



D O M E S T I C
V I O L E N C E
N S W

STRATEGIC PLAN
2018 - 2020

ACKNOWLEDGEMENTS



Thank you to Lexie Reeves for allowing us to use her beautiful photography for our Strategic Plan.

ABOUT THE ARTIST

Lexie Reeves is an Australian social documentary photographer based in Sydney. As a visual storyteller and social documentarian, she is drawn to explore the customs, lifestyles and values that characterise her subjects. By recording social histories and building legacies using photographs and words, her work often sheds light on injustice, inequality and sidelined aspects of society. Lexie is a long term friend of DVNSW and took photos on day one of the DVNSW conference in 2017.



ACKNOWLEDGEMENT OF COUNTRY

Domestic Violence NSW's office is situated on Gadigal land in Redfern.

We pay our respects to the Eora people and Aboriginal and Torres Strait Islander and First Nations Elders past, present and emerging.

We thank the traditional owners and original custodians of lands throughout NSW for your wisdom, guidance and support to work on land that was never ceded.

We acknowledge the disproportionately high rates of violence impacting Aboriginal women, families and communities and the ongoing impacts of colonisation and institutional violence and racism.

We acknowledge that we work in the context of generations of resilient, strengths-based, holistic resistance to violence in Aboriginal and Torres Strait Islander communities.

DVNSW commits to actively supporting and promoting the voices of Aboriginal people and organisations in all our public policy work.

We commit to partnering with Aboriginal community-controlled organisations and Aboriginal women and men to end domestic and family violence and create a safer world for future generations.



OUR VISION

Women, families and communities in NSW live free from violence, have equal rights, equal opportunities and the freedom to reach their potential.

OUR PURPOSE

We work to eliminate domestic and family violence (DFV) through leadership of the specialist DFV sector and the NSW policy environment, promoting best practice responses and primary prevention.





OUR APPROACH

DVNSW works to improve the spectrum of policy, legislative and program responses to domestic and family violence (DFV) and to eliminate DFV through leadership in advocacy, partnerships and the promotion of good practice.

1. DVNSW is a feminist, social justice organisation. We recognise that DFV is serious, prevalent and driven by gender inequality. DFV is a fundamental violation of human rights, a public health issue and a crime.
2. DFV is inclusive of any behaviour, in an intimate or family relationship, which is violent, threatening, coercive or controlling, causing a person to live in fear. It is usually manifested as part of a pattern of controlling or coercive behaviour.
3. DFV may occur in all types of personal or family relationships or intimate partnerships and care arrangements. The primary victim-survivors are women and their children.
4. Gender inequality creates the necessary social context for the gendered drivers of DFV:
 - Condoning violence against women
 - Men's control of decision making and limits to women's independence
 - Stereotyped constructions of masculinity and femininity
 - Disrespect towards women and male peer relations that emphasises aggression
5. DFV is preventable when communities and sectors work together with a shared vision and collective action that:
 - Challenge condoning of violence against women
 - Promote women's independence and decision-making in public life and relationships
 - Foster positive personal identities and challenge gender stereotypes and roles
 - Strengthen positive, equal and respectful relations between and among women and men, girls and boys
 - Promote and normalise gender equality in public and private life
6. Ending DFV requires mutually reinforcing actions across society. Actions should be tailored to the context and needs of different groups, be enacted for public and private settings, and be led by governments, organisations, and individuals.
7. DFV requires a comprehensive and integrated professional response that places those affected by domestic and family violence at the centre of the response, prioritises their safety, and enhances their ability to make informed decisions.
8. DFV responses require a commitment and understanding of access and equity, diversity and inclusion, and their intersectionality.



