

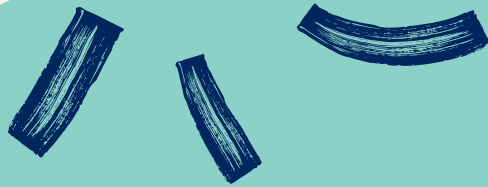
A large, light teal brushstroke graphic that forms a partial circle around the main title text.

Working together to prevent violence against women

Strategic Plan
2024–2029

OurWatch

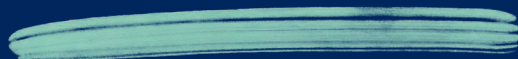
A horizontal teal brushstroke graphic located below the 'OurWatch' logo.



**An Australia
where women
and their
children live
free from
all forms of
violence**


ourwatch.org.au


OurWatch



Our Watch acknowledges and pays our respects to the traditional owners of the land on which our office is located, the Wurundjeri people of the Kulin Nation.

As a national organisation we also acknowledge the traditional owners and custodians of country across Australia and pay our respects to them, their cultures and their Elders past, present and future.

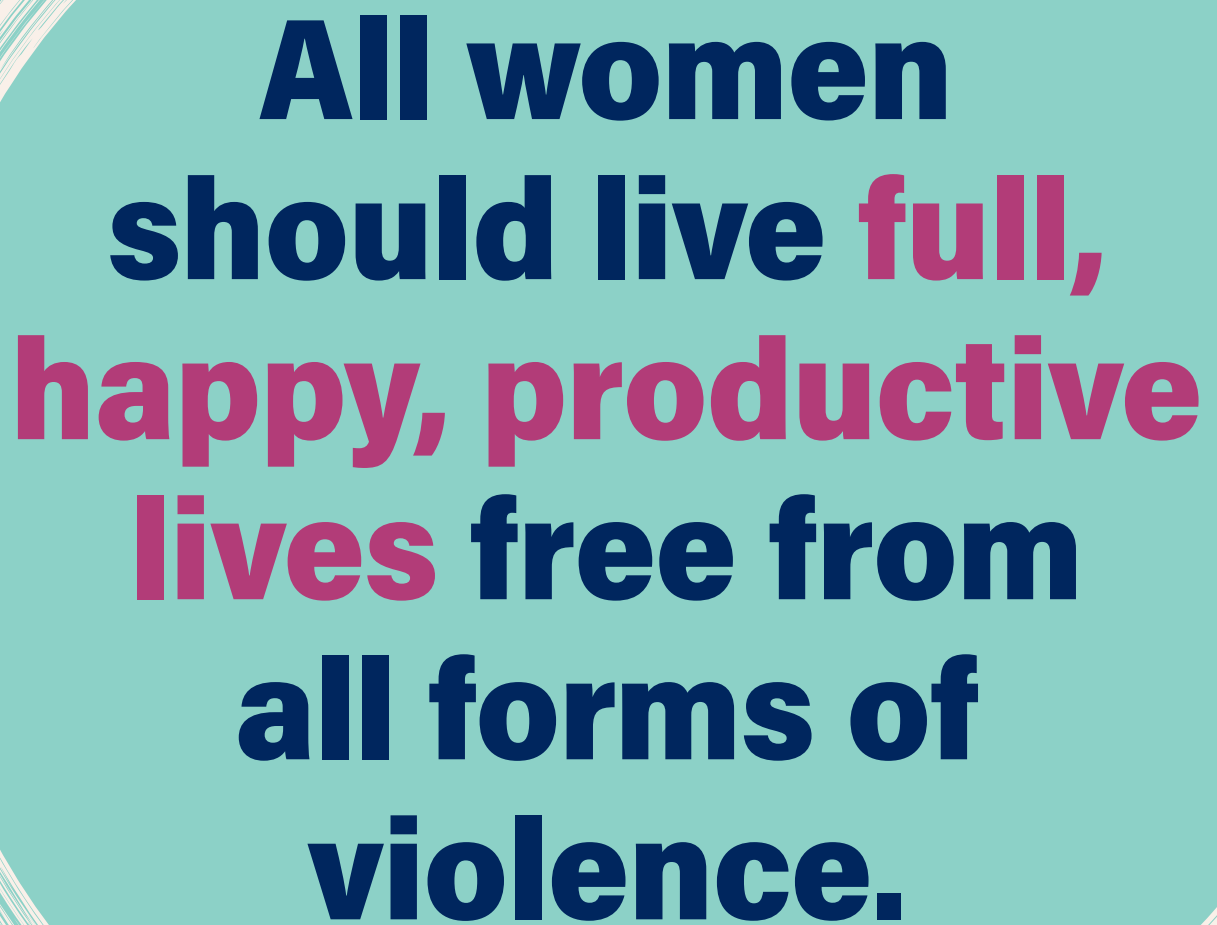




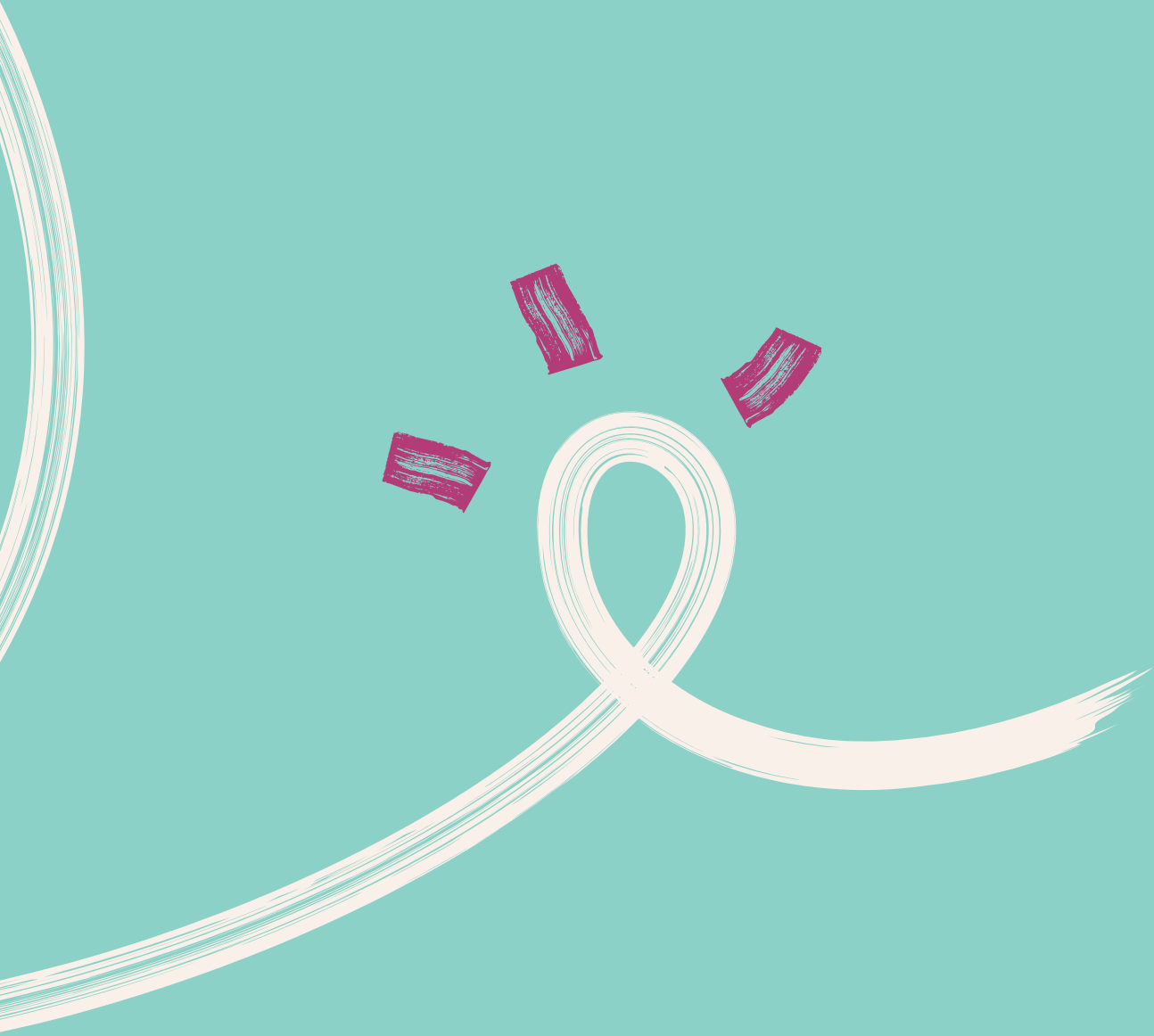
**Finding a topic
that people can
agree on at a
dinner party
isn't easy.**



(but here goes...)



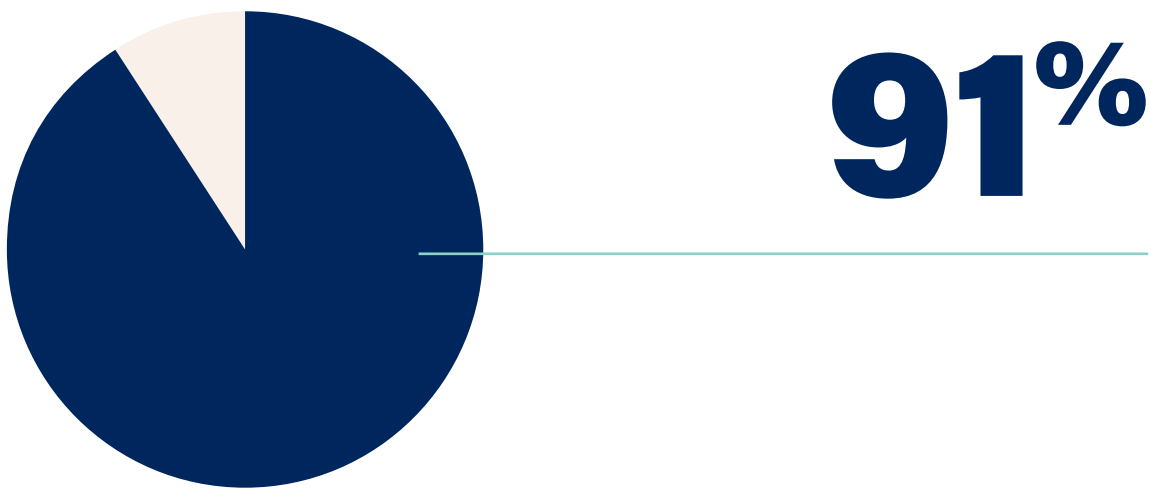
**All women
should live full,
happy, productive
lives free from
all forms of
violence.**



(how did we do?)



We know the vast majority of people living in Australia agree. In the most recent National Community Attitudes Survey, 91% of respondents agreed that violence against women in Australia is a problem*.



*Coumarelos, C., Weeks, N., Bernstein, S., Roberts, N., Honey, N., Minter, K., & Carlisle, E. (2023). Attitudes matter: The 2021 National Community Attitudes towards Violence against Women Survey (NCAS), Findings for Australia. (Research report 02/2023). ANROWS.

