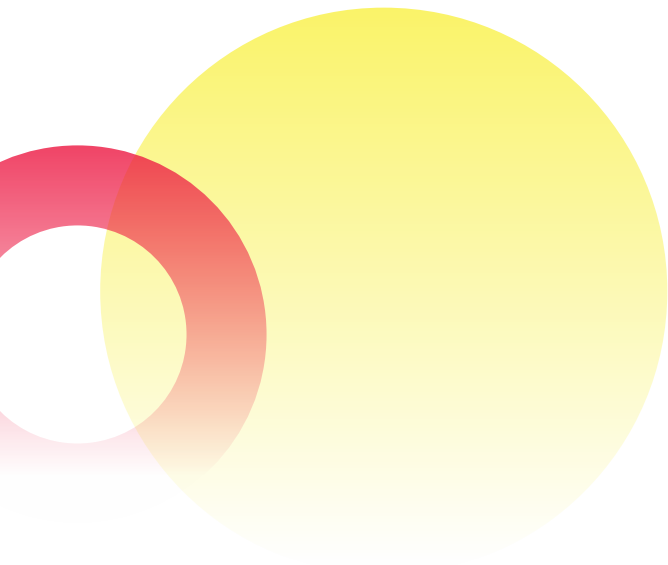




SAFE AND STRONG ACHIEVEMENT REPORT

THE FUTURE IS
INTERSECTIONAL





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WHY DO WE NEED A GENDER EQUALITY STRATEGY?

Improving gender equality will deliver social and economic benefits for Victoria, including greater productivity, higher Gross Domestic Product (GDP) and reduced government spending on family violence, mental health and related services. Every Victorian will benefit from gender equality and every Victorian has a responsibility for achieving gender equality.



Building a world that is fair for everyone does not happen by accident. Every single day women experience discrimination: at home, at work, on public transport, in the media and on sporting fields. Discrimination has very real consequences. We know that negative attitudes towards women lead to poor outcomes for women. Gender inequality and rigid gender roles also result in poorer outcomes for men and boys. The compounding and intersectional nature of discrimination leads to extreme disadvantage for some Victorians, of which gender inequality is just one part. That is why we need a gender equality strategy. Only through a deliberate strategy built on evidence will we create a fairer Victoria.

Safe and Strong: A Victorian Gender Equality Strategy outlines a five-year plan to support the attitude and behaviour change required to deliver gender equality and prevent violence against women. Because we know that gender inequality is a key driver of family violence, Safe and Strong complements Free From Violence, Victoria's strategy to prevent family violence and all other forms of violence against women.

Through Safe and Strong, the Victorian Government is using all its levers: legislation, policy development, budgeting and public sector employment to achieve gender equality. Safe and Strong enables individuals and organisations across Victoria to contribute to ending gender inequality.

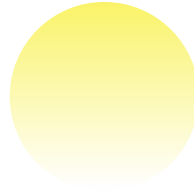
Achieving gender equality will take time, but Safe and Strong is helping Victoria take steps in the right direction. Through our work in the Victorian Public Sector and across workplaces, businesses, sporting associations, health providers, media and the arts, we have made real progress towards the goals laid out in Safe and Strong. It is important that we champion this success and maintain the momentum generated so far.





GOVERNMENT LEADING THE WAY

The first two years of Safe and Strong have focused on foundational reforms across the Victorian Public Sector. To date, 13 of 29 founding reforms and 19 of 41 early actions have been completed. Significant progress has been made across the public sector to improve gender equality in leadership positions and in public sector workplaces, and to improve women's economic security.



Drawing on evidence in other progressive jurisdictions about what works, efforts in the Women's Portfolio have focused on the Gender Equality Bill (the Bill), conducting the Victorian Government's first ever workplace gender audit, piloting gender impact analysis in policies and program delivery, and rolling out guidelines to enable the Department of Treasury and Finance and other agencies to identify the gendered implications of budget bids through annual Gender Budget Statements. International evidence suggests these reforms are critical to support culture, systems and practice changes in favour of gender equality.

