
preventing violence against women and gender equity in local government

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MAV Policy Adviser, Preventing Violence Against Women

it is prevalent

1 in 3

women have experienced physical violence
since the age of 15



ABS Personal Safety Survey 2013

it is costly

Cost to the Australian economy in 2009

\$13,600,000,000

Estimated to rise to by 2020

\$15,600,000,000

KPMG 2009

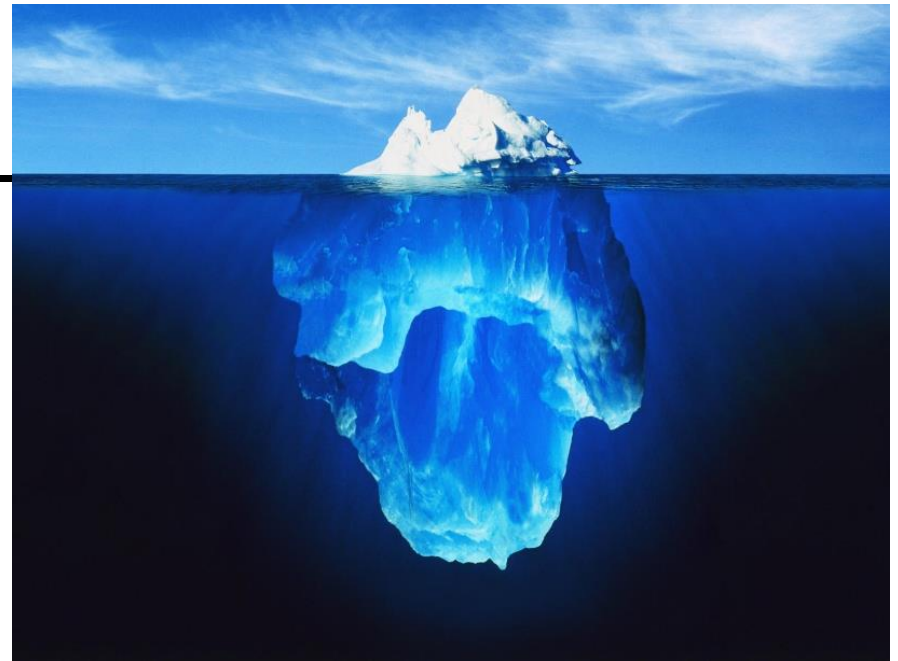
it is pervasive

In 2014/15, Victoria Police attended more than

68,000

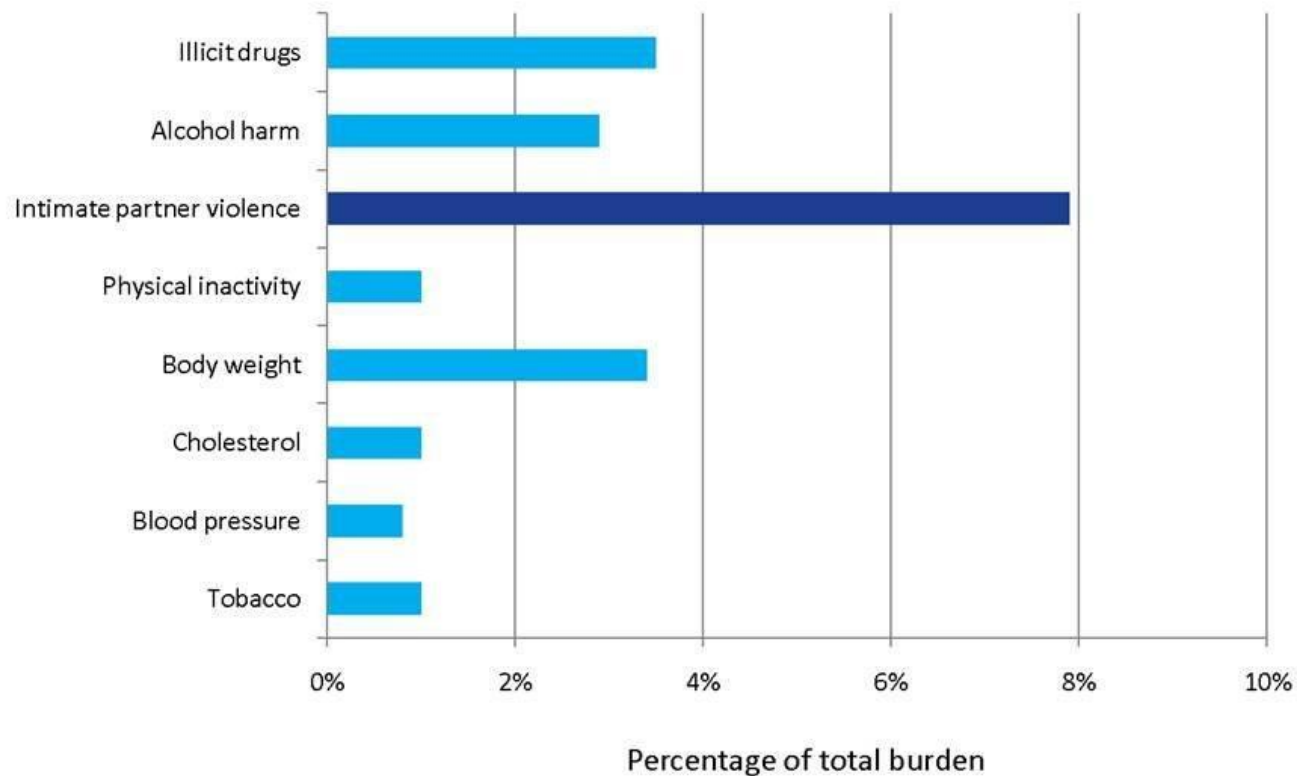
family violence incidents