**This shared
belief that all
women have
the right to live
full, productive
lives means that
Our Watch's
vision for...**

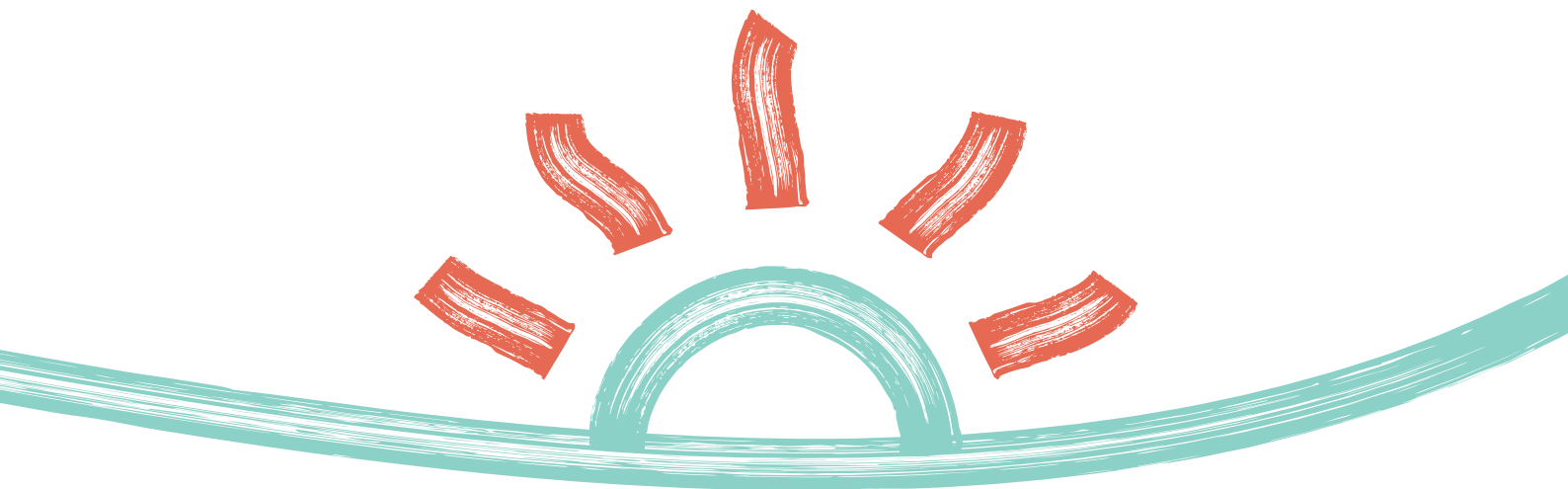


Our Watch's vision

An Australia
where women
and their
children live
free from
all forms of
violence

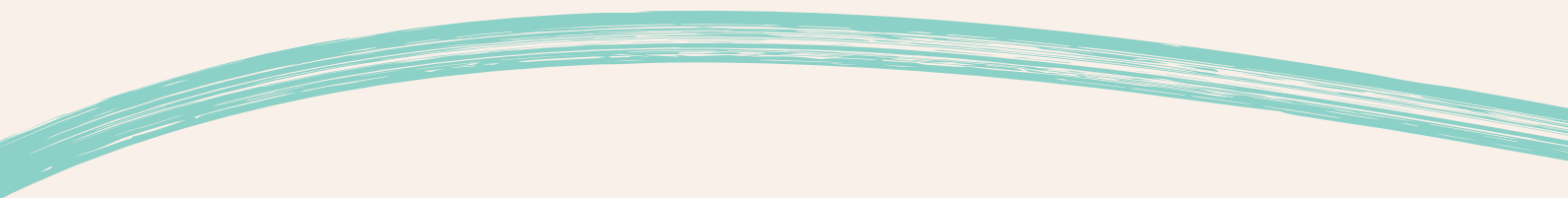
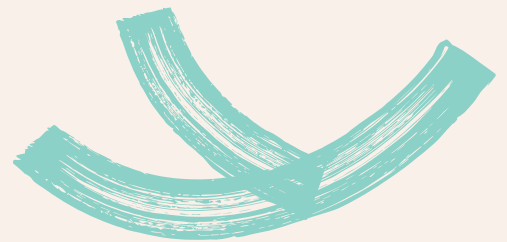


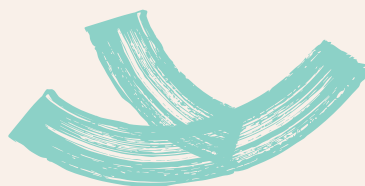
...is a vision that is
shared across the country.
Which is great news,
because...





**Sharing this
vision is
the key to
achieving it.**









Violence against women in Australia is a serious issue. And not all women experience violence equally.

Factors like racism, ableism, homophobia and other forms of discrimination all impact women's experience of violence.

- ▶ Women with a disability are twice as likely to experience sexual violence as women without a disability.¹
- ▶ Lesbian, bisexual and queer women experience higher rates of sexual violence than heterosexual women in Australia.²
- ▶ An average of 15 women a day are hospitalised due to family and domestic violence.³

References:

1. Centre of Research Excellence in Disability and Health (CRE-DH). 2021. Nature and extent of violence, abuse, neglect and exploitation against people with disability in Australia: Research report. Parkville, VIC: CRE-DH.
2. Australian Bureau of Statistics (ABS) 2021-2022. Sexual violence, ABS.
3. Australian Institute for Health and Welfare (2022) Hospitalisation for Family and Domestic Violence data in Australia. Web Report.

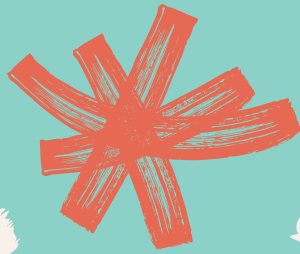
We specifically acknowledge that Aboriginal and Torres Strait Islander women experience disproportionately high rates of violence due to the combined impact of racism, colonisation, and gender inequality.

