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PORTRAITS FOR

RESPECT



PREPARED BY

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Acknowledgements

Macedon Ranges Shire is on Dja Dja Wurrung, Taungurung and Wurundjeri Countries. We would like to pay our respects to their Elders past, present and emerging.

We would like to pay tribute to the many survivors of family violence whose bravery, experience and stories inform service responses, initiatives and events. We acknowledge that family violence is a very prevalent issue in our community and that we can all do something to prevent it if we all work together.

A big thank-you to Margaret McDonald for lending her amazing quilt for the backdrop to the photos.



BACKGROUND

Violence against women is defined as 'any act of gender-based violence that causes or could cause physical, sexual or psychological harm or suffering to women, including threats of harm or coercion, in public or private life'[1]. It is a serious and widespread problem in Australia, with profound individual and community impacts and social costs. However, this significant social problem is also preventable[2].

In 2017-2018 there were 271 police call-outs to family violence incidents in the Macedon Ranges. Children were present at almost a third of these call-outs [3]. These figures only represent the reported cases - we know that family violence is a vastly under reported crime.

The latest international evidence shows that there are certain factors that consistently predict - or drive - higher levels of violence against women. These include:

- beliefs and behaviours that are disrespectful to and about women
- low support for gender equality
- adherence to rigid or stereotypical gender roles, relations and identities[4].

Primary prevention requires an integrated national long term approach with political and organisational leadership in developing, implementing and robustly reviewing legislative and policy reform.

MACEDON RANGES FAMILY VIOLENCE NETWORK

The Macedon Ranges Family Violence Network (MRFVN) is a voluntary collaboration of 12 regional and local organisations working together to reduce violence against women and children along the continuum of addressing these factors (primary prevention), early intervention and response. The network is working to build a community where women and children feel safe, respected, valued and are treated as equals in private and public life.

Members

- Central Victorian PCP
- Centre for Non Violence
- Cobaw Health
- Zonta
- Victoria Police
- Kyneton District Health
- Macedon Ranges Health
- Macedon Ranges Shire Council
- Department of Education and Training
- DHHS Aboriginal Outcomes and Engagement Unit Dhelk Dja
- Anti Violence Program for Victoria
- Kyneton Maternal Child Health Centre.



[1] United Nations (1993) Declaration on the Elimination of Violence against Women

[2] <https://www.ourwatch.org.au/Understanding-Violence/Facts-and-figures>

[3] Crime Statistics Agency

[4] Our Watch, Australia's National Research Organisation for Women's Safety (ANROWS) and VicHealth (2015) Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia, Our Watch, Melbourne, Australia

This social change also requires a community engagement and community development approach, involving various techniques, where community members are prompted to have conversations regarding gender equality and are inspired, educated and influenced to change their behaviours by witnessing trusted peers, community leaders and nodal players [5] taking a stand [6].



MRFVN & Zonta at Kyneton Farmers Market, inviting community members to participate in the Portraits for Respect

METHOD

The Our Watch 'Change the story' framework provides social change techniques that are effective in preventing violence against women and children. 'Portraits for Respect' uses the following proven techniques:

- Direct participation programs
- Community mobilization and strengthening
- Communications and social marketing
- Civil society advocacy.

The Maldon Portraits for Respect project and tool kit informed the design and delivery of this project.

'PORTRAITS FOR RESPECT' IS ONE MRFVN PRIMARY PREVENTION INITIATIVE THAT ENGAGED WITH COMMUNITY MEMBERS AND INVITED THEM TO:

- **CHALLENGE THE CONDONING OF VIOLENCE AGAINST WOMEN**
- **CHALLENGE GENDER STEREOTYPES AND ROLES**
- **PROMOTE AND NORMALISE GENDER EQUALITY**

[5] Members of the community who span many diverse network
[6] McKenzie Mohr, community based social marketing, cbsm.com

DIRECT PARTICIPATION

The Portraits for Respect is a type of direct participation and peer education program where community members at a local farmers market were invited to take a stand and educate their peers by having their portrait taken holding a message that: challenges the condoning of violence against women; promotes gender equality; and challenges gender stereotypes and roles.

Photographs were taken during the 2018 16 Days of Activism Against Gender Based Violence – a global campaign to raise awareness of violence against women, and its impact on women's physical, psychological and social wellbeing that runs from 25 November to 10 December each year.

Community members could choose between holding pre-written statements or write a statement of their own. The project encouraged the participation of community members of a diversity of gender, age, culture and ability to improve the breadth of appeal, traction and impact of the project.

COMMUNITY MOBILIZATION AND STRENGTHENING

The Portraits for Respect project mobilized and supported a collective of 56 community members to take a stand. The Portraits for Respect Launch was attended by approximately 30 MRFVN representatives and community members supporting the project's objectives.