KEY ACHIEVEMENTS

- Victoria's first ever **Gender Equality Baseline Report** (the Baseline Report) will be released by early 2020. This baseline allows the Government to measure progress on key gender equality areas – including women's economic security, leadership and participation in decision making and addressing gendered norms, stereotypes and expectations. It provides the first ever baseline position of gender equality in Victoria in 2019.
- **The Gender Equality Outcomes Framework** has now been revised as part of the Baseline Report, so that we can demonstrate progressive improvements in gender equality over time and prioritise our investment to where it will most make a difference.
- The Victorian Public Service (VPS) completed its first ever **workplace gender audit**, identifying not only how well the public service is performing on pay equity, but on its drivers such as women's leadership representation, flexible work and organisational culture.
- Developed **a model for valuing unpaid work and care** and its impact on the Victorian community, enabling the Victorian Government to assess the impacts of policy, social and economic changes to unpaid work on women's economic security, workforce participation and health and wellbeing, as well as state productivity and Gross State Product (GSP). The model showed the value of women's unpaid work equates to \$206 billion – around half of Victoria's GSP.
- In the last 18 months substantive progress has been made towards the **Gender Equality Bill** by releasing an exposure draft of the Bill, holding a Citizens' Jury to give Victorians a say on how targets and quotas might work in practice, and seeking Cabinet's approval of the Bill in November 2019.
- Begun rollout of the **Workplace Equality and Respect** program to support workplace gender equality and the prevention of violence against women in workplace settings, through building a culture of inclusion and respect.
- Developed and piloted **gender impact analysis** in the VPS to embed a gender lens across all portfolios including finance, economic development, housing, mental health and skills.
- A range of women's leadership targets were either achieved or surpassed. 50/50 representation for women in new appointments to **paid public boards** was surpassed (54 per cent of new appointments were women at September 2019). We also surpassed 50/50 representation of women in **new appointments to courts**, including VCAT (55 per cent of new appointments were women at October 2018), and we achieved 49.4 per cent representation of women in **new executive appointments to the VPS** as of June 2018.
- Delivered more than \$1.2 billion to initiatives demonstrating a commitment to gender equality in the 2018/19 **Gender Equality Budget Statement**.
- Increased this commitment to more than \$1.4 billion to initiatives in the 2019/20 **Gender Equality Budget Statement**.
- Two **behaviour change campaigns** were released in the Respect Women series, the first Respect Women: 'Call it Out' (café) active bystander campaign was launched on 29 March 2018. This coincided with the second anniversary of the Royal Commission into Family Violence. The second campaign, Respect Women: 'Call It Out' (transport) (launched on 7 April 2019), urged Victorians to 'call out' sexual harassment on public transport.
- Victoria Police has made significant progress on gender equality across its workforce in response to the **review undertaken by the Victorian Equal Opportunity and Human Rights Commission (VEOHRC)**. This includes reducing the organisation's gender pay gap, increasing staff uptake of flexible work arrangements, and implementing a parental leave backfill scheme.

- The **Equal Workplaces Advisory Committee** (EWAC) staged a Women@Work conference where 30 organisations signed a gender equality pledge committing to identify gender pay gap causes and to implementing workplace initiatives that redress them. EWAC also developed a set of broad gender pay principles for application across the public, private and not-for profit sectors.
- The **Raise It! Conversation Starter Program and Toolkits** were piloted in seven workplaces including public sector agencies, not-for-profit organisations, local government and creative industries. The program and toolkits were designed to raise awareness of sexual harassment and sex discrimination in the workplace, build confidence and competence amongst participants to have conversations about these issues, improve active bystander action and increase reporting of unacceptable behaviour.
- Model clauses and guidelines have been developed to support the VPS to implement the gender equality component of the **Social Procurement Framework**, ensuring the Government purchases goods and services in a way that promotes gender equality in suppliers and contracted service providers.
- Funded **Victorian Local Governance Association** to support more women to apply as candidates for the upcoming local government elections in 2020.

12-MONTH FORWARD PLAN

- Develop **behaviour change campaigns** to target family violence experienced by members of the LGBTIQ and Aboriginal and Torres Strait Islander communities.
- Work with other portfolios to ensure that the **Gender Equality Baseline** is embedded in their portfolio areas, and appropriate gender disaggregated data is collected.
- Support local councils and public entities to pilot **gender impact analysis** and **gender auditing** in their organisations.
- Embed the **Raise It! Conversation Starter Toolkits** within Victorian workforces and organisations.
- Work with under-performing boards to improve their performance against the **Women on Boards** commitment, including the Racing and Resources portfolios.
- Support women to apply as candidates in local government elections, and **progress voluntary targets of 40 per cent women** in new appointments on private and not-for-profit boards.
- Progress implementation of the **Equal Workplaces Advisory Council's Action Plan** to achieve gender pay equity in all Victorian workplaces and promoting gender pay auditing in the private sector and small businesses.
- Oversee the completion of VPS departments' first self-assessments against the **Workplace Equality and Respect** program standards, and the development of departments' first Gender Equality Action Plans.
- **Introduce legislation** to ban vehicles displaying offensive images or slogans from travelling on Victorian roads, such as those displayed on Wicked Campers.