- ▶ Aboriginal and Torres Strait Islander women are 33 times more likely to be hospitalised due to family and domestic violence than non-Indigenous women.⁴
- ▶ 3 in 5 Aboriginal and/or Torres Strait Islander women have experienced physical or sexual violence from an intimate partner.⁵

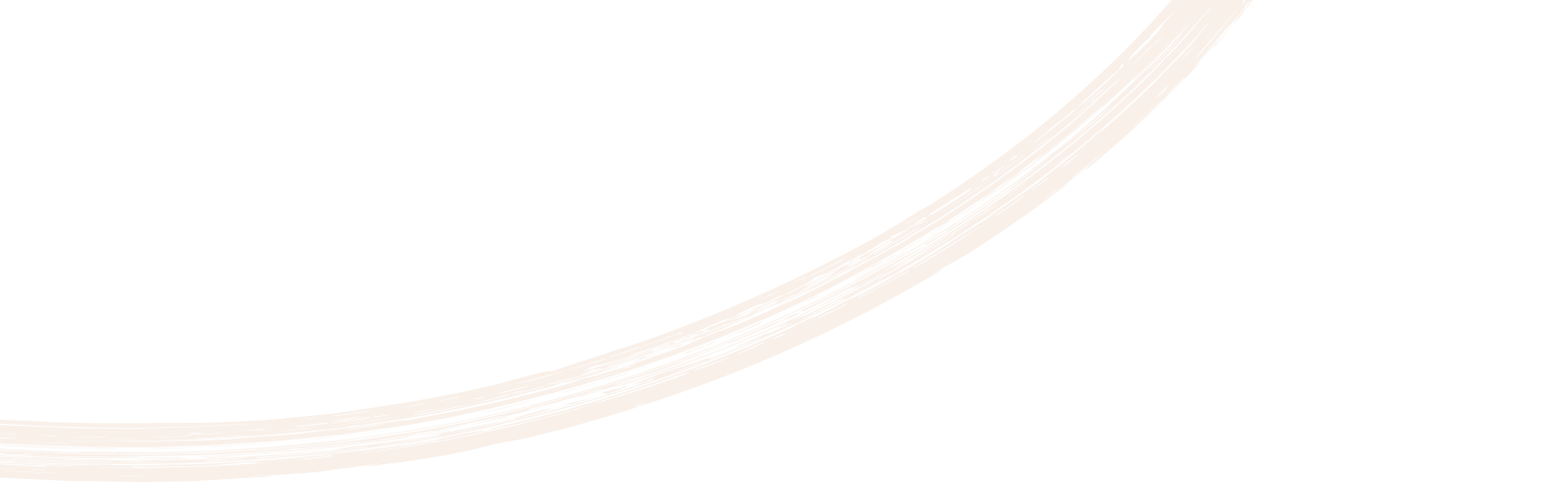
**It is a national responsibility
to address this violence.**

4. Australian Institute for Health and Welfare (2022) Hospitalisation for Family and Domestic Violence data in Australia. Web Report.

5. Webster, K. 2016, July. A preventable burden: measuring and addressing the prevalence and health impacts of intimate partner violence in Australian women. Sydney: Australian National Research Organisation for Women's Safety.



**The good
news is that
preventing
violence against
women is
possible.**



Our shared vision of an Australia where women live free from all forms of violence requires **three kinds of expertise.**

Expertise in crisis response and recovery, expertise in early intervention, and expertise in primary prevention.

Our Watch is Australia's leader in the **primary prevention** of violence against women.



Response and recovery

Crisis response supports victim-survivors and holds perpetrators to account, aiming to stop violence from reoccurring. Recovery provides ongoing, holistic support for victim-survivors.



Early intervention

Early intervention aims to change the trajectory for people who are at higher risk of experiencing or perpetrating violence.

3

Primary prevention

Prevention is different to other interventions, which happen when the risk of violence is already there.

Primary prevention is about stopping violence against women before it occurs by changing the attitudes, structures and power imbalances that enable this violence.

*That's why
Our Watch's role is...*

Our Watch's role



**To stop
violence
before it
starts.**

*How do we stop the
violence before it starts?*

**We create
a world where
people of all
genders
have equal
experiences and
opportunities.**




Our Watch works to prevent violence by embedding gender equality everywhere we live, work, socialise and learn.

Primary prevention requires leadership and coordination but it is not something that we can do alone.

