

DVNSW 2025-30 STRATEGIC PLAN

DOMESTIC VIOLENCE NSW



CONTENTS

Acknowledgement	3
Introduction	4
Vision, Purpose, Values	5
Our 2025-30 strategy	6
Strategy development	7
Strategic focus areas	8
1. Advocacy and impact	9
2. Strengthening our sector	10
3. Leadership	11
4. Operational excellence, financial sustainability and governance	12
Thanks	13

ACKNOWLEDGEMENT OF COUNTRY

This strategy was written on the stolen and unceded lands of the Gadigal People of the Eora Nation. We pay respects to the Elders past and present.

We acknowledge Aboriginal and Torres Strait Islander peoples as the first sovereign nations across the breadth and depth of Australia. We recognise that Aboriginal and Torres Strait Islander people have lived and cared for Country for over 60,000 years and continue to do so, honouring ancestors and knowledge holders within community, and observing ancient cultural practices. We acknowledge the damaging impacts of colonisation and hold their stories with great care.

We acknowledge that domestic and family violence are not part of Aboriginal culture and assert that the responsibilities of Aboriginal families and kinship systems do not align nor are reflected in current government policies. We work to position ourselves as allies and give voice and strength to the unique position that Aboriginal and Torres Strait Islander people hold in their own family systems and communities.



INCLUSION, DIVERSITY AND ETHICAL CARE

Lived experience and diversity statement

We recognise that lived experience is central to driving change. With guidance from lived experts, we elevate the experiences, voices and needs of victim-survivors through all work we undertake.

We understand that domestic and family violence impacts some communities disproportionately – which is why we ensure our advocacy is centred in the experiences of Aboriginal and Torres Strait Islander people, LGBTIQ+ people, people from migrant and refugee backgrounds and people with disability.

Ethics of care

An ethics of care directs all work we undertake, from policy development, submissions and advocacy to member communications and social media.

We strive to ensure people with lived experience, and our stakeholders, are listened to, respected and their voices centralised as we amplify them.

Importantly, at the core of our ethics of care, is a commitment to gathering information to understand need and purpose prior to determining the actions. This allows us to meaningfully consider what good practice and change looks like, at a state, community and individual level.





INTRODUCTION

On behalf of the Domestic Violence NSW Board and team, I am pleased to present our strategic plan for 2025-2030. This plan represents not only our five-year strategic direction, but also our commitment to working with our members and victim-survivors to achieve meaningful change for domestic and family violence responses across NSW.

Our 2021-2024 strategic plan allowed us to establish a strong foundation for the organisation we are today. Achievements and learnings against the plan ensured we could move to the next five years with certainty, confidence, courage and an unshakable commitment to creating better outcomes for members and victim-survivors.

This strategy is the result of genuine and thoughtful collaboration. We have spent considerable time engaging with our members, the DVNSW team, our Board and a broad range of stakeholders to shape a shared vision for our future as a peak body. Together, we've defined what we stand for and where we're headed.

Over the next five years, we're not just continuing the work – we're stepping into a bolder, more ambitious phase of leadership and impact.

We will support and help build sector capacity moving beyond foundational support to ensure organisations are equipped and supported in consistent quality service delivery. This includes future-proofing the workforce, embedding prevention as core business and strengthening specialist best practice through shared standards.

We will elevate our advocacy to drive transformative, victim-survivor-centred reform grounded in evidence. We will amplify the voices of our members across metropolitan, regional, rural and remote communities – pushing for policy and system reforms that are intersectional, culturally safe, trauma-informed and central to the needs of the sector.

And we'll take our place as a leading voice for change – strengthening partnerships and shaping public and political discourse to keep domestic and family violence firmly on the agenda until we see change.

Internally, we will build a smarter, more sustainable organisation, investing in systems, leadership and governance that will enable us to deliver to our 2025-30 strategy and position DVNSW as a future-ready peak.

This is more than a strategy – it's a shared commitment to a safer, fairer future. We are grateful to our members, partners and the many stakeholders who contributed to its development.

Together, we will drive change that is grounded in lived experience, backed by evidence and shaped by the voices of those on the frontline.

VISION

Our vision is for women, families and communities to live free from violence, have equal rights, equal opportunities and the freedom to reach their potential.



PURPOSE

Our purpose is to eliminate domestic and family violence through leadership, advocate for the specialist domestic and family violence sector, and build capacity in best-practice prevention and response.



VALUES

INTERSECTIONAL FEMINISM
WE ACKNOWLEDGE AND AMPLIFY THE DIVERSE VOICES AND EXPERIENCES OF ALL WOMEN.

LEADERSHIP
WE ARE INNOVATIVE THOUGHT LEADERS THAT BUILD RELATIONSHIPS AND TAKE ACTION TO MAKE A DIFFERENCE.