AUSTRALIA'S FIRST GENDER EQUALITY BILL: A CITIZEN JURY APPROACH

While the Victorian public sector outperforms most industries, the gap in wages between women and men is still 12 per cent. The gender pay gap is influenced by many factors, including a lack of women in senior leadership positions.

To address this gap, the Gender Equality Bill (the Bill) proposes that Victorian Government departments and public sector entities like hospitals, TAFEs, and local governments plan, promote, set targets for and report on gender equality. International evidence shows that gender equality improves when public bodies are compelled by law to promote it. The Bill will ensure the public sector role models gender equality.

Between August and October 2018, the Victorian Government undertook consultation on the proposed legislative model for Gender Equality legislation in Victoria. An exposure draft of the Bill was released in August 2018 and submissions and face-to-face consultations throughout September and October 2018 began the consultative process. To strengthen the consultative process, in September 2018 the Victorian Government assembled randomly-selected members of the public to take part in a Citizens' Jury (the jury). The Victorian Government adopted this pioneering citizens' jury approach because all Victorians benefit from gender equality and it was important to ensure Victorians had a voice on the changes we can all make to help achieve positive change.

The jury of more than one hundred Victorians met in September 2018 to deliberate on Australia's first ever legislation for gender equality. The jury was briefed by independent experts and asked to consider the setting of quotas for women in public sector leadership positions. The jury recommended what gender equality quotas were fair and how they could best be implemented and was in strong support of gender equality targets and quotas for the Victorian Public Sector. A set of recommendations was provided to government in the Gender Equality Bill Citizens' Jury Report, which informs implementation of the Bill. The jury process was highly successful and has enabled the Government to consider a range of perspectives in the development of the Bill. This ensures that our decisions best serve the whole Victorian community.

IMPROVING GENDER EQUALITY IN THE WORKFORCE: VICTORIA POLICE

In 2014, VEOHRC was approached by Victoria Police to investigate the nature, prevalence, drivers and impact of sex discrimination and sexual harassment, including predatory behaviour, in their organisation.

Over the five years that VEOHRC has worked with Victoria Police, there has been considerable improvement to their organisational and individual understanding of what gender equality looks like and how to embed it. More than 80 per cent of the original 20 recommendations made by VEOHRC have been implemented, with Victoria Police committing to achieve gender equality in the workplace by 2030 and to implementing 16 new recommendations provided in 2019.

There have been significant key achievements to date include reducing the organisation's gender pay gap from 9.5 per cent in 2016 to 7.6 per cent in 2018. In 2018, 37.9 per cent of female police officers and 16.6 per cent of male police officers accessed flexible work arrangements, up almost 11 per cent for women and almost nine per cent for men in the 12 months prior. Victoria Police have also established a parental leave backfill scheme that is helping the organisation manage parental leave absences and reduce the stigma around pregnancy and care.

Victoria Police has created a new model to help improve how the organisation responds to complaints of sex discrimination and sexual harassment and have played an active role in securing a commitment from the Victorian Government to establish a Redress and Restorative Engagement Scheme for the organisation's employees who have experienced such harm. Interviews conducted with police officers during the VEOHRC review process have highlighted how significant the review has been in improving gender equality, with one officer stating, *I am very proud of how far many employees have come in their attitudinal and behavioural shifts in Victoria Police. I am in no doubt we have a long way to go and we need to become innovative in the ways we sustain our approach to recognising the value of diversity and debunking myths, particularly around the growth of women in leadership positions.*



EDUCATION AND TRAINING

Young people see the impact of gender inequality in the world. As the world becomes more connected and young people have greater exposure to damaging stereotypes, they want safe spaces to discuss these issues and to be empowered to build a gender equal world.

