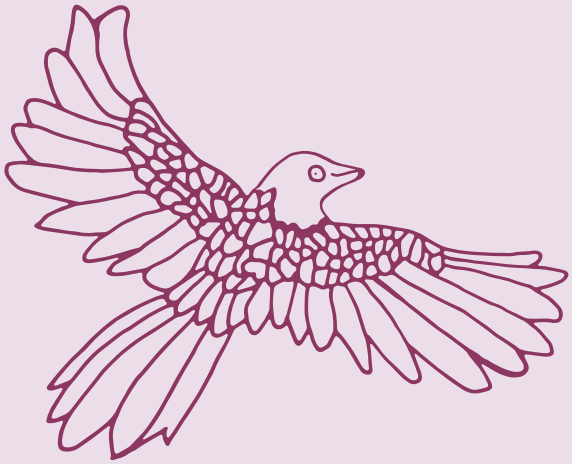
Prevention of Family and Gender-based Violence **Implementation Plan 2025–29**



Our plan for a safer, more equal and respectful Moonee Valley.

City of Moonee Valley



Moonee Valley City Council respectfully acknowledges the Traditional Owners of this land - the Wurundjeri Woi-wurrung People of the Kulin Nation, their Spirits, Ancestors, Elders and community members past and present.

The Myth of the Rainbow, 2015
Artwork by Wurundjeri artist, the late Judy Nicholson

Cover image: Council staff attending the 2025 Walk Against Family Violence

Family and gender-based violence support information

If you or someone you know is impacted by family or gender-based violence, you are not alone and support is available:

- If there is immediate danger, call **Triple Zero (000)** for police and ambulance
- To talk to someone about crisis support options at any time, call **Safe Steps** on **1800 015 188**
- To get long-term support set up for yourself and your children, call **The Orange Door** on **1800 271 045**
- To talk to a trained counsellor about family violence at any time, call or visit **1800 RESPECT** **1800 737 732**

For more information and support options, visit the Family Violence Support page on Council's website **mvcc.vic.gov.au/family-violence-support**

Foreword

Everyone deserves to live free from family and gender-based violence. However, family and gender-based violence remains a significant issue directly impacting many people in Moonee Valley.

As a community, this affects us all. The good news is that violence is preventable, and everyone has a role to play in creating a safer and more respectful community.

In 2024, Moonee Valley City Council unanimously endorsed the *Prevention of Family Violence Policy and Statement of Commitment against Family Violence*. This was an important milestone, sending a clear message that we stand united in condemning family and gender-based violence and are committed to playing our part in preventing it.

This Implementation Plan turns that commitment into action. Developed in partnership with more than 40 Council teams, community organisations and specialist services, it outlines the practical steps Council will take over the next four years to help prevent family and gender-based violence and promote gender equality across Moonee Valley. This document is a summary of that plan.

Preventing violence is a shared responsibility, and we are proud to continue placing partnerships with community and specialist organisations at the heart of this plan. We would like to thank the many groups that have offered feedback and support as this work has been developed. These include GenWest, cohealth, Moonee Valley Legal Service, FVree, InTouch, Women with Disabilities Victoria, Djirra, and many more.

Together, we can create a Moonee Valley where everyone feels safe, respected and supported, and where family and gender-based violence has no place.

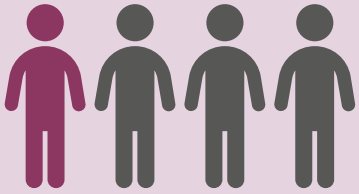
Why this matters



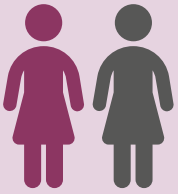
Close to **1,000 incidents of family violence in Moonee Valley** have been officially reported to Victoria Police each year over the past five years.[1]



Across Australia: On average, close to **one woman a week** in Australia is killed by a current or former intimate partner.[2]



Around **1 in 4** men in Australia aged 18 to 45 say they have used physical and/or sexual violence against an intimate partner.[3]



Since the age of 15 years:
1 in 2 women have experienced sexual harassment.[4]



While attitudes are shifting in the right direction, a significant proportion of the community **still hold harmful beliefs** that justify family and gender-based violence.



Community members participating in an event for 16 Days of Activism against Gender-based Violence at the Crown Street Stables

Why Council is taking action

Council has an important role to play in preventing family and gender-based violence because:

- We have unique reach into the community. Council connects with residents of all ages through services, programs, facilities and public spaces.
- We can coordinate local action. Council brings together community organisations, specialist services, businesses and residents to work towards shared goals.
- We can help create the conditions for safety, gender equality and respect to thrive across our municipality.
- We are also required under Victorian legislation to report on measures to prevent family and gender-based violence and respond to the needs of victim-survivors.

What do we mean by prevention?

Preventing family and gender-based violence means working to stop violence before it occurs, supporting people who may be at greater risk, responding when violence happens, and helping individuals and communities recover from its impacts. Through this work, we aim to create a community where everyone is safe, respected and able to thrive.

What we heard

We have heard loud and clear from community that action on family and gender-based violence should be a key priority for Council.

