is not shared equally. Aboriginal and Torres Strait Islander women experience disproportionate rates of violence, and violence that is often more severe and more complex in its impacts.<sup>xv</sup> Women with disabilities also experience violence, abuse, and neglect at much higher rates than people without disability.<sup>xvi</sup>

It is recognised that anyone can experience family violence. However, there are key populations who experience intersectional discrimination who also frequently experience a higher incidence of family violence. Groups of people more at risk include:

- Women and children
- Women who are pregnant and have young children
- Aboriginal and Torres Strait Islanders People with disabilities, particularly women
- Gender diverse people
- People experiencing homelessness or insecure housing
- LGBTIQ+ communities
- Migrant and refugee communities
- People experiencing persistent socio-economic disadvantage
- Older people particularly those who are dependent on others

Family violence is always preventable but it requires comprehensive actions to redress gender inequalities and all forms of violence in the context of intersectional disadvantage.

# What drives family violence and gender inequity?

Violence against women is driven by and can be predicted by distinct factors. In summary, they are attitudes that engender and support violence, men's practices of control over women and aggressive forms of masculinity, and gender stereotyping. Together these drivers are founded on beliefs that women are not equal and deserving of disrespect.

Figure 2 explains the drivers of violence as patterns of attitudes and behaviours. Through a coordinated approach, strong leadership and collaborative partnerships with community and stakeholders, this Plan sets out how Council will work on the drivers of family violence and the essential actions needed to stop the violence before it starts.

### Key definitions

**Family violence** includes violent or threatening behaviour that coerces or controls a family member or causes that family member to be fearful. This includes physical, sexual, emotional, psychological and financial abuse.

**Gender inequality** is where women and men do not have equal social status, power, resources or opportunities, and their voices, ideas and work are not valued equally by society.<sup>xvii</sup>

**Gender-based violence** refers to violence that is specifically directed towards women and gender diverse people because of their gender.

**Primary prevention** is about stopping family violence before it starts, by tackling the attitudes, norms, practices and power imbalances that create and perpetuate family violence.

<sup>xiii</sup> ABS. 2020. *Sexual Assault in Australia*. [aihw.gov.au/reports/family-domestic-and-sexual-violence/sexual-assault-in-australia/contents/summary#:~:text=Rates%20for%20children%20aged%200,\(based%20on%20ABS%202020a\)](http://aihw.gov.au/reports/family-domestic-and-sexual-violence/sexual-assault-in-australia/contents/summary#:~:text=Rates%20for%20children%20aged%200,(based%20on%20ABS%202020a).).

<sup>xiv</sup> Deirdre Gartland, Laura J Conway, Rebecca Giallo, Fiona K Mensah, Fallon Cook, Kelsey Hegarty, Helen Herrman, Jan Nicholson, Sheena Reilly, Harriet Hiscock, Emma Sciberras and Stephanie J Brown. *Intimate partner violence and child outcomes at age 10: a pregnancy cohort*, The BMJ. DOI: 10.1136/archdischild-2020-320321

<sup>xv</sup> Our Watch (2018). *Changing the Picture: A national resource to support the prevention of violence against Aboriginal and Torres Strait Islander women and their children*. Our Watch, Melbourne.

<sup>xvi</sup> Our Watch and Women with Disabilities Victoria. (2022). *Changing the landscape: A national resource to prevent violence against women and girls with disabilities*. Melbourne, Australia: Our Watch.

**Figure 2: Gendered drivers of family violence and essential actions for prevention<sup>xviii</sup>**



### Socio-ecological model and continuum of prevention actions

The socio-ecological model (Figure 3) shows how primary prevention needs to work across all levels – from individuals (downstream) to groups and community (midstream), to the upstream level of policy and legislation. The examples in the model of structures, norms and practices demonstrate how each level interacts with physical, social, and political environments to create the attitudes, norms, practices and power imbalances that create and perpetuate family violence.

