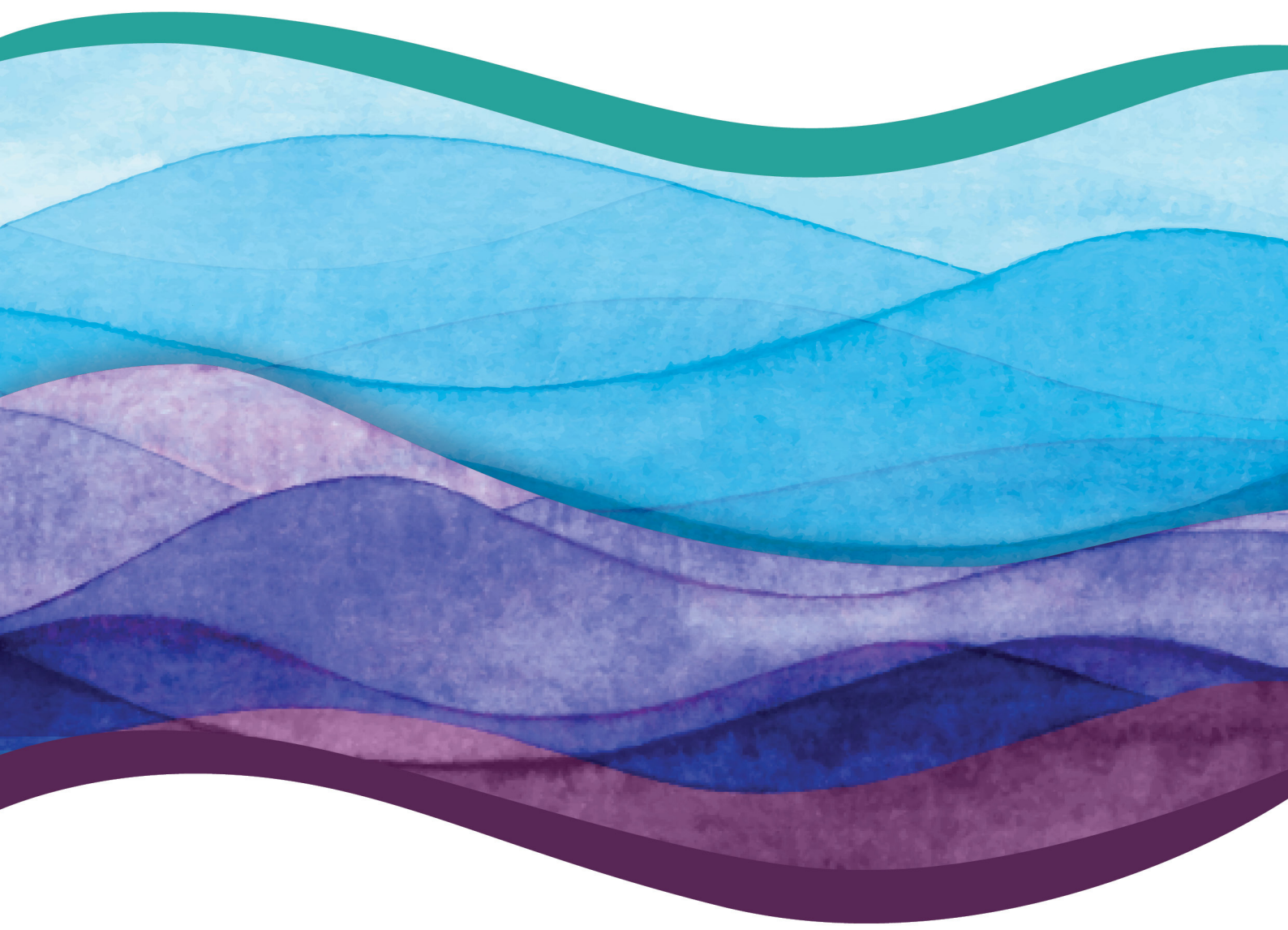


# Queensland's Plan for the Primary Prevention of Violence Against Women **2024–2028**



**Queensland**  
Government

## Where to seek help

The contents of this document may bring up strong feelings in some readers. There are many support services available.