KEY ACHIEVEMENTS

- Funded the Stella Prize to run Girls Write Up **gender-conscious writing workshops**, which brought together writers and artists with vulnerable groups of young people, including young people in out of home care, young mothers, Aboriginal young people and young people who were disengaged from school. The workshops equipped participants with the skills and confidence to share their own stories and challenge gender norms and stereotypes amongst their peers.
- Piloted **youth-led projects to promote gender equality** and the prevention of violence against women through the Ideally grants program (being led by the Foundation for Young Australians and their social enterprise YLab). This program provides young people aged 15-24 years the tools to raise awareness of gender stereotypes and promote behaviour change to prevent gendered violence. Example projects include: theatre that unpacks masculinity and opens conversations around male vulnerability; and a board game called 'Stereotypical' which explores the real impacts of stereotyped constructions of masculinity and femininity. The projects have had wide reach – engaging parents, peers and communities, supporting greater awareness of gendered experiences and expectations, as a basis to challenge harmful gender stereotypes and call out sexism.
- Invested in teachers and high-tech equipment to encourage women and girls to undertake **studies and career pathways in science, technology, engineering and mathematics (STEM)**. "STEMpowered", an exhibition developed by Her Place Women's Museum Australia in partnership with the Department of Education and Training, focused on the contributions and achievements of Victorian women in STEM. The exhibition has toured all 10 Tech Schools. Victoria's Lead Scientist is also working to improve women's representation in STEM, contributing to the Implementation of the National Women in STEM Decadal Plan. Key initiatives include a joint event for secondary students on the International Day of Women and Girls in Science as a basis to position STEM as a viable career option for women and girls.
- Continued implementation of Victoria's **Respectful Relationships** initiative in schools and early childhood settings to embed a culture of respect and equality to change the story of family violence for future generations. The initiative builds students' social and emotional skills including help seeking, resilience and problem solving.

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- Deliver a further series of **gender conscious writing workshops** to young people who are unlikely to have received Respectful Relationships education in schools.
- Support state-wide access to Girls Write Up by developing a module for other organisations to **roll-out Girls Write Up across Victoria**.
- Continue work to **address the under-representation of girls in science education** in partnership with the Science Teachers' Association of Victoria.
- Continue investment in state-wide programs that **address gender disparities in STEM education** through the network of Science and Mathematics Specialist Centres.



GIPPSLAND TECH SCHOOL'S WOMEN IN STEM FOOTBYTES CHALLENGE

Gippsland Tech School hosted over 50 female students from 14 secondary schools across Gippsland for a three-day event. Students developed health campaigns to raise awareness around the importance of nutrition and exercise for young people and developed creative solutions to tackle preventable ill-health in young people. Students developed prototypes that encouraged better eating choices and physical activity amongst young people. Guided by industry mentors, students attended master classes to build their leadership, technical and communication skills. App development, games design, video editing, intellectual property, project management, public speaking and using statistics for persuasion were among the workshops on offer. Their prototypes included a mental health website and online forum to provide support and advice, a video game to encourage healthy eating, a Claymation stop-motion film to depict the sugar content in soft drinks and a call for a new policy to include sugar content on sweetened drinks.

As Gippsland Tech School Director Paul Boys says, *It was really great to see the way the girls interacted, and the quality of the work produced. Victoria's 10 new Tech Schools are centres of science, technology, engineering and maths (STEM) excellence. They link secondary school students and industry to deliver innovative learning programs that challenge students to solve problems in a real-world context, giving them the skills and knowledge they need to compete in the future global job market.*

GEELONG TECH SCHOOL PAVING THE WAY FOR WOMEN IN STEM

The Women in STEM experience was attended by over 60 girls from local schools who explored the world of robotics, virtual reality, computer programming, electronics, science and design in a series of exciting hands-on workshops facilitated by industry representatives and Geelong Tech School staff. Students coded and tested robots, flew drones and coded them to perform a synchronised dance to their choice of music, created virtual reality using Google's Tilt Brush, designed moving messages using Hummingbird Electronics, and designed and laser cut a leather product. While industry staff provided support in workshops, the program also included a panel discussion with female representatives from local industries including Ford, Barwon Water, Exxon Mobil, Victoria State Emergency Service, VIVA Energy Australia and Life Saving Victoria. The women discussed their pathways and careers, answered questions and mingled with students. Students presented their workshop creations to other students, industry staff and their teachers, and had the opportunity to network with industry attendees. Geelong Tech School Director Leanne Collins says, *It was a great opportunity to show young women the broad range of opportunities available to them in the STEM industry. Programs like this allow girls to engage with successful women working in a range of STEM fields. As role models these women are vital to girls understanding that STEM careers are for everyone.*



WORK AND ECONOMIC SECURITY

Gender equality cannot be achieved without ensuring women have economic security and workplace equality. Equal pay, workplace flexibility and work-life balance for all are vital.