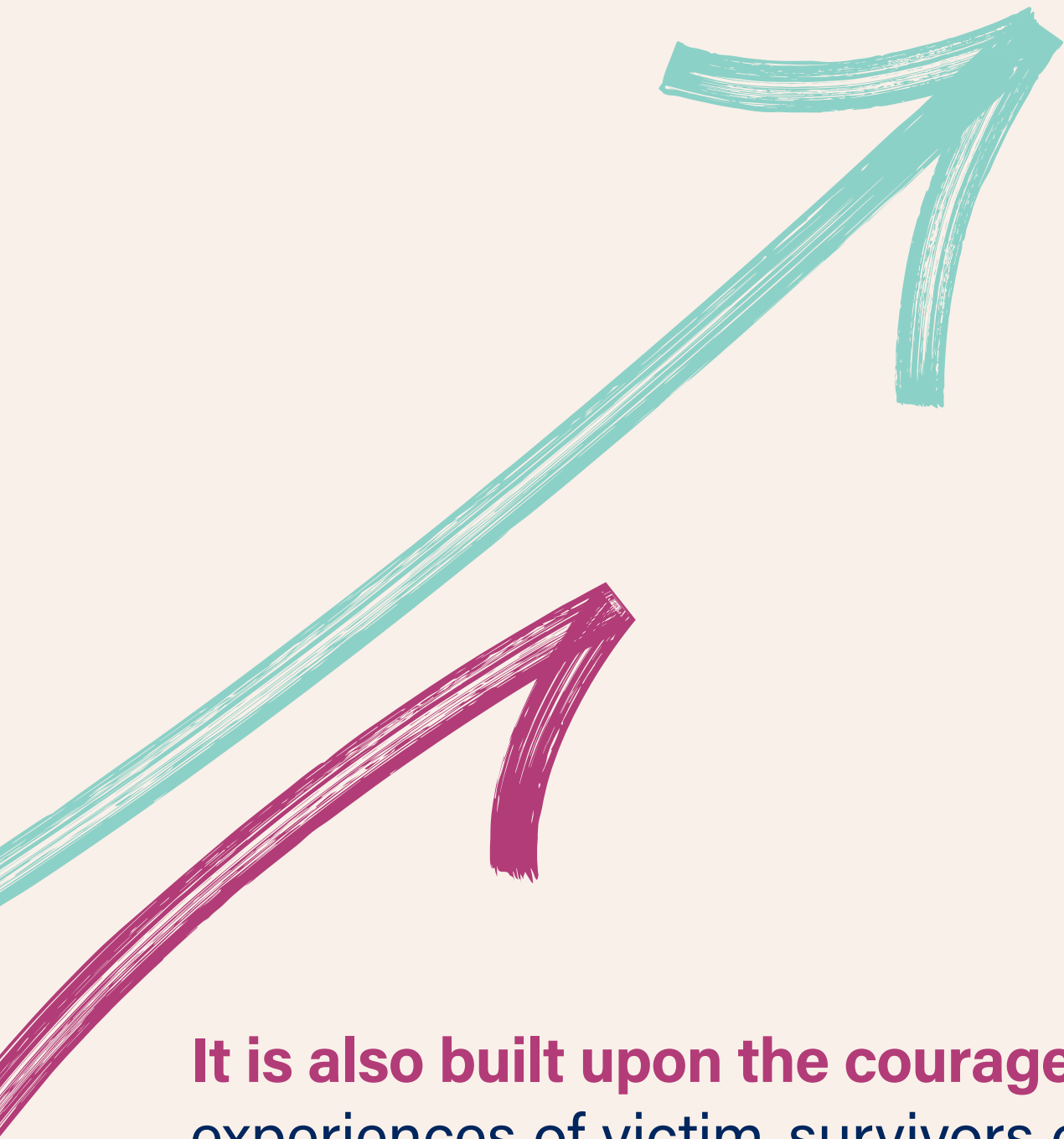
Our Watch has proven over the last 10 years that the pathway to success is to build meaningful and enduring partnerships with our primary prevention colleagues, governments, and with community leaders who share our passionate pursuit of ending violence against all women.





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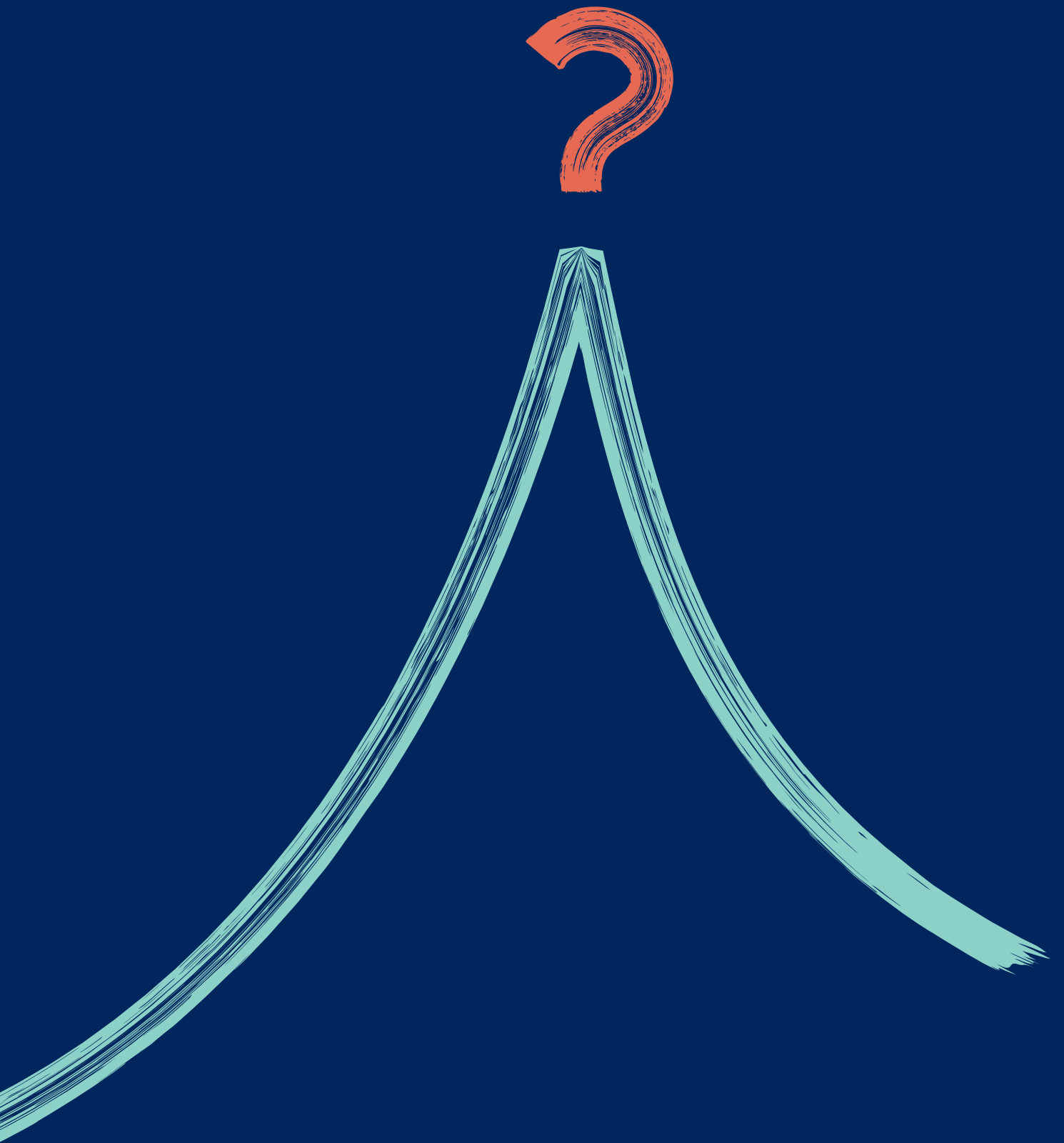
Our Strategic Plan has been
built upon the foundations of all
the primary prevention work that
has come before. Both inside
Our Watch and in the broader
primary prevention sector.