This has come through consultation on the Prevention of Family Violence Policy and also engagement on priorities for Council's MV2040 Community Vision and Strategy and the 2025–29 Council Plan.

Community members consistently told us that:

- Family and gender-based violence is an important issue in Moonee Valley.
- Prevention should be a priority, not just responding after violence occurs.
- More action is needed to create a safer, more equal and respectful community.

> "There needs to be a clear message that family violence is also a problem in this municipality and that some people are more affected than others." – Community member



Moonee Valley City Council Library staff at a community event

Our Vision

A Moonee Valley where community, Council and local organisations work together to prevent family and gender-based violence, and where everyone feels safe, equal and respected.

Our guiding principles

- **We prioritise primary prevention:** We aim to stop family and gender-based violence before it starts by focusing our efforts on the underlying causes such as gender inequality and other forms of discrimination.
- **We work together:** We commit to communication, partnership and collaboration across Council, local organisations, specialist services, subject matter experts and community to deliver family and gender-based violence prevention actions.
- **We commit to an intersectional approach:** We recognise that different forms of inequality and discrimination influence how people experience family and gender-based violence. We will apply a trauma-informed and intersectional approach to ensure our work is inclusive, equitable and responsive to the needs of our community.

Our outcomes

We want to see:

- More people understanding what family and gender-based violence is, what causes it and how it can be prevented.
- More actions being taken to promote safety, equality and respect.
- More victim-survivors connected to support when they need it.
- Stronger partnerships working together to address the causes of violence.
- A safer, more equal and respectful Moonee Valley for everyone.

Our priority areas

PRIORITY AREA 1

Building understanding and prevention across Council and community

OUR FOCUS

We will strengthen understanding of family and gender-based violence across Council and support prevention to become part of everyday services, programs and decision-making.

ACTIONS INCLUDE

- Incorporating a family violence education module into staff induction.
- Embedding family violence prevention into existing programs, from early years and youth services to ageing and community wellbeing, so prevention becomes part of everyday service delivery.
- Strengthening how Council designs policies, projects and public spaces through gender impact assessments, ensuring safety and equity are considered from the outset.

PRIORITY AREA 2

Connecting people with support in Moonee Valley

OUR FOCUS

We will leverage our reach through Council services, programs and spaces to make sure more people are connected to the supports they need and can take part in community actions to prevent violence.

ACTIONS INCLUDE

- Introducing a consistent family violence referral protocol across frontline services, so community members can access help through everyday interactions with Council.
- Advocating for improved local service availability and working with partners to address gaps in support across Moonee Valley.

PRIORITY AREA 3

Developing violence prevention projects with community partners

OUR FOCUS

We will support the development of sustainable, community-led initiatives that address the root causes of family and gender-based violence in Moonee Valley.

ACTIONS INCLUDE

- With specialist partners, running a family violence community advocacy and leadership program at Djerring Flemington Hub.
- In partnership with cohealth, establishing a local family violence prevention alliance to pool resources, build capability and deliver prevention training and community projects.
- Establishing regular consultation with survivor-advocates to directly inform Council programs and decisions.
- Partnering on regional initiatives focused on engaging men and boys in gender-based violence prevention across Western Melbourne.



Staff member at a pop-up activity at Festable 2024



Community members, businesses, agencies and Council staff at an event during 16 Days of Activism against Gender-based Violence 2025

How we will measure success

Creating lasting change takes time. As well as identifying and measuring the outcomes of each action, we will track a range of measures to understand how our actions are contributing to greater awareness, stronger community connections to support, and the prevention of family and gender-based violence in Moonee Valley.

Community measures

- Number of prevention initiatives delivered.
- Increase in confidence to support community referrals to family violence services.
- Increase in community understanding of the forms and root causes of family and gender-based violence.



Community member at Flemington Djerring Hub participating in an activity for 16 Days of Activism against gender-based violence.

Get involved

Creating a safer, more equal and respectful Moonee Valley is something we can all contribute to. Whether it's learning more about respectful relationships, attending a local event, supporting community initiatives or speaking up when something isn't right, every action helps.

Together, we can help prevent family and gender-based violence before it starts.

Check out our website for upcoming opportunities: **mvcc.vic.gov.au/family-violence-support**

Email **communitysafety@mvcc.vic.gov.au** to get directly in touch with a Council Officer.

References

1 Crime Statistics Agency Dashboard: https://www.crimestatistics.vic.gov.au/crime-statistics/latest-crime-data-by-area

2 Calculated from Bricknell S 2023. Homicide in Australia 2020–21. Statistical Report no. 42. Canberra: Australian Institute of Criminology.

3 The Men's Project & Flood, M. 2024. The Man Box 2024: Re-examining what it means to be a man in Australia. Melbourne: Jesuit Social Services.