KEY ACHIEVEMENTS

- Developed the **flexible work calculator** to help employers understand the savings flexible work can provide businesses. This demonstrated the strong economic benefits of flexible work – Department of Environment, Land, Water and Planning saves \$31 million per annum by encouraging uptake of flexible work conditions, representing 2.25 per cent of annual budget appropriation.
- Provided **career support for parents** through the online Grace Papers program. The program acts to reduce the barriers faced by parents returning to work and to strengthen connection between parents in the workplace.
- Created economic opportunities for women through the **first all-women trade delegation to China** and provided small business workshops to mentor and upskill women entrepreneurs. The program delivered participants great business connections and networks, involving buyers, distributors, influencers and potential business partners.
- Engaged 242 women in the intensive **Stepping Stones to Small Business program** since its inception, with 48 per cent now starting to build their own businesses, and 36 per cent undertaking further training or gaining employment.
- Delivered a **Peer Support Program** with the Brotherhood of St Laurence that enabled women with low levels of English literacy and numeracy to build their foundational knowledge of Australian business systems and share experiences, increasing the likelihood of business success and fostering women leadership.
- Developed and launched a **free financial wellbeing toolkit** to support women over 50 to build confidence in money management and protect themselves against financial abuse, in partnership with Women's Information Referral Exchange.
- Delivered **financial capacity workshops** to 114 women in rural and regional areas as of August 2019, leading to improvements in women's knowledge about financial systems, resilience and understanding of credit contracts, utility bills and how to identify future financial risks.
- Achieved a rate of 43 per cent **women new starters** (including apprentices, cadets and interns) in the Training for the Future program.
- Developed the first **Women in Construction** strategy that seeks to diversify the male-dominated construction industry by attracting and promoting women, improving workplace culture, setting qualitative benchmarks about women's experiences at work, and reducing barriers to women's participation.
- Supported the **Women in Transport program**, contributing to an increase in the number of women working, as well as holding senior management roles, across the transport sector.
- Achieved an 8 per cent **increase in appointments of women** to senior management roles in the public transport operator workforce (from 15 to 23 per cent).

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- Evaluate the Grace Papers **career support for parents program** to determine impact on women's participation and experience of returning to work post parental leave.
 - Promote use of the **flexible work calculator** and the **Raise It! Conversation Starter Toolkits** and support their use in the private and public sectors.
 - Develop a **transport diversity and inclusion strategy**.
 - Implement the **Women in Construction Strategy**.
 - **Develop further targeted industry strategies** following industry consultation to support women in other male-dominated industries.
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HELPING WOMEN BECOME ENTREPRENEURS: SALAM, DANDENONG

The Stepping Stones to Small Business program, run by the Brotherhood of St Laurence (BSL), provides intensive support for women (for up to three years) to become more financially secure through training, mentoring and access to start-up capital and microfinance loans. The program focuses on women from culturally and linguistically diverse backgrounds, women aged 50 and over, and women in rural and regional areas of Victoria. The program operates in Epping, Flemington, Wyndham, Dandenong and is soon to commence in Ballarat.

Salam worked in physiotherapy in Lebanon before coming to Australia as a refugee in 2013. When her youngest child started primary school, Salam felt she wanted to develop her catering business idea. As a single mother raising four children, she was nervous about attending the Stepping Stones program, but immediately felt at home meeting the other 26 women also on their business journey. She gained self-confidence and made new friends. Salam now has a registered business and is applying the invoicing, budgeting and marketing skills learnt from the program. But for her, the most significant change in her life since joining the program has been her improved mental health and the strong and positive relationships with the other women. As Salam says, *now, there is no looking back.*

PROMOTING AND KEEPING WOMEN IN TRANSPORT CAREERS: WOMEN IN TRANSPORT PROGRAM

As Victoria's transport network expands to meet the demands of a growing population, there is a significant opportunity to improve women's economic security, employment and retention across the expanding transport industry. The Women in Transport program is the first of its kind in Australia and delivers 15 initiatives that encourage more women to work in the transport sector and to stay in these jobs longer term. Since 2017, there has been an increase in women appointed to senior management roles across the public transport operator workforce (from 15 to 23 per cent). All boards have either met or surpassed their target of 50/50 senior female leadership, including the Commercial Passenger Vehicle Commission (100 per cent), Port of Hastings (67 per cent), Public Transport Access Committee (64 per cent), Gippsland Ports (60 per cent), and the Victorian Ports Corporation (Melbourne), V/Line and Victorian Rail Track all achieving 50 per cent. The rail and infrastructure industry's Training for the Future program has set a 50 per cent female quota for all starters, from apprentices to graduates, and achieved 43 per cent female participation in 2018-19. The mentoring program for women engineers attracted 116 participants and the program was extended in 2019 to include 257 participants across all disciplines.



LEADERSHIP AND PARTICIPATION

Diverse representation in leadership roles leads to better decision making and better outcomes. We also know that young women need role models, because you can't be what you can't see.