Primary prevention includes working on individual

behaviours at the downstream level, through to actions for advocacy, then moving more the midstream on capacity building, organisational change and community strengthening, moving upstream to a whole of population focus and the bedrock for change provided by legislation at state and national levels.

**Figure 3: Socio-ecological model of violence against women<sup>xix</sup>**

Level	Downstream	Midstream	Upstream
Focus	Changing attitudes where there is weak support for gender equality, male dominance and controlling behaviours in relationships	Capacity building and partnerships for changing practices and norms, stereotyping, and community strengthening to sanction gender inequality.	Legislation, regulation, and policy to change structures and norms that excuse or support violence and promote women's economic security.



Family violence prevention needs to be directed across four spheres of social life where we want to see change, as illustrated in the socio-ecological model of prevention:

- At the **Individual and Relationship** level, actions are directed at attitudes, awareness, knowledge and behaviours to promote equality and respect among and between individuals, seeking to promote gender equity and healthy relationships between people.
- The **Organisation and Community** level relates to changes to the structures, policies, cultural norms and behaviours in settings such as schools, sport and recreation, workplaces, and neighbourhoods where social relationships develop.
- The **Systems and Institutional** level is about

promoting equal economic and social participation and legal frameworks for everyone, ensuring that no-one is left behind by gendered norms, structures and practices that discriminate on the basis of gender.

- The **Societal** level relates to laws, regulations, economic and social policies which drive structural reform for gender equity and the prevention of violence.

Councils have the authority and capacity to act on every level. It is critical that for a comprehensive approach, actions are taken at every level and not concentrated at one level while other levels are neglected.

<sup>xviii</sup> Our Watch (2021). *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia* (second edition), Our Watch, Melbourne.

<sup>xix</sup> Our Watch (2021). *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia* (second edition), Our Watch, Melbourne.



# Priorities

Our vision for the City of Frankston is that everyone feels safe at home and is free from all forms of family violence.

This Plan sets out how we will contribute to our vision by:

- adopting a primary prevention approach to eliminating family violence against women, children and gender diverse people.
- recognising the causes of family violence including gender inequality, disrespect towards women and stereotyped gender norms.
- being informed by evidence, policy and best practice.
- working through partnerships and collaboration with stakeholders and our communities.

## Priority 1

**The City of Frankston is a strong leader and advocate for the prevention of family violence:**

- Councils are community leaders and have a significant influence on the safety, health and wellbeing of citizens. Councils are responsible for working to improve these lifetime outcomes for communities.
- Council is one of the largest employers in the city, with the ability to influence their employees directly and set an example for other employers.

## Priority 2

**Council recognises gender inequity as the predominant driver of family violence through:**

- Recognising gender equality and violence against women formally in strategies, plans and public campaigns.

- Committing to gender distribution of leadership.
- The inclusion of gender equality and prevention of violence against women in plans and policies.

## Priority 3

**Family violence prevention is integrated into Council service provision:**

- Council delivers many services face-to-face across the community to residents from birth to old age and across many settings and sectors.
- By undertaking primary prevention work, councils can overcome disadvantages among communities, develop community strengths and social cohesion.

## Priority 4

**Council is working in partnerships to amplify and mutually reinforce its family violence prevention work:**

- Council as the form of government closest to community, maintains strong connections with individuals, businesses, community groups, and other organisations to promote partnerships aimed at reducing the harms caused by family violence.
- It is vital for community wellbeing that Council commits to strategies, initiatives, and partnerships to prevent harms from family violence.