186 homes a day

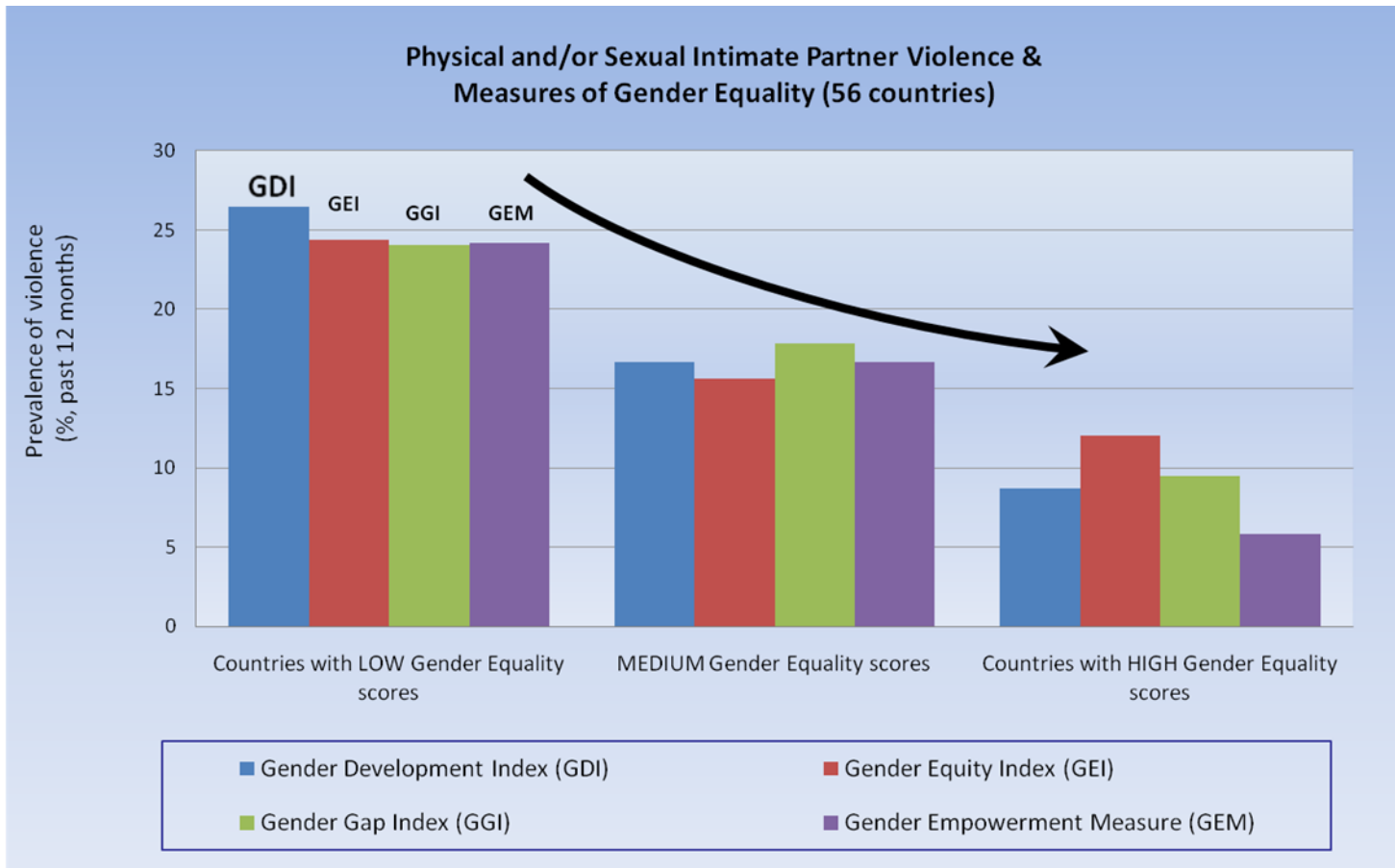


it is deadly serious

Top eight risk factors contributing to the disease burden in women aged 15-44 years, Victoria, Australia, 2001



gender equality and prevalence of violence



UN Women, Investing in Gender Equality: Ending Violence Against Women 2010

National Community Attitudes Survey

- **17,500 survey participants**
- **Encouraging:**
 - ❖ **only 4% to 6% (depending on scenario) believe VAW can be justified**
- **Concerning:**
 - ❖ **increase from 3 in 10 to 4 in 10 agreeing that rape results from men not being able to control their need for sex**