It is also built upon the courageous experiences of victim-survivors of violence, and their tireless work to create change.

Our vision and role are clear, so...

**What does
success
look like
in the next
five years?**



*Success in the
next five years is when...*



Community understanding

We increase national understanding of the importance of primary prevention and gender equality.



National action

We increase the number of people who are confident to take action to prevent violence against women.



Building prevention knowledge

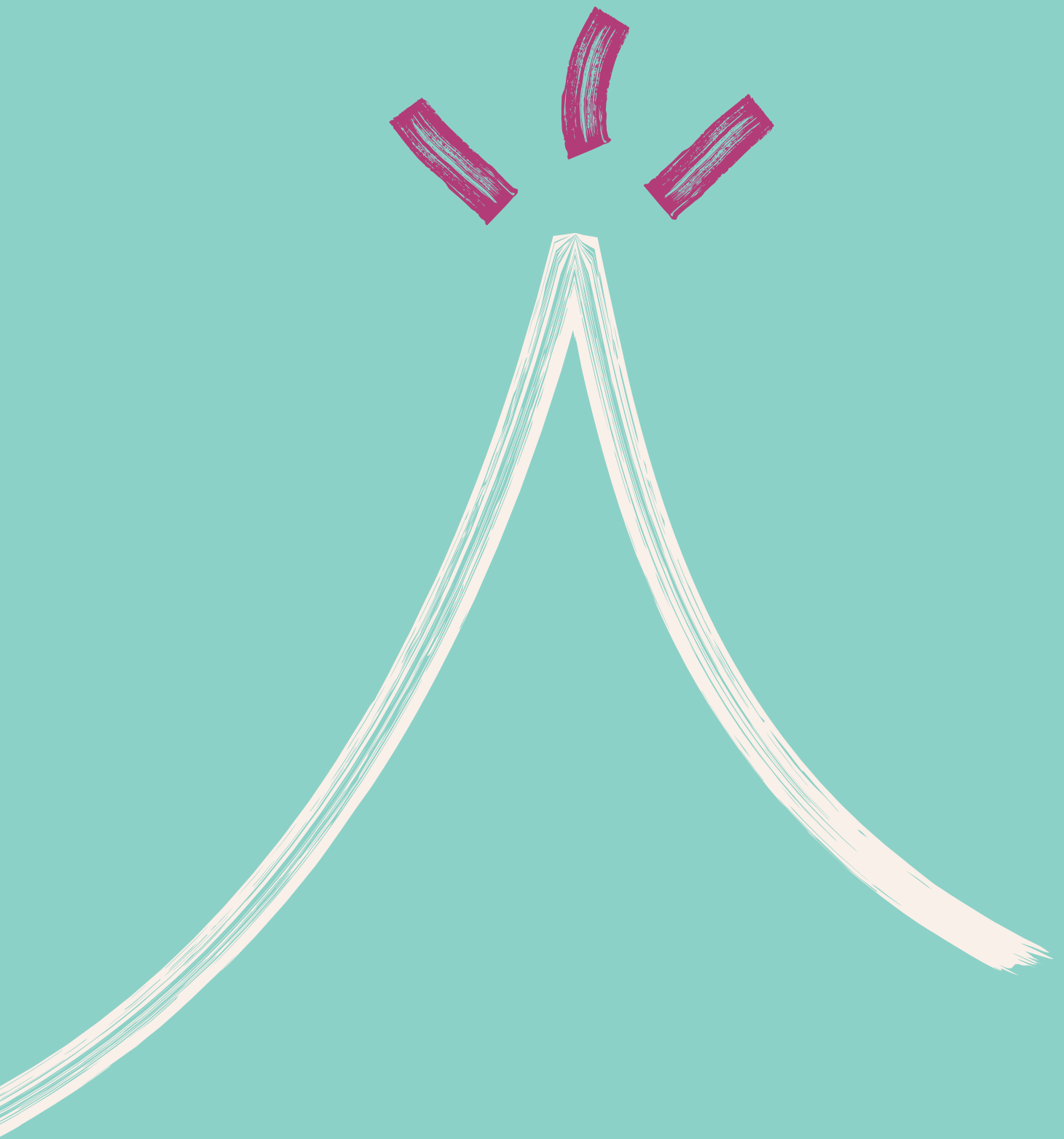
We continue to review, interpret and consolidate all prevention knowledge.



National leadership

We successfully support national leadership, with all governments having invested in their Prevention Strategies.

How do
we achieve
this?



1 Growing knowledge

We grow primary prevention knowledge.

We do this by building, sharing, and connecting organisations, communities and governments to the knowledge and evidence they need to support change.

2 Inspiring action

We inspire action on gender equality.

We create transformation in society by inspiring (and supporting) organisations, communities and governments to take evidence-based action that we know works.

3 Leading for impact

We model inclusive leadership.