If you, or someone you know is in immediate danger, please contact police on Triple Zero (**000**). If you are in Queensland and the matter is not urgent you can contact Policelink on **131 444** or visit the Queensland Police Service website [www.police.qld.gov.au/domestic-violence](http://www.police.qld.gov.au/domestic-violence).

If you or someone you know needs help, then the following services are available to assist.

**DVConnect** is a free 24-hour Crisis Support line for anyone impacted by domestic or family violence. They can be contacted on **1800 811 811** or you can visit [www.dvconnect.org](http://www.dvconnect.org).

**1800RESPECT** is a free 24-hour information and counselling service for people impacted by domestic, family or sexual violence and can be contacted on **1800 737 732** or you can visit their website [www.1800respect.org.au](http://www.1800respect.org.au).

**The Sexual Assault Helpline** team are specialist counsellors who will always listen and believe you. They can be contacted on **1800 010 120** between 7.30am and 11.30pm, 7 days a week or you can visit [www.dvconnect.org/sexual-assault-helpline/](http://www.dvconnect.org/sexual-assault-helpline/).

**Mensline** (DVConnect) is a free and confidential helpline that assists men to change their abusive behaviours or to access safety from abuse and can be contacted on **1800 600 636** between 9am and midnight, 7 days a week. You can also visit [www.dvconnect.org/mensline/](http://www.dvconnect.org/mensline/).

**Lifeline** is a free 24-hour telephone counselling and referral service. They can be contacted on **13 11 14** or you can visit [www.lifeline.org.au](http://www.lifeline.org.au).

**13YARN** is a free 24-hour national crisis support line that offers a confidential one-on-one yarning opportunity with a Lifeline-trained Aboriginal & Torres Strait Islander Crisis Supporter for Aboriginal and Torres Strait Islander peoples. They can be contacted on **13 92 76** or you can visit [www.13yarn.org.au](http://www.13yarn.org.au).

**QLife** is a free peer support and referral service for LGBTQ+ people via telephone and webchat. They can be contacted on **1800 184 527** between 3pm and 12am, 7 days a week or you can visit [www.qlife.org.au](http://www qlife.org.au).

**MensLine Australia** is a free telephone and online counselling service offering support for Australian men. They can be contacted on **1300 789 978** or you can visit [www.mensline.org.au](http://www.mensline.org.au).

**Kids Helpline** is a free 24-hour counselling service for young people aged between 5 and 25. They can be contacted on **1800 55 1800** or you can visit [www.kidshelpline.com.au](http://www.kidshelpline.com.au).

**Suicide Call Back Service** offers free professional counselling services and can be contacted on **1300 659 467** or you can visit [www.suicidecallbackservice.org.au](http://www.suicidecallbackservice.org.au).

**Beyondblue** is a mental health service and can be contacted on **1300 22 4636** or you can visit [www.beyondblue.org.au](http://www.beyondblue.org.au).



### Need help in your language?

Call **1800 512 451** and ask for an interpreter.

# Acknowledgement of Aboriginal and Torres Strait Islander peoples

The Queensland Government respectfully acknowledges the Aboriginal and Torres Strait Islander peoples in the state of Queensland and acknowledges the cultural and spiritual connection that Aboriginal and Torres Strait Islander peoples have with the land and sea.

We respectfully acknowledge Aboriginal peoples and Torres Strait Islander peoples as two unique and diverse peoples, with their own rich and distinct cultures, resilience, and strengths. We specifically acknowledge the unique history and cultural heritage of Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia. We pay our respects to Elders past and present.

We are dedicated to the inclusion of cultural knowledge and values as critical factors in the development, implementation and evaluation of strategies and actions to support Aboriginal peoples and Torres Strait Islander peoples. We acknowledge and thank the Aboriginal and Torres Strait Islander peoples who contributed to the development of this Plan.

## Acknowledgements

The Queensland Government acknowledges the individual and collective contributions of Queenslanders with lived experiences of domestic, family and sexual violence. We acknowledge families, carers and advocates who play a fundamental role in supporting people with lived experience. Each person's journey is unique and collectively provides a valuable contribution to informing the prevention of domestic, family and sexual violence in Queensland. This Plan has drawn on the extensive contribution of people with lived experience to the Women's Safety and Justice Taskforce and the *National Plan to End Violence against Women and Children 2022–2032*. Your voices and experiences are at the core of this Plan.