RESPECT
WE SUPPORT, RECOGNISE, VALUE AND EMPOWER OTHERS.

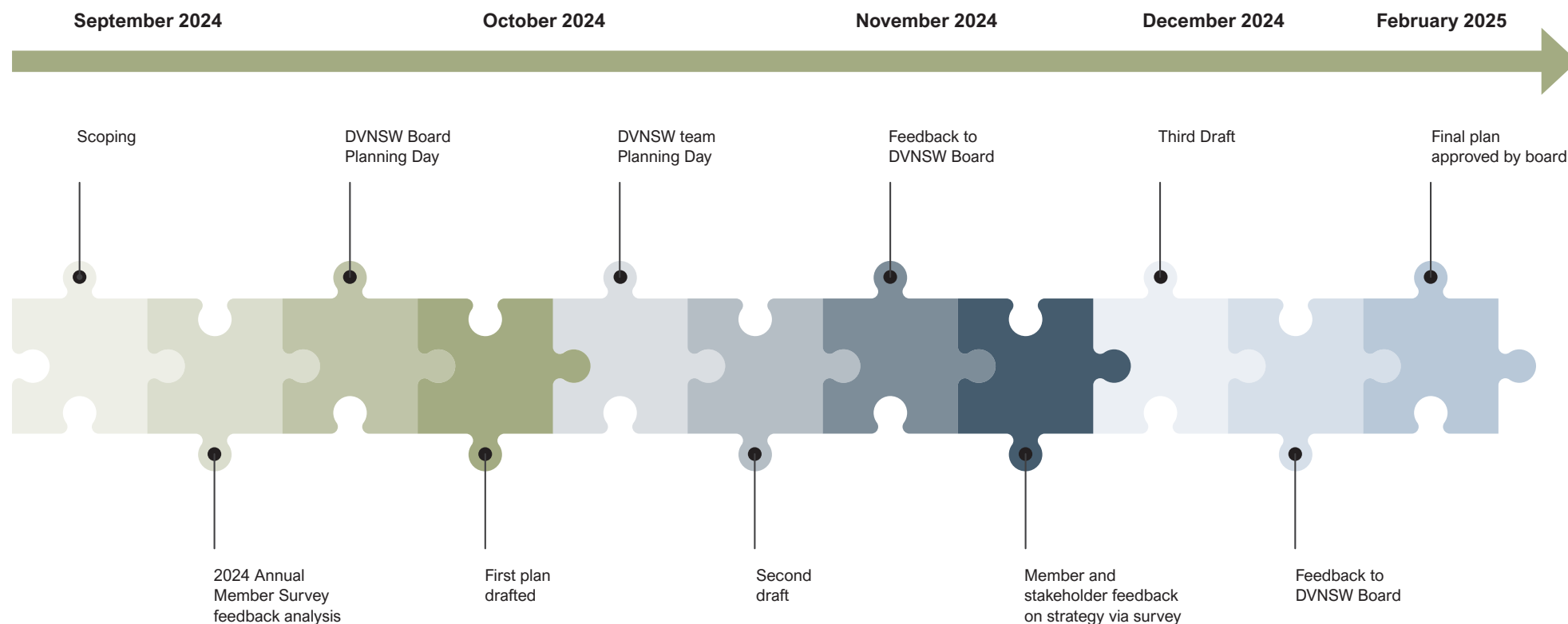
INTEGRITY
WE STAND UP FOR WHAT'S RIGHT, EVEN WHEN IT'S UNCOMFORTABLE.

OUR 2025-30 STRATEGY



STRATEGY DEVELOPMENT

As we developed the DVNSW 2025–2030 Strategy, we knew it had to be ambitious, inclusive and future-focused. Building on years of advocacy and impact, we engaged our members and key stakeholders to shape a shared vision for the next five years. This strategy reflects deep consultation, sector insights, and a commitment to bold systems change. It harnesses our collective strengths, centres lived experience and sets a clear direction for DVNSW as we continue to lead, influence and advocate for a future where domestic and family violence is no longer tolerated.



STRATEGIC FOCUS AREAS

To achieve our vision, we have developed four strategic focus areas that frame a multidimensional approach to achieving our strategic objectives.