KEY ACHIEVEMENTS

- Supported 21 women in 2018 to participate in the second year of the **Joan Kirner Young and Emerging Leadership Program for Women**. There have been 53 participants through the program to date who improved their leadership skills and progressed at work based on their ability to negotiate salary or ongoing employment.
- Supported 100 women from a range of backgrounds to participate in the second year of the **Women's Board Leadership Program**, including funded places for rural women to increase rural women's economic participation, professional development and wellbeing. The program provides formal courses and networking to help women increase their capacity and expertise in becoming a member of a board, and offers culturally relevant peer support to culturally diverse women.
- The **Victorian Rural Women's Leadership and Mentoring Program** placed 13 rural women associated with agriculture into eight leadership and board leadership programs.
- The **Rural Women's Network** achieved 1,100 subscribers and successfully delivered a forum attended by over 100 rural and regional Victorian women.
- Since 2001, over 600 women have been successfully inducted from all walks of life to the **Victorian Honour Roll of Women** for their significant and lasting contributions to Victoria, Australia and beyond.
- More than 70 **Victorian Honour Roll Ambassadors** have committed to promoting the achievements of women and gender equality. The Ambassadors have held four forums which provided networking opportunities and discussed women's leadership and gender issues.

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- Celebrate the 20th year of the **Victorian Honour Roll of Women**.
- Re-design the **Victorian Honour Roll of Women's Ambassador's Forum** to better leverage the expertise of inductees.
- Conduct a **strategic review of all women's leadership programs** to ensure they align with industry strategies and maximise benefits for participants in their future employment decisions.
- Continue to build the reach of the **Victorian Rural Women's Network** to support more women across Victoria.
- Deliver the first ever round of the **Women in Transport Mentoring Program**.

CONNECTING RURAL WOMEN IN BUSINESS: THE RURAL WOMEN'S NETWORK

The Victorian Rural Women's Network (the Network) celebrated its second anniversary in July 2019. In its first two years, the Network has attracted more than 1,100 subscribers with digital engagement increasing by 30 per cent on platforms including Facebook and Twitter, quarterly e-newsletters, events updates and the new annual magazine *Network Connect*. The inaugural Rural Women's Forum in 2018 attracted more than 100 rural and regional Victorian women. In 2019, 13 rural women associated with agriculture were placed in eight leadership and board leadership programs as part of the Victorian Rural Women's Leadership and Mentoring Program. The Network exists to inspire, resource and empower rural and regional Victorian women. As the Rural Women's Network Co-ordinator Jasmine Glover says, *It's clear that rural and regional women are finding a place of connection and belonging.*



HEALTH, SAFETY AND WELLBEING

It is unacceptable that gender is one of the strongest determinants of health outcomes and that women and girls suffer preventable ill-health throughout their lives. This is why support and services require a gender focus to keep women and girls healthy and safe in our communities.

KEY ACHIEVEMENTS

- Piloted the **Gender Equality Map**, an online community engagement and crowd-sourcing tool, to build an evidence base about how women experience public places and how to design safer, more gender equal communities by utilising data.
- Under the first **women's sexual and reproductive health plan**:
 - Funded eight new **community-based sexual and reproductive health hubs** across Victoria.
 - Opened a refurbished **Family Planning Victoria clinic** in the city, enabling women of all ages to access family planning services at the Melbourne Central Business District clinic and training to be extended.
 - Begun operating a state-wide **polycystic ovary syndrome (PCOS) clinic** at Monash Medical Centre Clayton.
 - Launched the **1800 MyOptions** website and phone line that provides information on women's contraceptive, pregnancy and sexual health options across Victoria, which received its five thousandth call in May 2019.
- Launched the **Maternal and Child Health (MCH) smartphone app** which provides a multilingual, culturally appropriate and free app incorporating gender-conscious parenting approaches in maternal and child health communications.
- Continued funding of services under the Family and Reproductive Rights Education Program (FARREP) to support the healthcare needs of women who have undergone **female genital mutilation** and facilitate attitudinal change in communities.
- Following the release of the Department of Health and Human Services' *Our Pathway to Change: eliminating bullying and harassment in healthcare* strategy, a **targeted awareness campaign** was developed to promote awareness of bullying and harassment, its impacts, and actions to take to respond to and prevent bullying and harassment.

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- Explore options to extend the pilot of the **Gender Equality Map** to increase the evidence base for safety strategies informed by data, and support public safety initiatives across government.
- Support women in rural areas to have **equal access to abortion services** close to home
- Implement the **Gender Impact Analysis Tool** in developing significant health and wellbeing programs, so to improve women's access and the outcomes gained from health services.
- Investigate ways to effectively prevent and respond to mental illness, including actions to **support the mental health of young women**, through the Royal Commission into Victoria's Mental Health System.