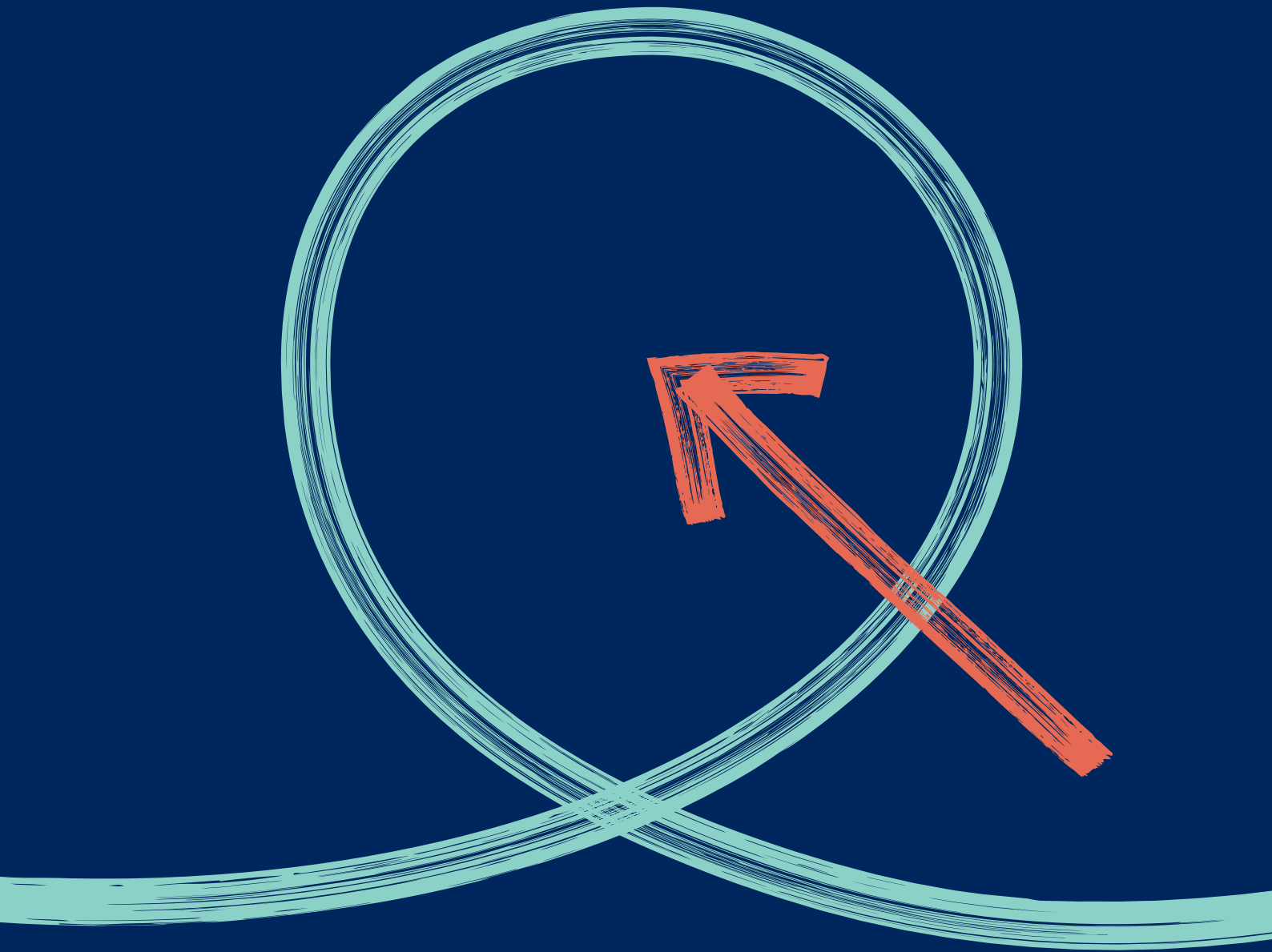
We lead, coordinate, and collaborate with organisations, communities and governments to amplify our impact.

4 Strengthening performance

We thrive as an organisation.

Being a thriving, high-performing, values-led organisation means we are best able to support our partners and pursue our ambitious vision.

**What does
our strategy
look like
all in one
place...**



Where are we going

Our vision

An Australia where women and their children live free from all forms of violence.

Our role

To stop violence before it starts.

How we will get there

Goal 1:

Growing knowledge

We build, share, and connect organisations, communities and governments to knowledge and evidence to support change.

Objective 1

We build and strengthen prevention evidence and knowledge.

Objective 2

We test, evaluate, and monitor prevention evidence, activity and impact.

Objective 3

We share and translate evidence and knowledge to make it accessible and impactful.

Goal 2:

Inspiring action

We create transformation by inspiring organisations, communities and governments to act.

Objective 4

We lead a national conversation that inspires change in attitudes and behaviours.

Objective 5

We motivate more people to take action across settings including workplaces, tertiary education, sport and media.

Objective 6

We work to increase the skill, size, diversity and connection of the prevention sector.

Success by 2029

- 1 We have increased the percentage of people we engage with who are confident to take action to prevent violence against women.
- 2 All nine governments have a Prevention Strategy with investment.
- 3 We publish an annual 'Prevention Knowledge' report.
- 4 We see a year-on-year increase in community awareness of Our Watch.
- 5 We have increased our external stakeholder Net Promoter Score.
- 6 We achieve an A+ on our organisational health dashboard.

Goal 3: Leading for impact

We lead, coordinate, and collaborate with organisations, communities and governments to amplify impact.

Objective 7

We contribute to and support effective prevention infrastructure.

Objective 8

We provide governments with the evidence and support they need to lead prevention and address the drivers of violence against women.

Objective 9

We partner with and learn from Aboriginal and Torres Strait Islander, LGBTIQA+, migrant and refugee and disability organisations and communities in our collective prevention efforts.

Goal 4: Strengthening performance

We are a thriving, high-performing, values-led organisation.

Objective 10

We continuously improve our systems and processes to support the quality of our work and allow our people to excel.