Advocacy and impact



Strengthening our sector



Leadership



Operational excellence, financial
sustainability and governance

ADVOCACY AND IMPACT



We will drive systemic change to improve domestic and family violence responses and strengthen the sector. To achieve this, we will adopt a multi-dimensional approach in which we will:

- Advocate for victim-survivor centred reform – drive better policies, legislation and systems that reflect the lived-experiences of victim-survivors, by drawing on the voices, needs and expertise of our members in metropolitan, regional, rural and remote communities.
- Embed lived-experience and evidence – ensure reforms are grounded in lived experience and backed by research and good practice to create sustainable and effective change.
- Promote intersectional, culturally safe and trauma-informed approaches – pursue a strong focus on accountability to support self-determination and leadership by First Nations peoples and communities who experience complex forms of discrimination and violence.
- Support best practice in primary prevention – address the root causes of domestic and family violence by promoting long-term cultural and social change across NSW.
- Stay responsive and relevant – proactively address emerging and intersecting issues affecting the sector, ensuring our advocacy remains relevant, responsive, and forward-looking.

STRENGTHENING OUR SECTOR



We will strengthen specialist domestic and family violence service delivery, by building the capacity, capability and connectedness of our members and the domestic and family violence sector. To achieve this, we will:

- Drive collaboration – strengthen networks and information sharing across the specialist domestic and family violence sector and related sectors, with particular attention to the needs of regional and rural services, to improve coordination and impact.
- Build sector capability – deliver targeted training and initiatives that respond to sector priorities and support a skilled, sustainable and connected domestic and family violence workforce.
- Ensure service quality – develop, embed, and monitor the effectiveness of the Quality Standards for the specialist domestic and family violence sector, to ensure consistent, high-quality service delivery across NSW. Promote the Good Practice Guidelines as a supportive framework for good practice.
- Strengthen prevention efforts – build the capacity of the primary prevention workforce and promote the integration of primary prevention efforts statewide.
- Guide long-term workforce growth – provide leadership and input on key strategies like the NSW 10-Year Workforce Development Strategy, to ensure the sector's stability and future readiness.
- Embed evidence-based practice – promote the integration and implementation of evidence-informed tools and frameworks, such as the common approach to risk assessment and safety, outcomes and/or accreditation frameworks.

LEADERSHIP



To strengthen our influence, we will be recognised as the independent voice for domestic and family violence, the specialist domestic and family violence sector and our members. To achieve this, we will:

- Drive strategic outreach – develop and deliver to strategies that connect with broader audiences, shape public narrative and elevate the sector’s needs.
- Deepen member engagement – design frameworks and initiatives that focus on inclusion to ensure members feel valued, informed and connected.
- Build and maintain government relationships – create a tactical approach to engaging decision-makers, ensuring our advocacy is influential and impactful.
- Cultivate media partnerships – implement a proactive engagement strategy with journalists and news outlets to secure survivor-centred, evidence-based coverage that shapes public discourse.

OPERATIONAL EXCELLENCE, FINANCIAL SUSTAINABILITY AND GOVERNANCE



To effectively deliver to our strategic priorities our organisation must be sustainable. Our Board and governance structure will provide clear accountability and strategic oversight. We will embed effective and efficient systems and strengthen and stabilise our funding to support our long-term goals and add value for our members. To achieve this we will:

- Align governance with strategy – regularly review our Constitution, Board structure, and governance practices to stay responsive to sector needs and strategic priorities.
- Build leadership capability – provide ongoing training to strengthen Board performance and uphold best practice standards.
- Foster a strong team culture – ensure stability and growth through effective HR practices, succession planning, and professional development.
- Invest in smart systems – enhance technology to streamline operations, boost efficiency, and improve how we connect with and support members.
- Measure what matters – focus reporting and evaluation on impact, not just outputs, to improve transparency, accountability, and meaningful outcomes.
- Secure our future – strengthen financial governance to ensure long-term sustainability and continued advocacy.

THANKS

The direction of our 2025-2030 strategy is testament to the expertise and unwavering support from our members. Their knowledge of what works and what's needed, is what moves our work forward.

Thank you to the members of the DVNSW Aboriginal Steering Committee, Lived Expertise Policy Advisory Committee, the Migrant and Refugee Advisory Committee and the Sector Development Member Advisory Committee for their guidance and dedication to driving change through collaboration. We value this support and look forward to the continuation of these important partnerships over the course of this strategy.

Thank you also to our Board and team for their vision and commitment to our core values that underpin all we do.

Finally, in building this future, we acknowledge the courage and strength of victim-survivors of domestic and family violence. Their voices are central to all we do, and they sit at the heart of our strategy.





All content was correct at the time of publication.
Domestic Violence NSW PO Box 3311, Redfern,
NSW 2016
ABN: 51 326 110 595
©Domestic Violence NSW, 2025
Registered Charity

Facebook: DVNSW
Instagram: dvnsw
Phone: 02 9698 9777
Email: admin@dvnsw.org.au
Website: dvnsw.org.au

TO DONATE PLEASE VISIT:
dvnsw.org.au/donate

With your help, we can make sure the frontline services who are supporting those experiencing domestic and family violence have the resources they need to do their critical work.