DESIGNING SAFE URBAN SPACES: THE GENDER EQUALITY MAP

The Gender Equality Map is an online community engagement and crowdsourcing tool about access to public spaces, which was developed by CrowdSpot and Monash University XYX Lab in consultation with Girl Geek Academy. Piloted in Darebin and Melton from November 2018 to March 2019, it attracted 2,764 unique visitors and provided real-time information about local 'hot spots' where community members felt their movements through public areas were significantly restricted by gender. The data is now being used by the two councils to inform their local planning and is also being incorporated into government initiatives to improve public safety and prevent violence against women in public spaces.



SPORT AND RECREATION

As a highly visible and valued part of Victoria's culture and identity, sport has the capacity to challenge gender stereotypes and discriminatory attitudes. Sport promotes core values of fairness and respect that are instrumental to achieving gender equality and provides a valuable opportunity for individuals to learn and model positive behaviours.

KEY ACHIEVEMENTS

- Developed **design principles** for organisations to pilot gender equality and prevention of violence principles **within sport and recreation settings**.
- **Partnered with 10 sporting organisations** to pilot innovative programs to find out what works to address gender stereotypes and discrimination on and off the sporting field. Key achievement to date include:
 - Direct involvement of **400 members across 54 clubs**.
 - At least **21 clubs have completed gender audits**, established new gender equity committees, forged new partnerships with Councils, partner organisations and women's services, leading to improved awareness amongst members about how gender equality improves club performance.
 - Clubs report increases of between **25 per cent to 300 per cent in girls and women playing sport** as well as an increase in the number of exclusive women's and girls' teams.
 - **Golf Australia** has committed to extend the gender equality program across Australia.
- The **Aborigines Advancement League's Fitzroy Stars Football and Netball Club 'This Girl Can'** profiles shared on Facebook reached a total of 12,547 people leading to an increased visibility of Indigenous women in sport via social media.
- **Sport and Recreation Victoria** has committed \$29 million to the **Female Friendly Facilities fund** to ensure safe, welcoming and inclusive environments for women and girls in sporting clubs across Victoria.
- Invested \$64.6 million from the 2018/19 Budget to redevelop the State Netball and Hockey Centre which will house the **Women in Sport Leadership Centre**.
- Implemented the **40 per cent women on sport boards quota** for all peak organisations receiving program funding from Sport and Recreation Victoria and VicHealth. Over 96 per cent of bodies now meet this target, up from 44 per cent in 2017.
- Developed the **Women in Sport Recruitment and Retention Guidelines** and the **Women in Sport Communication and Marketing Guidelines** and distributed them to sporting associations throughout Victoria to guide sports in best practice to promote gender equality.
- Supported over 100 women working or volunteering in sport and recreation to access professional development opportunities to **improve leadership pathways for women in sport**.
- Created and Chaired the **Change Our Game Champions** program over two years to support CEOs of sport and recreation bodies to develop gender equity frameworks that drive diverse and inclusive workforces.
- Supported over 30 state and recreation organisations to **develop workforce development projects** that increase the number and education of women working and volunteering across the sector in Victoria.

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- Provide additional funding to sporting clubs to enable organisations to embed the learnings from the **gender equality in sport pilots into practice** and support the broader rollout of guidelines to all Victorian sporting organisations in late 2019.
- Develop a **Change Our Game regional workforce development program** to fund capacity building and governance training for women working in regional and rural sport and active recreation.
- Create an **equitable use policy** to support all Victorian local governments in ensuring women and girls have equal access to sport and recreation facilities.
- **Partner with coach education organisations** to fast-track mentoring and work experience programs for women in coaching.
- Develop targeted streams in the **Change Our Game scholarship program** to create opportunities for women in governance, coaching, administration, umpiring and elite athlete pathways.
- The Office for Women in Sport and Recreation will continue investing \$7.2 million over four years between 2017-18 to 2020-21 to **address gender inequality in the sport and active recreation sector**, and focus on programs and policies that drive participation, leadership and access to facilities for women and girls.

WHAT IS GOOD FOR THE BOYS, IS GOOD FOR THE GIRLS, IS DEADLY FOR THE CLUB: THE FITZROY STARS

The Fitzroy Stars Football and Netball Club is based in the Aboriginal community of Melbourne's inner northern suburbs. The club's approach to gender equality is best summarised by its slogan "what is good for the boys, is good for the girls, is deadly for the club". The club has worked hard to increase visibility of women as players, members and decision-makers. Through its Shining Stars project, it has increased the visibility of women via social media, and it is now recording and acknowledging the number of games women have played, with those playing over 100 games to be added to a new plaque in the club's social rooms. The women's netball and football trophies and flags that the women won during the 2019 summer season have now been added to the trophy cabinet, whereas before only the men's football trophies and flags were on display. Weekly fitness sessions where the footballers and netballers come together to train now average 24 women per session during pre-season. Overall, women's participation at the club has increased 25 per cent and the club has noticed marked improvements in women's mental and physical wellbeing.