COMMUNICATIONS AND SOCIAL MARKETING

The Portraits for Respect used and continues to use a range of communication media to raise awareness of violence against women and their children and challenge contributing attitudes, behaviours and social norms across a variety of media such as the portraits, printed resources, local and regional media releases, online media as well as social media and exhibition host orientations.

The portraits were on display in a diversity of public places in the Macedon Ranges Shire, through the MRFN networks, to encourage wider spread of engagement of the community and communication of the key messages. Each venue hosted the portraits for a period ranging from two to four weeks from May to December 2018.



Venues and MRFN members promoted and continue to promote the exhibition on their social media and within their organisational communications.

SUPPORT FOR HOSTS

A key component to the project's success was the orientation on the project and its objectives to hosting organisations provided by CNV support workers and the project worker.

They met with venue staff to orientate them on: the key messages of the portraits, the definition of family violence, gendered drivers of family violence and frequently asked questions and answers regarding family violence and family violence support services available.

Resources

Resources explaining and condemning family violence and outlining family violence supports available for people experiencing family violence were available to:

- Improve community and hosting organisation's understanding of family violence
- Ensure that any issues brought up for viewers could be addressed
- To improve community and hosting organization awareness of these supports.

CIVIL SOCIETY ADVOCACY

Portraits for Respect is an example of advocacy, building collective momentum to raise awareness of the issue of violence against women and their children and to encourage government and community organisations, schools, businesses and communities to take action to prevent it.

Fifty six identified community members took a stand on gender inequality and advocated for change. This advocacy continues through the lifespan of the portraits as they reside on public viewing in the Kyneton Maternal Child Health Centre and Cobaw Health, Romsey and Woodend Neighbourhood Houses.



Kyneton Secondary College



Macedon Ranges Shire Council



Rubys Cafe



Macedon Ranges Library

FINDINGS

A key Impacts were measured through conversations with Centre for Non Violence (CNV) support staff, and evaluations completed by hosting organisations and viewers (for more details see appendices 1).

The majority of viewers evaluations were completed by under 25 year olds so this may have a bias in impacts. For example the measure of a high level of awareness of the link between gender inequality and family violence may be related to young people participating in Respectful Relationships programs at secondary schools.

HOSTS FOR EXHIBITION

- Macedon Ranges Health
- Kyneton District Health
- Macedon ranges Shire -Kyneton and Gisborne
- Kyneton Police Station
- Shamrock Hotel
- Woodend Neighbourhood House
- Romsey Neighbourhood House
- Ruby's Café
- Kyneton Library
- Benetes Hawthorn
- Romsey Library
- Kyneton Secondary College

REACH OF MESSAGE

- The exhibition was hosted by 12 organisations at 13 sites.
- 82 community members took the time to complete a short questionnaire on the exhibition (see appendix 1)
- At least 2900 community members (from indicative numbers of clients, consumers etc visiting the venues) were exposed to the exhibition and its key messages. An estimated 15-50% (435 -1450) of those viewers stopped, viewed and engaged in conversation about the portraits.
- At least 1675 people were reached by Portraits for Respect social media



Macedon Ranges Leader, 29th May 2018

IMPACTS

- Venue staff reported that local people recognizing their peers, community leaders, nodal players had a positive impact
- Venue staff reported that the exhibition stimulated conversations among staff and clients regarding family violence and gender equality
- Significant increase (100%) in community and hosting organization awareness of family violence support services: building of relationships between CNV and hosting organisations
- Significant number (42%) of evaluatees had their opinion on gender equality influenced by the exhibition
- There was a smaller impact (15%) on improving understanding the link between gender inequality and family violence as approximately 80% of evaluatees said they understood this link before viewing the exhibition.

Gender Equality

The majority of people completing the viewer evaluations : 69/82 expressed what gender equality meant to them, the most common language used was: treated equally, respect, equal rights, equal pay and there were 6 negative comments

"It is an excellent way to tackle this problem"

(Exhibition viewer)

"It is a good opportunity to teach students"


(Kyneton Secondary School teacher)

~ A project of the Macedon Ranges Family Violence Network ~


PORTRAITS for RESPECT

In Macedon Ranges we are working together towards a future where women and children live free from violence. The evidence is clear that gender inequality is the core of the problem and equality is the heart of the solution.

At a local Farmers Market we invited the community to take a stand against family violence by having their portrait taken holding a message that promotes gender equality and challenges gender stereotypes and roles.