## Priority 1: The City of Frankston is a strong leader and advocate for the prevention of family violence

**Objective:** To position the City of Frankston as a strong leader and advocate for the prevention of family violence.

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
<b>1.1</b> Build leaders' skills and confidence to reinforce messages about family violence prevention and gender equity	<b>1.1.1</b> CEO, Mayor and Councillors endorse and support this FVPAP	Annual	Council approval provided	<b>CEO (lead)</b> Councillors Executive Management Team
<b>1.2</b> Council leaders including CEO, promote messages about the social and economic outcomes that flow from reducing rates of family violence	<b>1.2.1</b> Create a toolkit based on 'values-based messaging' framework for Council leaders to use in advocacy about primary prevention and to guide use of Council resources	2024-2025	Toolkit developed and disseminated across Council	<b>Community Development Projects (lead)</b> Communications People & Culture Executive Management Team CEO External Organisations
		Ongoing	Guidance for Council staff and key external partners on 'Values-based messaging' on the prevention of family violence	
<b>1.3</b> Council as a leader, advocates for the prevention of family violence across community	<b>1.3.1</b> Council communications addressing family violence and gender inequity is based on a scheduled calendar of events in consultation with Community Strengthening	Annual	Number of promotions of events for staff and community that carry key messages about prevention and gender equality  Number of content pieces generated each year and their reach and engagement	<b>Communications (lead)</b> Community Development Projects Community Strengthening External Organisations
<b>1.4</b> Develop and deliver annual municipal-wide social-action campaigns focused on raising awareness, changing attitudes and building knowledge that prevent family violence and promote gender equality	<b>1.4.1</b> Council to plan events as part for staff and community to build knowledge and skills to prevent family violence	Annual	Number of events planned by Council for staff and community that align with existing social-action campaigns, including but not limited to: <ul style="list-style-type: none"> <li>International Women's Day</li> <li>Safe at Home Day</li> <li>16 Days of Activism Against Gender-Based Violence</li> </ul>	<b>Community Development Projects (lead)</b> People & Culture External Organisations

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
<b>1.5</b> Council to promote the achievements of women within the community	<b>1.5.1</b> Council to profile the achievements and/or contributions of women in the community (across various fields)	2024 and ongoing	Number of women's achievements/contributions profiled and its reach	<b>People &amp; Culture (lead)</b> Community Development Projects
<b>1.6</b> Council promoting positive male role models within the community	<b>1.6.1</b> Council to profile the achievements and/or contributions of men in the community who are demonstrating positive values and healthy masculinity	2024 and ongoing	Number of men's achievements/contributions profiled and its reach	<b>People &amp; Culture (lead)</b> Community Development Projects
<b>1.7</b> Council ensures the implementation of the FVPAP is effective	<b>1.7.1</b> Review budget annually for effective implementation. FVPAP to be included as a line item in Council's annual budget	Annual	Budget endorse	<b>Community Development Projects (lead)</b> CEO Executive Management Team Communications

## Priority 2: Council recognises gender inequity as the predominant driver of family violence

**Objective:** Build Council capacity about the connections between gender inequality and intersectionality to help prevent family and gendered violence.

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
<b>2.1</b> Council Departments demonstrate linkages between gender inequality and intersectionality that compound family / gender-based violence as part of Council's Gender Impact Assessments (GIA)	<b>2.1.1</b> Department workplans demonstrate understanding of how gender and intersectionality integrate as part of core business and implement actions to reduce impacts on community	2024 delivery, then annual review	The drivers of family/gendered violence from national prevention framework (Change the Story) are referenced and gender equitable outcomes for priority groups are addressed as part of each GIA submission	<b>All departments</b> People & Culture Community Development Projects Council's Diversity & Inclusion Committee