We acknowledge the professionalism, dedication and commitment of the broader domestic, family and sexual violence workforces. We thank you for your concerted efforts to keep victim-survivors safe and support persons using violence to change their harmful behaviours.

The Queensland Government would also like to thank and acknowledge the many Queenslanders who took part in the consultation processes, which informed the development of this document.

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# Message from the Premier and Attorney-General

The Queensland Government is unwavering in its commitment to keeping Queenslanders safe from domestic, family and sexual violence and holding people who use violence to account. Since 2015, we have made significant progress with implementing domestic, family and sexual violence reforms in Queensland.

Through the implementation of this Plan, we will build on the momentum we have already made and continue our cumulative efforts to end domestic, family and sexual violence. In its first report, the Women's Safety and Justice Taskforce concluded that prevention of violence is critical to ending domestic, family and sexual violence, noting that it is not an intractable or inevitable social problem and that much can be done to prevent violence and abuse from occurring in the first instance.

That is why we have developed *Queensland's Plan for the Primary Prevention of Violence Against Women 2024–2028*. This is a dedicated plan for addressing the drivers of domestic, family and sexual violence in Queensland. It strengthens and focuses the Queensland Government's primary prevention efforts through an evidence-informed plan that targets the gendered drivers and underlying social context to stop violence before it starts.

This Plan builds on our government's continuing commitments to prevention under both state and national frameworks and strategies, strengthening government's foundation to drive and coordinate primary prevention initiatives, in partnership with community organisations and leaders. Through the implementation of this Plan, we will build on the momentum we have already made and continue our cumulative efforts to end domestic, family, and sexual violence.

This Plan represents the culmination of over twelve months of intensive work in consultation with prevention experts, representatives of vulnerable cohorts, victim-survivors, the Domestic and Family Violence Prevention Council and Queensland's service providers. It also builds upon a range of efforts made across our state, especially by women's organisations, to prevent domestic, family and sexual violence. Their knowledge and wisdom provided the basis for this Plan, and we are enormously grateful for their efforts and contributions.

Every Queenslander has the right to feel safe, and be safe, at all stages of their lives and across all settings including in their home, community, school and workplace.

Working together, we will continue to drive change to support a Queensland that is safe and free from domestic, family and sexual violence.

**The Honourable Steven Miles MP**  
Premier

**The Honourable Yvette D'Ath MP**  
Attorney-General and Minister for Justice and  
Minister for the Prevention of Domestic and Family Violence

# Overview

Primary prevention means stopping violence against women from occurring in the first place by addressing its underlying drivers.

This Plan provides a blueprint for government, working in partnership with the broader community, to strengthen and expand efforts to prevent violence against women through the development and implementation of initiatives that target the underlying drivers of this violence.

Over the next five years the Queensland Government will build on existing prevention efforts to strengthen its approach to the primary prevention of violence against women. We will do this through new and existing initiatives that focus on:

- Leadership, community awareness and capability building.
- Strengthening the primary prevention workforce.
- Developing new partnerships and expanding into new settings.
- Engaging men and boys in primary prevention efforts.

To support this work, the Queensland Government has allocated an additional \$16 million over four years from 2023–24 to the delivery of key new initiatives, including:

- Providing funding to community organisations, to lead community education projects across Queensland’s urban, rural and remote regions focused on building and embedding positive and respectful relationships.
- Providing funding to Aboriginal and Torres Strait Islander community-controlled organisations, to lead initiatives across Queensland’s regional, rural and remote regions aimed at strengthening the factors that protect against domestic, family and sexual violence.
- Delivering and evaluating a state-wide peer-to-peer program providing training to young people to promote healthier masculinities, building healthy relationship skills and social connections.
- Establishing a dedicated primary prevention team to lead and coordinate the implementation of this Plan.

