

Findings of The Gippsland Prevention of Men's Violence Against Women Strategy (PMVAW) Evaluation

PMVAW was funded from January 2013 to December 2015 by the Department of Justice and Regulation under the *Community Crime Prevention, Reducing Violence Against Women and their Children* grant scheme. Gippsland Women's Health (GWH) was the lead agency.

The broad goal was to reduce and prevent MVAW and children by challenging the attitudes, beliefs and practices that perpetuate gender stereotypes and inequality, and drive gendered violence. PMVAW involved a multi-layered, multi-project approach, coordinated through a cross-sector region-wide partnership, and formalised by a steering committee (SC).

The Social and Community Research Unit (SACRU), Federation University Australia was contracted to monitor, evaluate and research PMVAW using a participatory action methodology.

PMVAW Objectives

- To ensure a focus on strategies that promote respectful relationships between women and men, girls and boys are delivered across a range of settings in Gippsland.
- To increase access to resources promoting bystander approaches to PMVAW across Gippsland.
- To promote key messages related to non-violent norms, understanding the nature and dynamics of MVAW and advocating gender equitable relationships across Gippsland.

PMVAW incorporated four action areas, addressed through five core cross-sector projects.

Action areas

- Partnerships and Governance
- Leadership and Advocacy
- Community Strengthening
- Workforce and Organisational Development.

Core projects

Sport and Recreation: 50/50 Clubs

- Aimed to ensure club environments were safe, welcoming and inclusive of women and girls, and that attitudinal support for MVAW was not tolerated.

Local Government: Paving the Way

- Workplace-based project focused on increasing organisational capacity to achieve gender equitable access to workplace resources and opportunities, supporting employees experiencing family violence and creating workplace environments that did not tolerate MVAW.

Women Living with Intellectual Disabilities: Purple Hearts

- Program to support and assist women to develop practical skills and strategies to avoid risk of violence and exploitation.

Leadership Groups and Networks: PMVAW Leadership Groups Network

- Involved identifying and engaging key leadership groups, and champions within Gippsland to act on PMVAW initiatives at individual, community or organisational levels.

Social Marketing and On-line Media Campaign: Make the Link

- Aimed to increase awareness and understanding of the root causes of MVAW and offer practical ways to make a difference.

Key Findings

The evaluation research found the Gippsland PMVAW Strategy achieved success in all objectives and action areas. The cross-sector partnership framework was effective in coordinating, supporting and implementing core and emergent projects. The SC built stakeholder capacity and fostered links between projects. Quality bystander training was fundamental for achieving attitudinal change at the individual level and supporting organisational change in sectors unfamiliar with the underpinning drivers of MVAW. The feminist approach and leadership of GWH was fundamental to ensuring PMVAW objectives and key messages remained in focus. Challenges to ongoing viability of PMVAW initiatives include sustainability for projects beyond the funding period, and the degree to which PMVAW is endorsed and supported by the wider policy and authorising environment. This link illustrates the changes in partner relationships over the project duration, and identifies key initiatives: [PMVAW Strategy](#) [Partnerships Map](#)

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Key Words

Primary Prevention, Changing Attitudes and Practices, Regional Partnership Approaches

References

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