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
2.2 All Departments assess their areas of remit across the FVPAP and the Gender Equality Action Plan (GEAP)	2.2.1 Embedding connections between gender inequity and family violence into the compliance training program for Council staff	2024 and ongoing	Compliance completion rate for all staff is at 90%	<b>People &amp; Culture (lead)</b> Community Development Projects
	2.3 Training for internal staff on primary prevention of family violence	2.3.1 Offer additional training and professional development to all staff about family violence prevention and gender equity	Ongoing	Annual review of staff requiring training and delivery of training
2.4 Embed family violence prevention into Councils' Fair Access Policy	2.4.1 Build family violence prevention through gender equity (i.e. active bystander training) in sport and recreation	Annual	Number of training and education sessions provided to clubs on access and inclusion of diverse groups	<b>Sport &amp; Recreation (lead)</b> Community Development Projects
	2.4.2 Use Council's influence to ensure women, girls and priority groups are not discriminated against	Annual	Number of clubs actively collaborating with Council to improve outcomes for women, girls and priority groups Number of changes documented by clubs	<b>Sport &amp; Recreation (lead)</b> Community Development Projects
	2.4.3 Seek to advance equal access and opportunities for women, girls and priority groups	Annual	Acknowledge and celebrate sporting clubs that are advancing gender equality, access and inclusion in Frankston	<b>Sport &amp; Recreation (lead)</b> Community Development Projects
	2.4.4 Continue to invest in inclusive infrastructure to provide sporting facilities that are gender-equitable and inclusive of priority groups	Ongoing	Number of facility upgrades Funding towards female friendly and inclusive sporting facilities	<b>Sport &amp; Recreation (lead)</b> Facilities Building Infrastructure Open Space Civil Infrastructure Advocacy & Strategic Partnership Community Development Projects

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
2.5 Learning opportunities for communities to understand the connection between gender inequality and social and economic impacts for Frankston	2.5.1 Provide initiatives for community to learn about the drivers of family violence and its social and economic impacts	Annual	Number of training sessions provided for community Numbers of participants attended Level of knowledge and confidence increase by attendees	<b>Community Development Projects (lead)</b> Community Strengthening Frankston City Libraries Economic Development External organisations Community groups

### Priority 3: Family violence prevention is integrated into Council services

**Objective:** Integrate prevention of family violence into Council service provision.

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
3.1 Maternal & Child Health (MCH) Nurses undertake family violence assessment with parents attending the service	3.1.1 Ensure all new and existing staff understand the drivers of family / gendered violence	Ongoing	All MCH Nurses have completed training about managing family violence related risk on employment	<b>Maternal &amp; Child Health (lead)</b> Governance Community Development Projects External organisations
			All MCH Nurses attend MARAM refresher training as required by Department of Health	
3.2 Council's Maternal & Child Health service is compliant with family violence service reforms	3.2.1 Support the MCH service in their requirement to advance MARAM (Multi-Agency Risk Assessment and Management Framework)	Ongoing	Number of MARAM assessments undertaken as part of 'Key Ages and Stages' assessments Number of Family Consultations attended Number of referrals to Family Violence Services	<b>Maternal &amp; Child Health (lead)</b> Community Development Projects External organisations

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
3.3 Provide all parents with information on types of family violence, gender equity at home, and respectful relationships	3.3.1 All MCHS sites display posters and resources available	2024 and ongoing	All sites have up-to-date posters and resources	<b>Community Development Projects (lead)</b> Maternal & Child Health External organisations
	3.3.2 Include a page in each parent-held child health record (Green Book) with contact details of family violence support services available	2024 and ongoing	Investigate feasibility to develop a discrete postcard to be included in all parent-held child health records (Green Book)	<b>Maternal &amp; Child Health (lead)</b> Community Development Projects External organisations
3.4 Implement Baby Makes 3 program in MCH services to promote gender equality and prevent family violence	3.4.1 Baby Makes 3 program is delivered through first time parent groups	2024 and ongoing	Number of first-time parents who attend the Baby Makes 3 program as part of the first-time parent groups	<b>Maternal &amp; Child Health (lead)</b> Community Development Projects External organisations
3.5 Council responds appropriately to people experiencing family violence	3.5.1 Support frontline, customer service and local laws staff with identification, response and referrals for anyone experiencing violence and/or homelessness	Annual	People Leaders draw staff attention to Council's Standard Operating Procedure (SOP) on how to appropriately respond to disclosures of family violence from community twice a year	<b>Community Development Projects (lead)</b> Community Strengthening People & Culture Customer Service Community Safety Frankston City Libraries Family Health Support Services Parks & Vegetation City Works
	3.5.2 Ensure to-date Pocket resource of FV services is available at all customer service locations	2024-2025	Pocket resource updated, printed, and distributed	<b>Community Development Projects (lead)</b> Community Strengthening People & Culture Customer Service Community Safety Frankston City Libraries Family Health Support Services Parks & Vegetation City Works