With the unprecedented focus on preventing violence against women across all levels of government, we will take an incremental approach, testing and refining as we go. We will progress our efforts to prevent violence against women in three key phases:

- **Phase 1** – Strengthening the foundations (2024–2025) – continuing to build the structures needed to support this work and continuing what works
- **Phase 2** – Expanding the focus (2026–2027) – strengthening whole of community efforts and actions
- **Phase 3** – Continuing the momentum (2028-onwards) – maintaining these efforts while continuing to build and refine the approach as we go.

Our efforts will be informed by, and contribute to, the growing evidence base and will be aligned with Our Watch’s *Change the Story: A shared framework for the primary prevention of violence against women in Australia* and *Changing the Picture: A national resource to support the prevention of violence against Aboriginal and Torres Strait Islander women and their children* and associated documents. Efforts will support Queensland’s contribution to the *National Plan to End Violence against Women and Children 2022–2032* and associated action plans.

We will monitor the effectiveness of this Plan by developing and implementing an evaluation framework, underpinned by a theory of change, to inform potential future actions. This Plan establishes a number of measurable outcomes as a starting point.

Preventing violence and prioritising action that addresses the drivers of violence against women will contribute to a Queensland that upholds the values of equality and respect and therefore a safer, more inclusive and prosperous Queensland for all.

## Women’s Safety and Justice Taskforce

This Plan was developed in response to a recommendation of the Women’s Safety and Justice Taskforce that the Queensland Government develop and implement a comprehensive and integrated plan for the primary prevention of violence against women in Queensland that extends and intensifies current efforts to address drivers of gendered violence across the spectrum of prevention – at the individual, relationship, community, institutional and societal levels (Report 1, Recommendation 9).

The Taskforce consistently heard from stakeholders that more needs to be done to prevent domestic and family violence from occurring, noting there is a clear community expectation that government will do more, earlier, to prevent domestic, family and sexual violence. It identified that punitive responses after violence has occurred may not achieve desirable outcomes for victims, persons using violence, or the community and incur a significant cost for the Queensland economy. This Plan responds to this clear message from the Queensland community.

## A focus on primary prevention

This Plan focuses on primary prevention – preventing violence before it occurs. It complements and expands Queensland’s existing commitment to preventing and addressing domestic, family and sexual violence along the continuum of prevention and response. By enhancing the focus on primary prevention, this Plan intensifies efforts to reduce the systemic, structural, and social drivers that allow violence to happen in the first place. In doing so, this Plan supports the development of a comprehensive and holistic approach to violence against women.

**Figure 1:** Continuum of prevention activities. Adapted from *Our Watch. (2021). Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*

Focus of this Plan			
Primary Prevention	Early Intervention	Response	Recovery
<p><b>Aim</b> – prevent violence before it occurs.</p> <p><b>Focus</b> – whole-of-society initiatives that address the primary (‘first’ or ‘underlying’) drivers of violence against women.</p>	<p><b>Aim</b> – intervene early to prevent recurring violence.</p> <p><b>Focus</b> – change the trajectory for individuals at higher-than-average risk of using or experiencing violence.</p>	<p><b>Aim</b> – prevent long-term harm from violence.</p> <p><b>Focus</b> – support victim-survivors and hold persons using violence to account, aiming to prevent the recurrence of violence.</p>	<p><b>Aim</b> – support in regaining safety, healing, health and wellbeing.</p> <p><b>Focus</b> – enable victim-survivors to find safety, health, wellbeing, resilience and to thrive in all areas of their life.</p>

## How this Plan was developed

This Plan was informed by consultation across a diverse cross-section of Queensland stakeholders from government, non-government and community-based organisations and networks. This consultation included 73 individuals from over 47 organisations, groups and alliances. This consultation provided a contextually relevant basis of understanding current primary prevention activity, identifying opportunities for improvement and formulating prevention priorities in Queensland.

An intersectional approach was taken to this consultation which included Aboriginal and Torres Strait Islander peoples, people with disability, people from culturally and linguistically diverse (CALD) backgrounds, people who identify as LGBTIQ+, and organisations representing young people. The extensive consultation with victim-survivors and other stakeholders undertaken by the Women’s Safety and Justice Taskforce and during the development of the *National Plan to End Violence against Women and Children 2022–2032* also informed the development of this Plan.