<https://www.youtube.com/watch?v=Yqb8Uzyej78>



MAV leadership statement

Promoting Gender Equity

MAV
PREVENTION OF
VIOLENCE
AGAINST WOMEN
LEADERSHIP
STATEMENT

Victorian councils leading progress in the prevention of violence against women

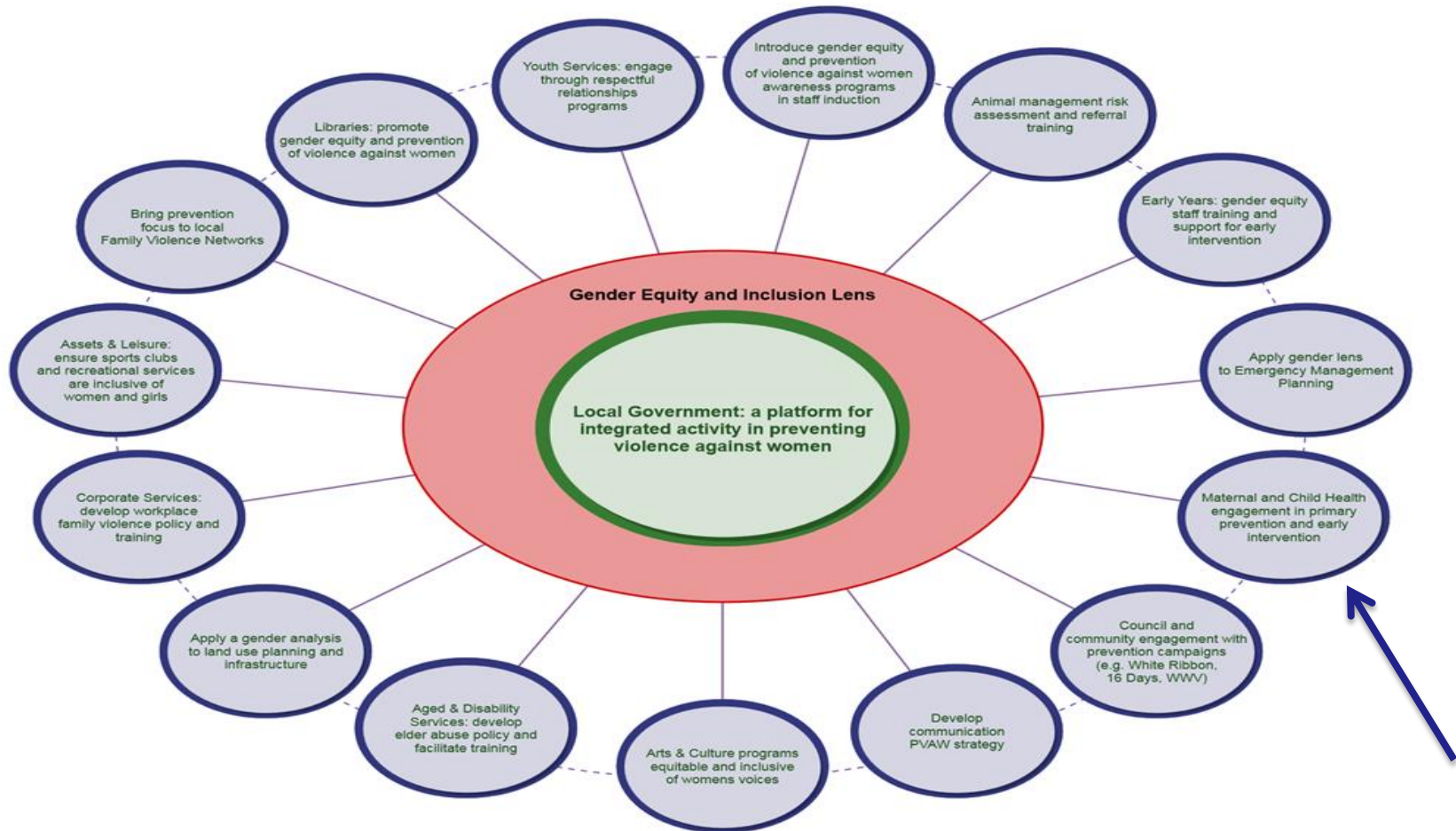
An increasing number of Victorian councils are supporting or are directly involved in preventing violence against women activity. Much of this work is guided by the current research showing that the key determinant of violence against women is the persisting inequities between men and women.