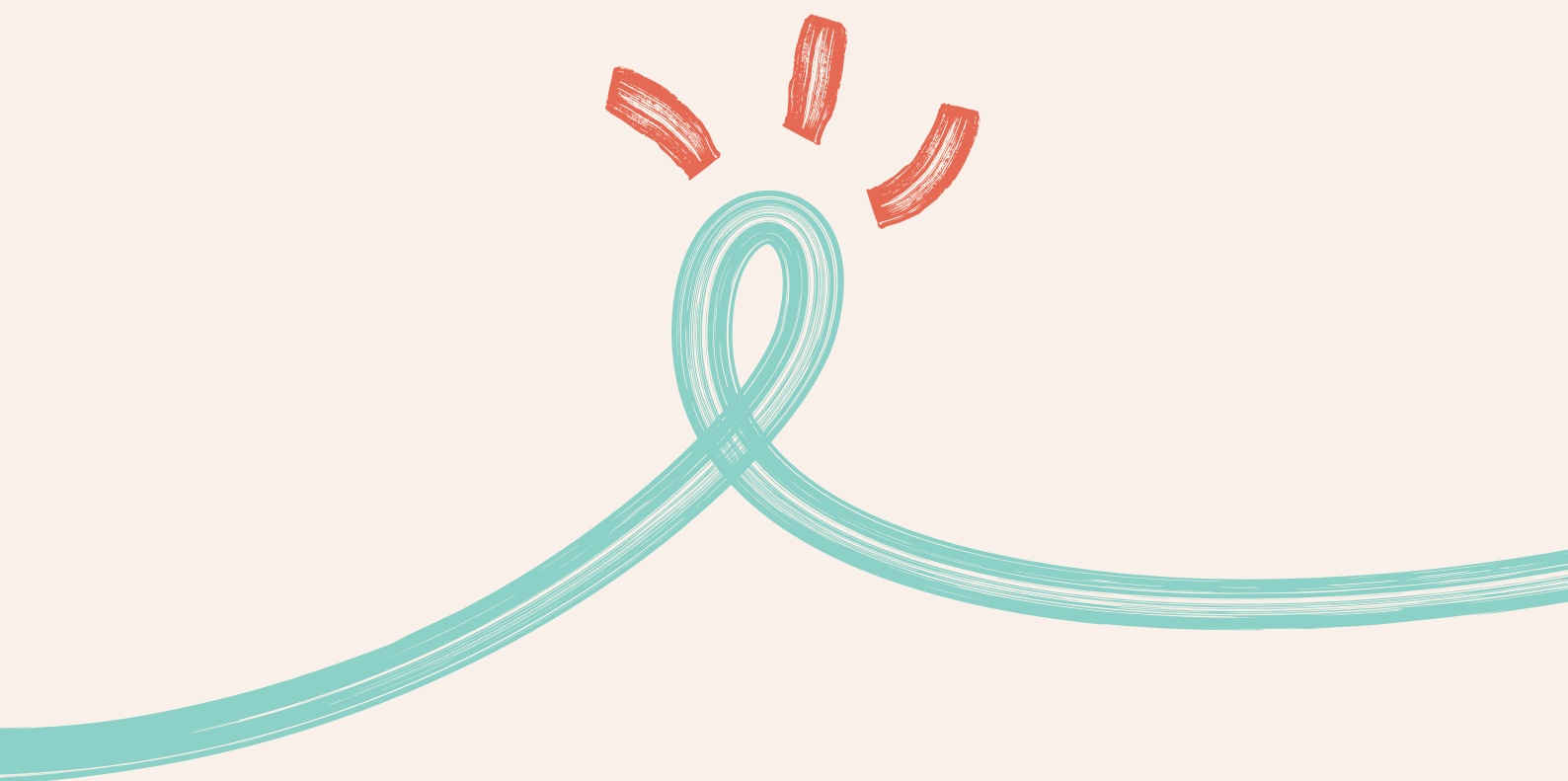
Objective 11

We invest in, support, celebrate and create a culturally safe workplace for our people.

Objective 12

We have robust financial approaches and governance systems that support our work into the future.

**Do you want to live
in a world where
all women live full,
happy, productive
lives free from all
forms of violence?**



**Are you passionate
about primary
prevention and
creating gender
equality?**



*(we think you're
probably saying yes...)*





How can we help?







Here are some examples of how we have helped...




We've delivered equality and respect training to players from some of Australia's largest sporting codes, including the NRL, AFL, Rugby Australia and Netball Australia.


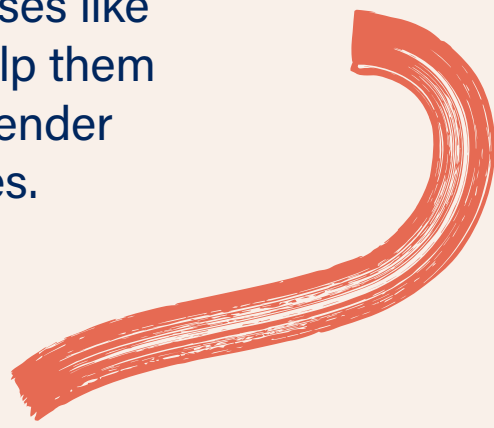


We've partnered with Aboriginal and Torres Strait Islander-led community organisations to strengthen self-determined, community-led primary prevention work in Aboriginal and Torres Strait Islander communities.






We've partnered with businesses like the Commonwealth Bank to help them develop and strengthen their gender equality policies and procedures.




We've worked with communities and organisations to create tools and resources that people can use to lead prevention work in their own circles.


We've worked with journalists and media outlets to change the way violence against women is reported in our local and national media.



We've provided advice and expertise to inform the development of the Commonwealth Government's National Plan to End Violence Against Women and Children 2022-2032.



**Do you have
questions or
want to talk
about how
we can work
together?**



Get in touch:

Email: enquiries@ourwatch.org.au

Website: ourwatch.org.au