This Plan draws on a detailed examination of the existing primary prevention evidence base and policy context, including established and best practice approaches to prevention, the current reform agenda, government and community-led prevention initiatives, prominent grey literature and key publicly available jurisdictional and national data sources.

## Language in this Plan

The terms ‘violence against women’ and ‘gender-based violence’ are used interchangeably in this Plan to encompass a broader range of violence than the terms ‘domestic and family violence’ and ‘sexual violence’. They include additional forms of violence and abuse including sexual harassment at work and in other settings, technology facilitated abuse, sexual exploitation, and trafficking of women (Australian Government, 2022).

This Plan uses binary language such as ‘men’ and ‘women’, however it is recognised that gender does not exist wholly in binary categories, and that binary language may not always reflect the experiences of all people in the Queensland community. For a list of terminology used in this Plan, refer to [Appendix 1](#).

## Strategic context

This Plan is informed by, and aligned with, the policy landscape at the state, national and international levels. It is an important addition to the Queensland Government's existing suite of policies that implements the Queensland Government's commitments to preventing and addressing violence against women and achieving gender equality.

**Figure 2:** Policy context

National policy context	Queensland policy context
<ul style="list-style-type: none"> <li>• <i>National Plan to End Violence Against Women and Children 2022–2032</i></li> <li>• <i>Working for Women: A Strategy for Gender Equality</i></li> <li>• <i>Australia's Disability Strategy 2021–2031</i></li> <li>• <i>National Women's Health Strategy 2020–2030</i></li> <li>• <i>National Agreement on Closing the Gap</i></li> <li>• <i>Respect@Work Sexual Harassment National Inquiry Report</i></li> <li>• <i>National Strategy to Prevent and Respond to Child Sexual Abuse 2021–2030</i></li> </ul>	<ul style="list-style-type: none"> <li>• Women's Safety and Justice Taskforce, <i>Hear Her Voice Reports 1 and 2</i>, and the Queensland Government response</li> <li>• <i>Domestic and Family Violence Prevention Strategy 2016–26</i></li> <li>• <i>Prevent. Support. Believe. Queensland's framework for addressing sexual violence</i></li> <li>• <i>Queensland's Disability Plan 2022–2027</i></li> <li>• <i>Queensland Women's Strategy 2022–27</i></li> <li>• <i>Domestic and Family Violence Prevention Engagement &amp; Communication Strategy 2016–2026</i></li> <li>• <i>Queensland's Framework for Action – Reshaping our approach to Aboriginal and Torres Strait Islander domestic and family violence</i></li> </ul>

For further details relating to the policy context, refer to [Appendix 2](#).

### Upholding Human Rights

To experience gender inequality and discrimination is to be denied your human rights. Queensland's *Human Rights Act 2019* recognises:

- the inherent dignity and worth of all human beings
- the equal and inalienable human rights of all human beings
- human rights have a special importance for the Aboriginal peoples and Torres Strait Islander peoples of Queensland, as Australia's First Peoples, with their distinctive and diverse spiritual, material and economic relationship with the lands, territories, waters, coastal seas and other resources with which they have a connection under Aboriginal tradition and Ailan Kastom. Of particular significance to Aboriginal peoples and Torres Strait Islander peoples of Queensland is the right to self-determination.

Preventing violence against women is about upholding human rights.

## Building on what has been achieved

The Queensland community has made significant headway in challenging the long-held notion that violence against women is inevitable. This Plan builds on the long-term work of the domestic, family and sexual violence sector and has benefited from the leadership and input of victim-survivors, women's support services, Aboriginal community-controlled organisations, prevention advocates and organisations, and academics.

The Queensland Government reform agenda has set the foundations to deliver primary prevention initiatives in Queensland. This Plan complements and extends these efforts by enhancing the focus on primary prevention to embed lasting change in Queensland.