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
3.5 Council responds appropriately to people experiencing family violence	3.5.3 People leaders review protocols and formal procedures around responding to family violence situations by frontline, customer service and local laws staff	2024 2026 2028	Protocols reviewed and updated	<b>People &amp; Culture (lead)</b> Community Development Projects Community Strengthening Customer Service Family Health Support Services Community Safety Frankston City Libraries Family Health Support Services
	3.6 Provide support to young people experiencing family violence or relationship issues	3.6.1 Work with Youth Services to provide opportunities for young people to prevent family violence using a gender transformative lens	Annual	Co-design with young people on an initiative or project to promote gender equality and respectful relationships
3.7 Support fathers' active parenting designed to encourage equal parenting practices	3.7.1 Explore a community initiative to engage fathers in healthier masculinities and gender equality	Annual	Number of fathers reached and actively participating	<b>Children's Services (lead)</b> Maternal & Child Health Community Development Projects Community Strengthening External organisations
	3.7.2 Explore opportunities to provide pop up playgroup for fathers	Annual	Number of fathers reached and actively participating and feedback	<b>Children's Services (lead)</b> Maternal & Child Health External organisations
3.8 Promote wellbeing opportunities for men and access to support services	3.8.1 Recognise and deliver an initiative during the annual Men's Health Week that addresses men's wellbeing and support needs	Annual	Number of men reached and actively participating and feedback	<b>Community Programs (lead)</b> External organisations

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
3.9 Respond to the links between animal abuse and family violence	3.9.1 Implement the 'Pet Sanctuary Program' for pet owners escaping family violence	2024-2025  Annual	Continue to build partnerships to formally establish partnerships, policies, procedures and referral pathways into the program  Number of referrals received into the program for support	<b>Community Safety (lead)</b> Community Development Projects External organisations

#### Priority 4: Council is working in partnerships to amplify and mutually reinforce its family violence prevention work

**Objective:** Council is engaged with and learning from partners in family violence prevention.

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
4.1 Council staff are connected with external collaboratives for family violence prevention	4.1.1 Council staff are members of the Frankston and Mornington Peninsula Family Violence Primary Prevention Collaborative (FVPPC)	Ongoing	Attendance Learnings shared internally	<b>Community Development Projects (lead)</b> Community Strengthening Family Health & Support Services External organisations FVPPC
	4.1.2 Council staff participate in Municipal Association of Victoria family violence prevention and gender equity networks and events	Ongoing	Attendance at meetings Learnings shared internally	<b>Community Development Projects (lead)</b> Community Strengthening People & Culture
	4.1.3 Council staff are members of the Promoting Respect and Equity Together regional partnership	Ongoing	Attendance at meetings Joint initiatives	<b>Community Development Projects (lead)</b>

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
4.2 Council strengthens its partnerships with stakeholders also working in primary prevention of family violence	4.2.1 Council invites the participation of NGOs and community-based organisations to work in partnership on family violence prevention activities	Annual	Evaluate contributions of key partners	<b>Community Development Projects (lead)</b> External organisations FVPPC
	4.2.2 Consult and collaborate with the Disability and Inclusion Committee (DAIC) about their priorities for prevention of family violence and provide appropriate resources	Annual	Process of consultation and outcome is acceptable to DAIC and Disability and Inclusion Project Manager	<b>Community Development Projects (lead)</b> Community groups External organisations
	4.2.3 Consult and collaborate with local Aboriginal and Torres Strait Islander community about their priorities for prevention of family violence and provide appropriate resources	Annual	Process of consultation and outcome is acceptable to local Aboriginal community and Reconciliation Project Manager	<b>Community Development Projects (lead)</b> Community groups
	4.2.4 Consult with Frankston Mornington Peninsula LGBTQIA+ Collaborative for prevention of family violence and provide appropriate resources	Annual	Process of consultation and outcome is acceptable to local community representatives from the Disability and Inclusion Project Manager	<b>Community Development Projects (lead)</b> Community groups
	4.2.5 Consult with Social Inclusion Action Group for prevention of family violence and provide appropriate resources for diverse community groups	Annual	Process of consultation and outcome is acceptable to members of our Social Inclusion Action Group and Social Inclusion Project Manager	<b>Community Development Programs (lead)</b> Community groups