If you are affected by family violence contact Safe Steps on 1800 015 188 - available 24/7



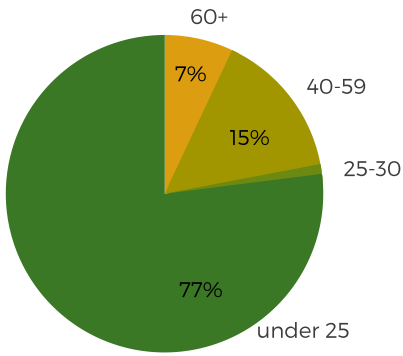
For any queries regarding this project please contact Central Victorian Primary Care Partnership on 5472 5333 or email admin@centralvicpcp.com.au

~ Macedon Ranges ~

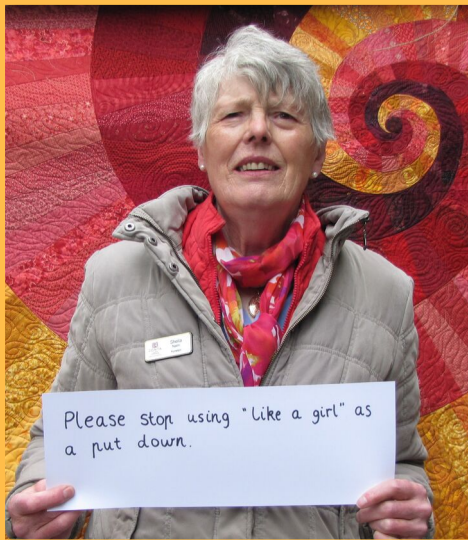
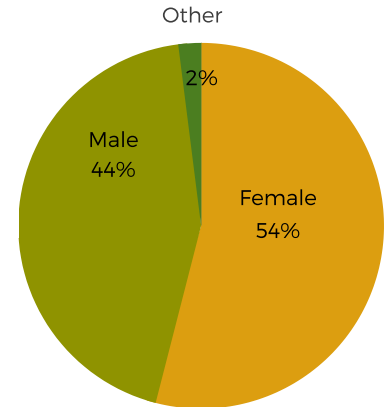
PORTRAITS *for* RESPECT



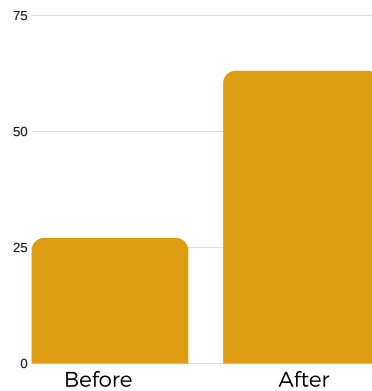
Age (yrs)



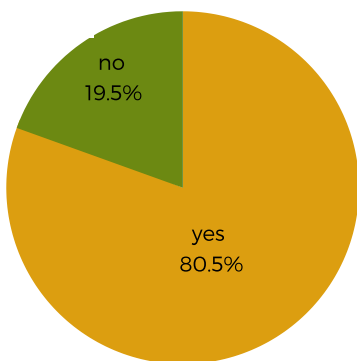
Gender



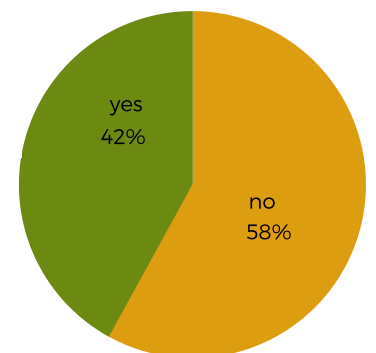
Knowledge of support services
before & after seeing exhibition



Understand the link between
gender inequality and family
violence



Opinion on gender equality
influenced by exhibition



RECOMMENDATIONS

- CNV continue to build relationships with organisations in the Macedon Ranges Shire
- Continue to build on integrated strategies to improve gender equality and understanding of the link between gender inequity and family violence
- Improve community and organizational identification of family violence and awareness of family violence support services
- Build on distribution of information on support services to identified key venues frequented by women with lived experience of family violence

RECOMMENDATIONS FOR FUTURE PORTRAITS FOR RESPECT

- Consider recruiting more identified community leaders and men to have their photographs taken
- Explore ways (eg choice of venue) of ensuring older people (over 25 yrs) view and better engage in the exhibition
- Develop Portraits for Respect resource cards, available for exhibition viewers, with portraits samples and messages



APPENDIX 1

Portraits for Respect Exhibitor evaluation guide

1. How many people do you think viewed the exhibition over the 2/4 weeks it was displayed?

Prompts:

- Numbers of customers / day
- Number of days open
- Percentage of people stopping to look

2. Have you received comments about the exhibitions

- If so, what are some examples

3. How many of the provided resources are remaining? Did you need to restock these at any point through the exhibition period

4. Were there any unexpected consequences of hosting this exhibition – positive or negative?

5. Did you promote the exhibition through your own social media channels? If so, what was the response?

Portraits for Respect Exhibition viewer feedback form

1. Gender: Female/Male/Other

2. Age:

- Under 25
- 25-39
- 40-59
- 60 and over

3. Are / were you aware of the link between gender inequality and violence against women?

Before viewing exhibition: Yes / No

After viewing exhibition: Yes / No

4. Are / were you aware of the key family violence support service in this region (Centre for Non-Violence)?

Before viewing the exhibition: Yes/No

After viewing exhibition: Yes / No

What does gender equality mean to you?

Has this opinion been influenced by viewing this exhibition? Yes/No

Comments