OUR STRATEGIC DIRECTION 2018 - 2020

	OUTCOMES	OBJECTIVES
<p>SECTOR PRACTICE & ENGAGEMENT</p> 	<p>Services have the knowledge and skills to apply evidence-informed approaches in their work</p>	<ol style="list-style-type: none"> 1. Increase engagement with Aboriginal and Torres Strait Islander workers and organisations 2. Embed sustainable engagement practices with rural and regional workers and services 3. Understand DVNSW's membership value proposition and realign offerings 4. Provide processes for sector engagement that are timely relevant and engaging 5. Support good practice through developing and sharing resources and training opportunities
	<p>DVNSW's work is directly informed by the range of services working on the frontlines of DFV</p>	
<p>PUBLIC POLICY</p> 	<p>Services have an optimal policy context and resourcing to apply evidence-informed approaches in their work</p>	<ol style="list-style-type: none"> 1. Represent the best interests of the sector in policy development 2. Work in partnership with other peaks and relevant organisations to amplify impact/power 3. Advocate for the NSW Government to support Our Watch 4. Ensure that all policy responses are inclusive of the specific needs of children, and Aboriginal and Torres Strait Islander women and children coordinated and resourced state-wide response
	<p>A whole of government approach provides a coordinated and resourced state-wide response</p>	
<p>PRIMARY PREVENTION</p> 	<p>NSW communities understand that gender inequality is at the core of the problem of violence against women and children</p>	<ol style="list-style-type: none"> 1. Build the capacity of the DFV sector to engage in Prevention activities 2. Provide a sector-informed and gender inequality analysis of DFV issues and concerns to the media 3. Support other organisations initiating primary prevention activities through strategic partnerships
<p>DVNSW GOVERNANCE & OPERATIONS</p> 	<p>DVNSW is an influential and sustainable peak body for specialist family and domestic violence services in NSW</p>	<ol style="list-style-type: none"> 1. Identify a sustainable funding and business model 2. Demonstrate the impact of our work to our stakeholders 3. Ensure we operate as a culturally safe organisation 4. Maximise our capacity through efficient and effective allocations of resources

KEY STRATEGIES

NEW STRATEGIES:

- Encourage participation by community-controlled organisations – in particular Aboriginal organisations, culturally and linguistically diverse organisations and other community based services through a targeted membership drive
- Establish specific culturally appropriate processes and mechanisms for participation by these individuals and groups
- Review and create a membership engagement framework that provides tangible benefits to members, supports the achievement of our intended outcomes and results in long-term engagement by members throughout NSW

BUSINESS AS USUAL:

- Promote the implementation of DVNSW's *Good Practice Guidelines* and Our Watch's *Change the Story Primary Prevention* framework
- Facilitate access to training opportunities that align with the *Good Practice Guidelines* and the *Change the Story Primary Prevention* framework
- Hold conference for sector workers and actively support and promote regional sector development activities
- Synthesise information from – and between – government, the wider sector, and research organisations, and disseminate via our website, newsletters and sector meetings, etc.

NEW STRATEGIES:

- Prioritise the voices and experiences of Aboriginal and Torres Strait Islander people in all public policy work
- Initiate strategic campaigns to highlight specific issues of concern to the DFV sector

BUSINESS AS USUAL:

- Frame DVNSW's systemic advocacy through the lens of the *Good Practice Guidelines* and the *Change the Story Primary Prevention* framework (including cross-government) issues within government policy and programs
- Provide credible, relevant, timely and quality information to government
- Represent the sector in government processes and structures (e.g. advisory committees, submissions, working parties, expert panels etc.)
- Encourage and empower the sector to participate in policy and advocacy initiatives
- Collaborate with other peaks and industry bodies to strengthen our advocacy work

NEW STRATEGIES:

- Embed Our Watch's *Change the Story* into the practice, governance and membership of DVNSW

BUSINESS AS USUAL:

- Support and promote Our Watch's *Change the Story Primary Prevention* framework and activities in NSW
- Maintain a high public profile in the mainstream media informed by the DFV sector and women and children directly affected by violence
- Support member organisations to understand and engage in evidence-based primary prevention activities
- Continue work with primary prevention networks and initiatives in NSW

NEW STRATEGIES:

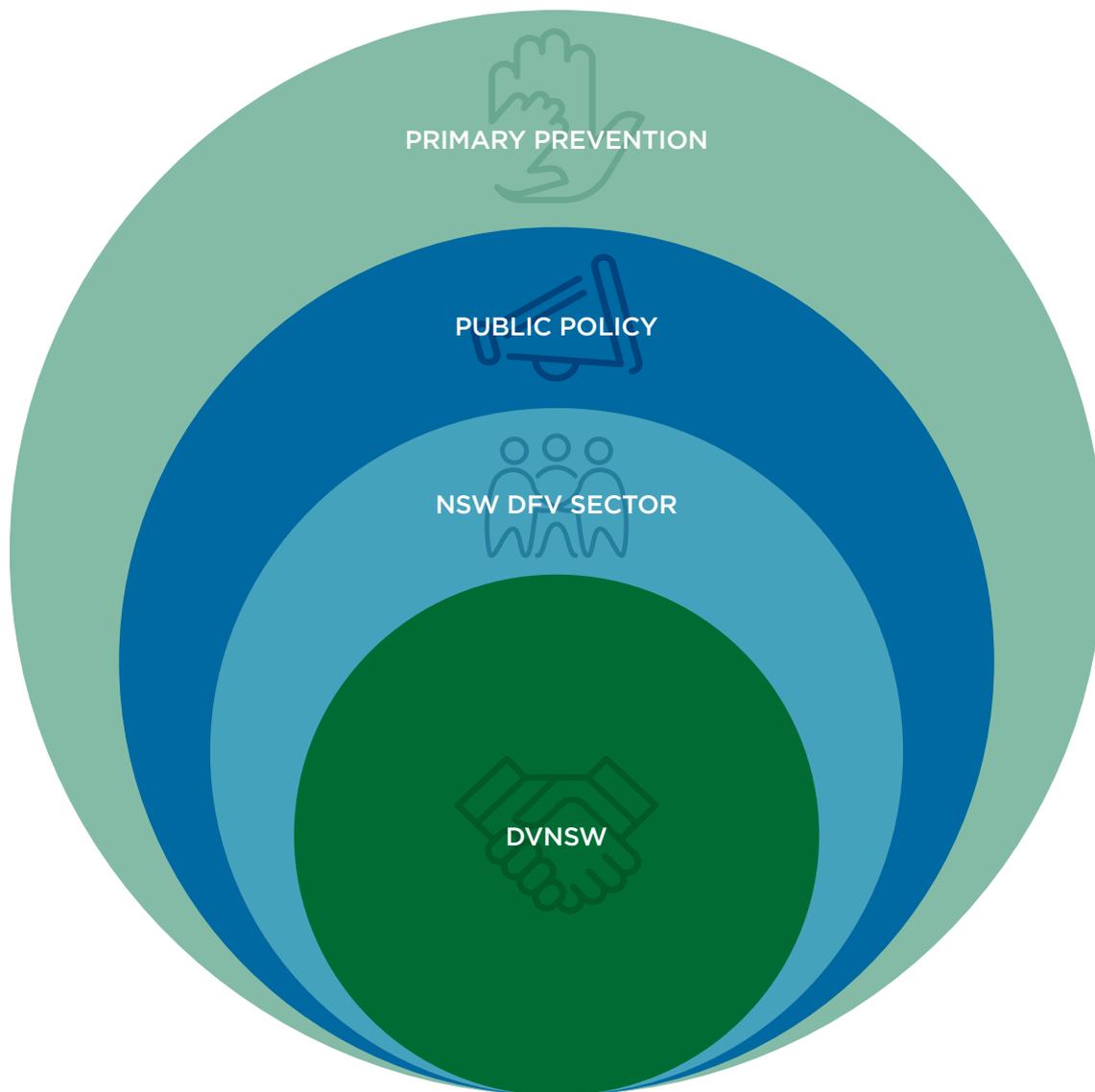
- Build a culturally-safe peak body through development of a Reconciliation Action Plan, cultural training and embedding inclusive practice in organisational policy and procedure, specifically recruiting for diversity
- Diversify government funding mix to reflect the multi-faceted, cross-government nature of responses to domestic and family violence
- Understand potential business models that include fee-for-service opportunities, 'non-traditional' grants and sponsorship etc.
- Develop an impact/evaluation/outcomes framework
- Create structured intern and volunteer opportunities

BUSINESS AS USUAL:

- Explore partnerships with other peak bodies that support our efficiency and effectiveness
- Engage members in representation, governance and consultative mechanisms
- Maintain strong, mutually beneficial relationships with other peak bodies
- Implement best-practice governance processes
- Ensure compliance with all financial, legal and ethical requirements

WHERE THE WORK OF DVNSW FITS

By focusing on these four strategic areas DVNSW will continue to advocate and work with our members, NSW communities, government and non-government agencies, our stakeholders and partners.



DVNSW's approach to preventing and addressing the consequences of DFV is explained in-depth in:

- *Good Practice Guidelines for the Domestic and Family Violence Sector in NSW*. (DVNSW 2017)
- *Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia*. (Our Watch 2015)

CONTACT

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Facebook: [dfvnsw](#)

Twitter: [dv_nsw](#)

Website: dvnsw.org.au

HELPFUL CONTACTS

NSW DV LINE

Phone: 1800 656 643 (*referral to a DV support service*)

RAPE CRISIS NSW

Phone: 1800 424 017 (*counselling/support*)

1800 RESPECT

Phone: 1800 737 732 (*information/counselling*)

MEN'S REFERRAL SERVICE

Phone: 1300 766 491

D U G V R I Y A K V B Z F
V T I L Z S U P P O R T D
N S W F O Q O N S I E C U
W A M H E L P J M C I A X
L U S X K G F R E E N U W