Strategies	Actions 2024-2028	Timeline	Baseline Measure	Who
4.2 Council strengthens its partnerships with stakeholders also working in primary prevention of family violence	4.2.6 Consult with Positive Ageing Team for prevention of elder abuse and provide appropriate resources	Annual	Process of consultation and outcome is acceptable to members of our Age Friendly Frankston Ambassadors and Positive Ageing Team Leader	<b>Community Development Programs (lead)</b> Community groups
	4.2.7 Provide grant opportunities for community groups and organisations that address prevention of family violence	2024  Annual	Annual Community Grant and Community Service Partnership Grant lists aligning with 'Strengthening gender equality and respectful relationships' priority (5) of the Council's Health and Wellbeing Plan  Number of grant applications that address the prevention of family violence	<b>Community Development Programs (lead)</b> Community groups

### Decision support for expenditure on prevention actions

To ensure a strategic approach, proposed priority actions will be scored using a matrix of key rationale criteria that reflect best practice, evidence about what works and efficient approaches. It is critical that expenditure proposals are carefully considered before funding is committed to ensure the reach and effectiveness of programs is optimised:

- The program/intervention is ready to go with no more than minor adaptation
- The program/intervention targets one or more of the drivers of, and contributing factors to, family violence
- The program/intervention is about primary prevention rather than response

- The setting has the opportunity to reach\* priority populations at scale
- Potential for partnership to ensure scale of implementation
- There is evidence that the program/intervention works in more than one setting
- The program/intervention is a promising practice that can be or can be 'scaled up' for implementation
- The program/intervention can be evaluated for impact and outcomes, and cost-effectiveness

\* Note that reach is a measure of participation, referring to the percentage and characteristics of persons, including how representative they are of the population of interest, who receive or are affected by FVPAP actions i.e. an intervention, program, or policy.

# Monitoring and evaluation

How we will know that our work is effective.

### Annual review of the Action Plan

Evaluation and monitoring of this FVPAP will be undertaken at the end of each financial year, based on progress and data available from evaluations of actions as well as auditing of progress with internal capacity building actions. Frankston City Council will annually conduct reporting to ensure delivery of the FVPAP is on track.

Conducting an annual review means making sure that the actions identified in this plan are being implemented satisfactorily and that they remain the best way for council to invest in the prevention of family violence over the life of the plan.

To guide the annual review, the following evaluation questions should be used with key Council personnel to assess progress and effective implementation of the Actions in this Plan:

- Have we achieved the change we sought?
- Are we having the influence we expected?
- Have we done what we said we would do?
- How effective is the way we plan?
- What worked well and what needs improvement?

### Social impact

The evaluation framework is integrated with a social impact measures – combined, they are intended to measure the outcomes or long term effectiveness of Council's prevention activities. It draws together and builds on the data, actions and evaluation data gathered over the life of this plan and assesses its impact on the community, and its impact on the problems of family violence. Key questions for social impact evaluation are:

- **The Problem:** why does this problem exist? What are the causes?
- **Inputs:** the resources available; impact of Council's programs on the problem and how well they are targeted at the causes of the problem; who has benefited and how many people have benefited
- **Measurement:** indicators of progress, data capacity and data collection and analysis
- **Impact:** short and medium-term outcomes and positive changes; the learnings, the growth and sustainability of the actions; impact on priority populations.

Responses to the indicators of progress questions will form the basis of the Annual Review Report of the FVPAP to Council.