As the peak body for Victorian local government, the MAV pledges to support councils to undertake this work and to provide leadership on the prevention of violence against women.

'Research shows that the key determinant of violence against women is the persisting inequities between men and women'.

VicHealth, 2007

the reach of council



violence against women

- **Primary prevention**
 - **addressing the key drivers of violence against women before it occurs (gender inequality)**
- **Early Intervention**
 - **actions targeted to address early signs of violent behaviour**
- **Tertiary / response**
 - **services to reduce the effects of violence and prevent its reoccurrence**

staff family violence clause and policy



local laws - animal management



emergency management



Gender and Emergency Management Factsheet

The Municipal Association of Victoria (MAV) has developed a gender and emergency management (GEM) strategy which aims to reduce the negative consequences of gender-blind practices.

Studies have shown that the incidence of family violence increases post-disaster and that there are significant differences in how men and women experience and recover from disasters. In developed countries men are more likely to die in floods and bushfires than women, and men strongly influence family decisions to stay and defend homes during bushfires, sometimes with tragic results. Mental health issues, including suicide, can also manifest in different ways for men and women. To positively affect such outcomes, the influence of gender roles and differences must be understood and addressed.

The MAV's GEM strategy will help councils and their partners improve their understanding of gender differences and incorporate gender considerations into their emergency management policy, planning, decision-making and service delivery. As a first step this fact sheet has been developed to raise awareness of how

Why is gender relevant to emergency management?

Women and men experience disasters differently. Gendered roles such as caring for children or knowing how to operate a generator or water pump affect how women and men will experience and recover from natural disasters. Gender often shapes how people perceive what is risky, who makes decisions and how individuals get support or help following disasters. Being blind to these different needs can have serious implications for the protection and recovery of people caught up in disasters.

What are the benefits of integrating gender considerations into emergency management?

Addressing gender issues in emergency management will result in more resilient and equitable communities.

Emergency management is more effective when based on

libraries



sports and recreation

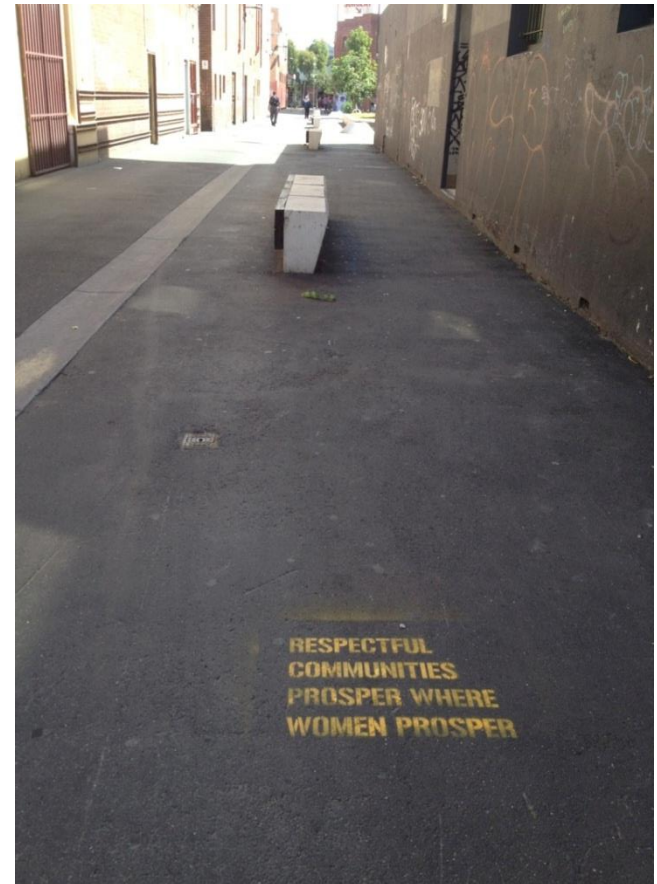
Active Women and Girls in Moreland Strategy



Maribyrnong Council Youth Services - Respect Courage Integrity



messaging on footpaths



messaging through golf



messaging on council buildings



messaging on council fleet



No more silence about family violence.



Prevent Violence Against Women

Shouldn't everyone have a safe place to go home to?



Prevent Violence Against Women

Children are watching us. Say yes to equality.



Prevent Violence Against Women

messaging on garbage trucks



messaging from the sky



thank you



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<https://www.youtube.com/watch?v=tB7Pkcue9Rk>