### Past and ongoing efforts to address the drivers of violence against women include:

- Development of the *Queensland Women's Strategy 2022–27*, which provides the framework for government, the private sector and the wider community to strengthen and support the rights of Queensland women and girls and support a gender-equal Queensland.
- Establishing the *Domestic and Family Violence Prevention Council* (Prevention Council) to generate greater community and corporate momentum in recognising that domestic and family violence is everyone's concern.
- Establishing the *Aboriginal and Torres Strait Islander Domestic and Family Violence Prevention Group* to oversee the implementation of the *Framework for Action – Reshaping our approach to Aboriginal and Torres Strait Islander domestic and family violence*.
- Establishing the *Sexual Violence Prevention Roundtable* to support the Queensland Government's response to, and prevention of, sexual violence in Queensland.
- Delivering and supporting annual Domestic and Family Violence Prevention Month and Sexual Violence Awareness Month events and activities.
- Supporting community organisations to undertake prevention activities including through grants such as the *Investing in Queensland Women Grants* and the *Safe and Diverse Communities Grants*.
- Implementing the Domestic and Family Violence Prevention Engagement and Communication Strategy 2016–2026 including innovative social marketing campaigns which aim to raise awareness, challenge attitudes and behaviours and contribute to a more informed public conversation about domestic and family violence.
- Establishing the Queensland Social Survey to measure Queenslanders' perceptions and attitudes towards domestic and family violence.
- Delivering a new and strengthened Respect program, making age-appropriate, strengthened content on the drivers of gender-based violence, consent, help-seeking strategies and reporting of sexual assault and harm available to all Queensland schools.
- Funding and membership of Our Watch and Australia's National Research Organisation for Women's Safety Limited (ANROWS) to deliver a consistent, national focus on domestic, family and sexual violence research and primary prevention.
- Reviewing the *Anti-Discrimination Act 1991* resulting in the Building Belonging Report which made 122 recommendations to ensure Queensland's anti-discrimination law is effective in protecting people from discrimination and sexual harassment, including recommending the introduction of a positive duty to eliminate discrimination, sexual harassment and other prohibited conduct as far as possible.
- Reviewing the *Industrial Relations Act 2016* resulting in the *Five-Year Review of Queensland's Industrial Relations Act 2016 – Final Report*, which included recommendations that focus on updating provisions relating to workplace sexual harassment. As a result, the government amended the *Industrial Relations Act 2016* to enhance protections for workers subject to sexual harassment, and making sexual harassment a valid reason for dismissal.
- Providing funding to a peak disability service provider that included a requirement to develop sector capability by promoting online sexual violence prevention resources and training for carers and disability support providers.
- Co-designing and implementing place-based Community Action Plans to prevent youth sexual violence and abuse in Toowoomba and Bundaberg.
- Requiring state level sport and recreation organisations and active industry peak bodies funded through the Active Industry Fund to achieve gender equity on their boards by 2029 as part of efforts to drive equality and inclusive participation opportunities for all Queenslanders including women and girls.
- Continuing implementation of the first Statewide *First Nation's maternal and child health strategy* aimed at providing culturally safe and secure maternity services across Queensland.
- Delivering the *Women in Local Government Strategy*, which aims to promote greater diversity and inclusion in local government and provide female council officers and councillors with access to a range of mentoring and professional development services.



# Understanding primary prevention of violence against women

## What is primary prevention?

The primary prevention of violence against women means stopping violence from occurring in the first place by identifying and addressing the underlying causes (or drivers) of violence. It involves changing the social conditions that give rise to this violence; reforming the institutions and systems that excuse, justify, or promote violence; and shifting the power imbalances, social norms, structures and practices that drive and normalise it (Our Watch, 2021). Primary prevention differs from early intervention and crisis responses to violence against women, which focus on stopping violence from reoccurring or escalating, rather than targeting the underlying drivers of violence. Ultimately, primary prevention efforts are designed to reduce the pressure on these parts of the service system.

## The drivers of violence against women

The research tells us that while both men and women experience domestic, family and sexual violence, this violence is overwhelmingly perpetrated by men.

While the context in which a person uses violence is unique for every person, the evidence points to drivers arising from the gendered dynamics, gender inequalities and the influences of harmful forms of masculinities present in society (Our Watch, 2021).

There are four gendered drivers of violence against women and girls which most consistently predict violence at a population level and explain its gendered patterns. They are termed ‘gendered drivers’ as together they create an environment in which women and men are not considered equal, and gender-based violence is more likely to occur, be tolerated and condoned.