MEDIA, ARTS AND CULTURE

Media and the arts are powerful sources of information and culture, shaping social norms, attitudes and public discourse around gender.

KEY ACHIEVEMENTS

- Addressed **sexist advertising** by funding Women's Health Victoria to lead the **Advertising (In)equality Project** – the first coordinated effort in Australia to promote gender equality and address the drivers of violence within an advertising setting. This work engaged the advertising industry, businesses, regulators, academics, activists and community members to build support for action to end sexism in advertising
- Piloted **youth-led projects** for 15-24-year-olds to **raise awareness of gender stereotypes and promote behaviour change** to prevent gendered violence through creative arts and other engaging mediums to deliver projects developed by and for young people. For example, the 'She Hero' series of portraits, depicting everyday women as heroes. The projects enabled young people to address gender equality in their own communities while building skills, confidence and their leadership capacity through the process.
- The Victorian Public Service has taken a **panel pledge**, where all employees are to encourage conference organisers to see the value of gender-balanced conference panels.
- Supported the development of the **Flesh After 50** photography exhibition and public education program which included images of women over 50 to address dual inequalities of age and gender through the medium of visual art in partnership with Women's Health Victoria.
- Supported the **Digital O** initiative, for school aged young women to increase their agency, engage in new digital literacies, and prepare for non-traditional jobs of the future. A series of creative skills-based workshops for girls paired students with professional mentors to increase their skills in social media, event organising and planning, digital photography and film.

- Facilitated **Queen Victoria Women's Centre Trust** to engage over 14,000 women across Victoria in a series of talks, events and workshops held at the Queen Victoria Women's Centre, including events on International Women's Day. The Trust also partnered with organisations including the Moroccan Soup Bar, the Melbourne Writers Festival, Feminist Writers Festival, and Melbourne Open House to drive the development of new women's cultural activities.
- Delivered the **Music Victoria Cultivate** program to support mid-level and established women leaders in the Victorian contemporary music sector through personalised leadership coaching, masterclasses, mentoring, and professional networking.

12-MONTH FORWARD PLAN

- Develop policy options to address **sexist advertising** across all settings.
- Drawing on international best practice, explore legislative change, co-regulatory mechanisms, industry engagement strategies, media literacy training and education to address **sexist advertising**.
- Introduce new laws to **ban vehicles displaying offensive images or slogans** from travelling on Victorian roads.
- Work with the media, entertainment and arts industries to **engage decisionmakers about the impacts of gender stereotypes and sexism in media content**, and the wide-ranging benefits of supporting gender equality to ensure that a reduction of sexism in the media reduce gender stereotypes over time and have positive impacts on all genders.

TAKING A STANCE ON SEXIST ADVERTISING: BANNING VEHICLES DISPLAYING OFFENSIVE SLOGANS

There is no place on Victorian roads for vehicles carrying messages that vilify women. In 2019, the Victorian Government will introduce legislation to ban vehicles displaying offensive images or slogans from travelling on Victorian roads. Under this new legislation, any Victorian-registered vehicle that displays sexist, obscene or offensive slogans can be referred to the Ad Standards Community Panel. The Panel will review the complaint against the Australian Association of National Advertisers' Code of Ethics. If the Panel finds the slogan breaches those standards, then it must be removed or the vehicle's registration will be cancelled.

CHALLENGING STAGE DEPICTIONS OF MASCULINITY AND GENDER: A PIECE BY DOMINIC WEINTRAUB

Dominic Weintraub is a 22-year-old theatre maker who applied for an Ideally grant from Foundation for Young Australians because he was tired of seeing masculinity frequently oversimplified and reduced to its most harmful elements on our stages. Dominic's theatre piece unpacked masculinity and opened up important conversations around male vulnerability. The theatre piece, 'Leopard print loin cloth' was shown to 100 people and will be shown at Theatre Works in February 2020. He coordinated a month-long residency at a community arts space in Footscray where residents of the local communities dropped in to participate in the construction of the work, offered their insights, stories and fears. Dom said, *I had conversations I never had before and learnt that there are many different versions of masculinity. It was the first time that I had worked just with men and created something beautiful and gentle.* As Dom said, youth-led programs such as this are very important because, *any conversation that happens without you is something that you will naturally feel inclined to pull away from. For young people they can see big social issues as mountains to climb.*