4 Coumarelos, C., Roberts, N., Weeks, N., Bernstein, S., & Honey, N. (2023). Attitudes matter: The 2021 National Community Attitudes towards Violence against Women Survey (NCAS), Findings for Australian states and territories (Research report, 05/2023). ANROWS.
(Australian Bureau of Statistics [ABS], 2017)

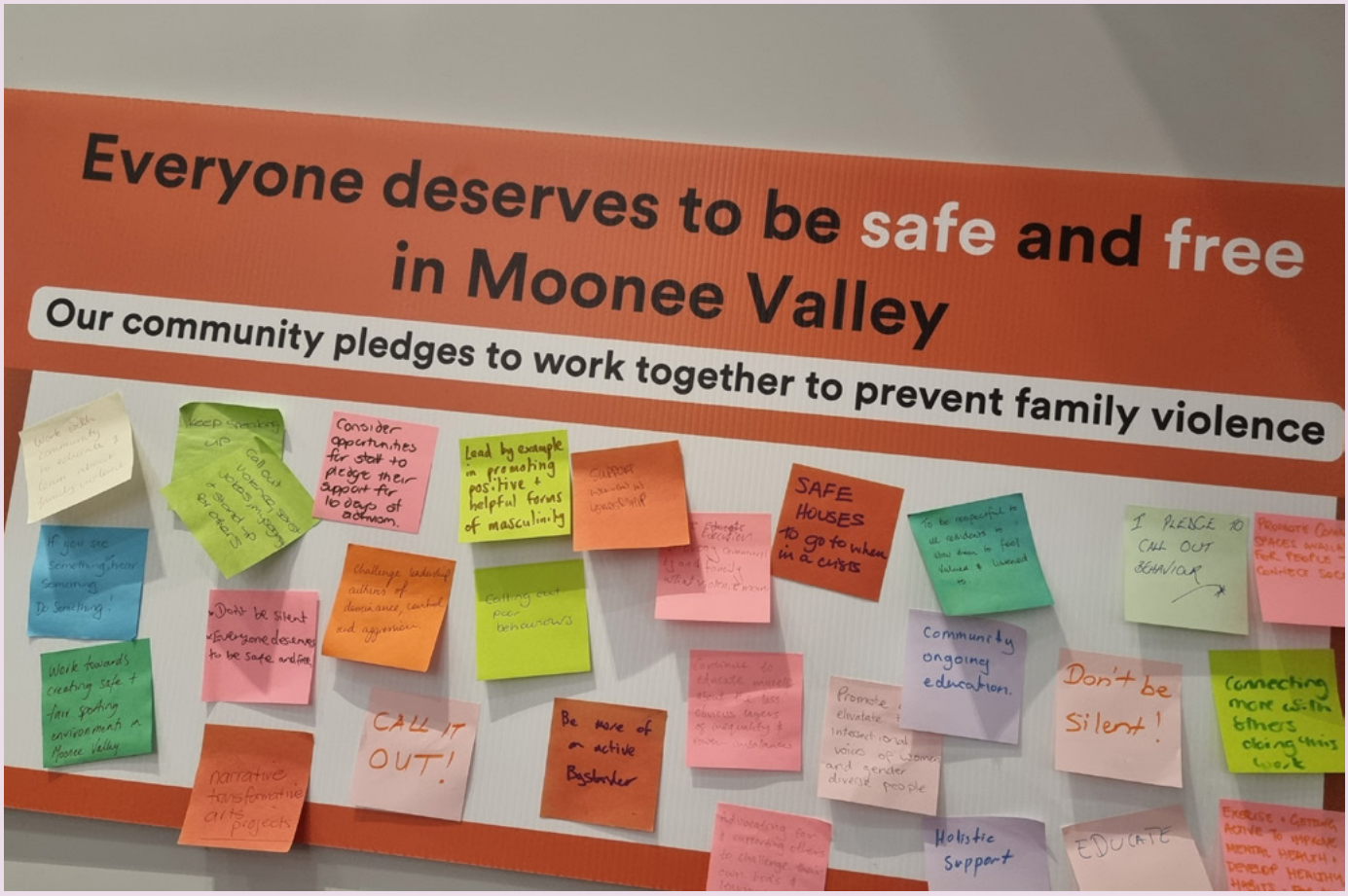


Photo of pledge from 2025 Together for Change Workshop during 16 Days of Activism against Gender-based Violence

Moonee Valley Language Line

العربية	Arabic	9932 1471	Italiano	Italian	9932 1475	Türkçe	Turkish	9932 1478
廣東話	Cantonese	9932 1472	普通话	Mandarin	9932 1481	Tiếng Việt	Vietnamese	9932 1479
Hrvatski	Croatian	9932 1473	Somali	Somali	9932 1476	All other languages		9932 1480
Ελληνικά	Greek	9932 1474	Español	Spanish	9932 1477			

National Relay Service 13 36 77 or relayservice.com.au
Please contact us if you would like this information in a different format.



Document controls

Owner				Version	
Approved		Last reviewed		Next review	

Document control disclaimer: Minor amendments to this document may be required from time to time. Where amendments don't materially alter a document, they will be made administratively, without a requirement for formal approval. Printed copies of this document are considered uncontrolled.

Moonee Valley City Council
mvcc.vic.gov.au | 9243 8888 | council@mvcc.vic.gov.au
9 Kellaway Avenue | PO Box 126 Moonee Ponds VIC 3039

City of Moonee Valley