**4 in 5**  
**people using domestic and family violence are male**

The rate of domestic and family violence perpetration was around **4 times higher** for males than females

*(ABS, 2022)*

**Figure 3:** Gendered drivers of violence against women. Adapted from Our Watch. (2021). *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia.*

Driver 1: Condoning of violence against women	Driver 2: Men’s control of decision-making and limits to women’s independence in public and private life	Driver 3: Rigid gender stereotyping and dominant forms of masculinity	Driver 4: Male peer relations and cultures of masculinity that emphasise aggression, dominance and control
<p>This can look like:</p> <ul style="list-style-type: none"> <li>Telling and/or laughing at sexist jokes or jokes about rape.</li> <li>Blaming a woman for not leaving a violent partner.</li> <li>The belief that domestic and family violence is a normal reaction to stress.</li> <li>Media articles highlighting what a victim of sexual assault was wearing or drinking.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>The idea that men should be ‘in charge’ in their relationships and the bosses at work.</li> <li>Laws that limit people’s reproductive rights.</li> <li>A lack of gender diversity in leadership positions.</li> <li>Paying employees of female-dominated industries less.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>Men believing they are entitled to sex.</li> <li>The belief that women should be submissive to men.</li> <li>The idea that men must be tough, never cry or show their feelings.</li> <li>Phrases like ‘boys will be boys’, ‘the man of the house’ and referring to girls as ‘bossy’ when they express their opinion.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>Men using sexist, racist or homophobic jokes to bond.</li> <li>Boys and young men sharing intimate images of women without their consent.</li> <li>A man wanting to appear in control of his partner in front of his friends.</li> <li>The belief that sexual harassment in male-dominated workplaces is to be expected.</li> </ul>

These gendered drivers intersect with other forms of inequality and discrimination affecting the prevalence and dynamics of violence against women. An intersectional approach to primary prevention is therefore critical (Our Watch, 2021).

Recognising that Aboriginal and Torres Strait Islander women and girls experience violence within unique social, political and historical contexts, research highlights three key intersecting drivers of violence which result in disproportionate levels of violence against Aboriginal and Torres Strait Islander women and girls (Our Watch, 2018).

**Figure 4:** Drivers of violence against Aboriginal and Torres Strait Islander women. Our Watch. (2018). *Changing the Picture: A national resource to support the prevention of violence against Aboriginal and Torres Strait Islander women and their children.*

<b>Driver 1:</b> The ongoing impacts of colonisation for Aboriginal and Torres Strait Islander peoples	<b>Driver 2:</b> The ongoing impacts of colonisation for non-Indigenous people and in Australian society	<b>Driver 3:</b> The gendered factors, both gender and inequality in a general sense, and specific gendered drivers of violence that are a consequence of colonisation
This can look like: <ul style="list-style-type: none"> <li>• Intergenerational and collective trauma.</li> <li>• Systemic oppression, disempowerment and racism.</li> <li>• Destruction and disruption of traditional cultures, family and community relationships, and normalisation of violence.</li> </ul>	This can look like: <ul style="list-style-type: none"> <li>• Institutional or systemic racism embedded in government policies, practices or processes which maintain inequalities.</li> <li>• Entrenched racism in social norms, attitudes and practices.</li> <li>• Condoning of, and insufficient accountability for, violence against Aboriginal and Torres Strait Islander peoples.</li> </ul>	This can look like: <ul style="list-style-type: none"> <li>• The gendered drivers of violence listed above.</li> <li>• Intersection of racism and sexism.</li> </ul>

There are also four reinforcing factors that play an important role in explaining how intersecting forms of disadvantage and discrimination can impact the prevalence and nature of gender-based violence in the community (Our Watch, 2021).