## Evaluation and Social Impact Framework

Type of evaluation	What it measures	Indicators of progress	Data collection type	When
<b>Process evaluation</b>	Short term or immediate benefits  Checks the extent to which Council practices are responding to the Actions in the Plan and identify what needs to change	Have we done what we said we would do? Is implementation on track?	Qualitative via survey or discussion group	End of first 12 months of the FVPAP
		How effective is the way we plan and make decisions about implementation?	Qualitative via survey or discussion group	
		What challenges have impeded progress? How can they be overcome?	Qualitative via survey or discussion group	
		How well are targeting the causes of the problem across the City of Frankston?	Qualitative via survey or discussion group	
		Are we reaching the people who will benefit?	Quantitative from program numbers	
<b>Impact evaluation</b>	Medium term or intermediate benefits – midway through the life of the Plan  Checks the extent to which Council practices are developing in response to the Actions in the Plan and identify what needs to change	Are we having the influence we expected to have?	Qualitative via survey or discussion group	2–2.5 years into the FVPAP
		Who has benefited so far and how many people have benefited?	Quantitative from program numbers and social media analytics	
		Have our partnerships internally been effective for implementing Actions?	Quantitative from program numbers	
		Have our external partnerships been effective for implementation?	Qualitative via survey or discussion group	
		Do we have the resources necessary to implement the Actions set out in this Plan?	Qualitative via survey or discussion group	
		What needs to be done differently for the Actions to impact on the drivers of family violence?	Qualitative summary of progress mid-way through the Plan	

Type of evaluation	What it measures	Indicators of progress	Data collection type	When
<b>Outcome evaluation</b>	Long term /Social impact over the life of the FVPAP	Have we achieved the change we sought?	Qualitative and quantitative data	Final 3–6 months of the FVPAP
		Who has benefited from the Actions in this plan and how many people have benefited?	Quantitative data from programs, social media analytics	
		Has our work impacted priority populations identified in the Action Plan?		
		Has our work reached the proportion of the population that will have an impact on attitudes and behaviours?		
		Have we undertaken for sufficient data collection and analysis to measure social impact?		
		What have the learnings during the life of the Action Plan? Is there sustainability of the Actions internally?		
		What has been the impact of our Actions on priority populations?		



## Appendix 1:

# Relevant demographics

The population of the City of Frankston is diverse and growing with more than 140,000 residents across 10 suburbs.

Those suburbs have areas that are relatively advantaged and others that experience higher levels of disadvantage. Across Frankston:

- 1.3 per cent of the population identifies as Aboriginal and Torres Strait Islander.
- 21.4 per cent of the population were born overseas, with non-English speakers primarily from the Philippines, India and China.

Frankston City has unique and complex challenges, particularly among neighbourhoods with low levels of social and economic resources that over many decades that has given rise to cultures of aggression, antisocial behaviours and a normalising of gendered violence.

- As per the Australian Bureau of Statistics, the Frankston statistical area (SA2) has higher rates of crime overall than the other suburbs in the city.
- Frankston has the highest rates of FV of all the SE LGAs and for Victoria, with 4-5 FV incident reports per day.
- Frankston has high rates of criminal offences overall compared to Victoria with a 12.4 per cent increase in 2023 compared to 2022
- The top recorded offence across Frankston

is breach of family violence orders.

Family violence can affect anyone from any socio-economic background, regardless of their income, education, or cultural background. Family violence and intimate partner violence is driven by disrespect and violence supportive attitudes as well as sexism and aggressive masculinities.

Women who are not financially independent and experience economic inequality or restrictions to their choices in employment are at risk because living in poverty makes it harder for women experiencing violence or abuse to move on and maintain employment. Women who have employment and financial resources are more able to leave an abusive relationship than women who are trapped by poverty.

This Action Plan must therefore, be read in conjunction with Council plans for Gender Equity and Community Safety and Council's vision for the city as a safe place for everyone by changing attitudes, behaviours and practices that drive all forms of violence against women, children, gender diverse and older people.





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