**Figure 5:** Reinforcing factors of violence against women. Our Watch. (2021). *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia.*

<b>Reinforcing factor 1:</b> Condoning of violence in general through the normalisation of violence	<b>Reinforcing factor 2:</b> Experience of and exposure to violence or maltreatment as a child	<b>Reinforcing factor 3:</b> Stress factors and environmental conditions that lessen prosocial behaviours of empathy, respect and care	<b>Reinforcing factor 4:</b> Backlash and resistance to prevention and gender equality efforts
This can look like: <ul style="list-style-type: none"> <li>• The belief that violence is sometimes warranted.</li> <li>• Thinking violence is a natural part of masculinity.</li> </ul>	This can look like: <ul style="list-style-type: none"> <li>• Witnessing one parent abusing the other parent.</li> <li>• Witnessing racist violence, peer violence or situations of war or armed conflict.</li> </ul>	This can look like: <ul style="list-style-type: none"> <li>• Consuming heavy amounts of alcohol or other drugs.</li> <li>• Unmanaged stress related to financial pressures or unemployment.</li> <li>• Consuming violent forms of pornography.</li> </ul>	This can look like: <ul style="list-style-type: none"> <li>• Resistance to doing what is considered ‘women’s work’.</li> <li>• Online abuse of women in powerful roles.</li> <li>• Political or social movements to re-establish a perceived ‘natural’ or ‘traditional’ gender order.</li> </ul>

In addition to the gendered drivers of violence and reinforcing factors, any factor which limits a person’s access to resources, independence, or social and economic power, or reduces their perceived worth or status, can increase the probability of violence occurring against them. While the drivers of men’s violence against women are well understood, less is known about what drives other forms of domestic, family and sexual violence, such as violence experienced in same-sex relationships and relationships where a person is transgender or gender diverse.

## The impacts of violence against women

There is more work to do to prevent violence against women. Research continues to show high prevalence of gender-based violence occurring within all communities and the ongoing presence of harmful attitudes and gendered stereotypes (ABS, 2021–22).

The impacts of gendered violence are far-reaching and can include:

- death, deteriorated physical and mental health, loss of housing, loss or limited access to employment, precarious financial security, isolation and alienation of extended family and social support.
- profound impacts on the overall development of children and young people who witness violence or are victim-survivors themselves. Domestic and family violence is the leading cause of children’s homelessness in Australia (Campo M., 2015).
- significant economic costs to the Queensland economy, with gendered violence costing an estimated \$4.77 billion per year (KPMG, 2016).

Persistent deep-seated sexist attitudes and behaviours undermine women’s leadership, reinforce rigid gender roles, limit women’s agency and legitimacy, normalise sexism and deny the concept of gender inequality (ANROWS, 2023).

According to the 2023 Queensland Social Survey, approximately two in three Queensland adults strongly agreed or agreed with the statement ‘Reducing gender inequality in society will help to reduce DFV in Australia’ (63.3 per cent). A slightly higher proportion strongly agreed or agreed with the statement ‘When one partner in a domestic relationship believes themselves to be superior to their partner because of their gender, DFV is more likely to occur’ (79.6 per cent). The results demonstrate that there is a need to continue efforts to increase community understanding about the nature of violence against women.

A strengthened focus on primary prevention is required to shift the attitudes and behaviours that drive violence and to achieve enduring change that stops violence and harm from occurring in the first place.

<p>On average, <b>one woman is murdered</b> by a partner or former partner <b>every 15 days</b> (AIHW, 2023)</p>	<p><b>Almost 3 in 10 18–19-year-olds</b> experienced intimate partner violence in the previous 12 months (O’Donnell, Rioseco, Vittiglia, Rowland, &amp; Mundy, 2023)</p>
<p><b>Aboriginal and Torres Strait Islander women</b> are <b>11 times more likely to die</b> because of family violence (Olsen &amp; Lovett, 2016)</p>	<p><b>Aboriginal and Torres Strait Islander women</b> are <b>33 times more likely to be hospitalised</b> due to family violence (AIHW, 2023)</p>
<p><b>2 in 5 women</b> in Queensland have <b>experienced physical and/or sexual violence</b> since the age of 15 (ABS, 2021–22)</p>	<p><b>Women are 5 times more likely than men</b> to require hospitalisation due to domestic and family violence (AIHW, 2023)</p>
<p><b>1 in 4 women with disability</b> have <b>experienced sexual violence</b> since the age of 15 (AIHW, 2022)</p>	<p><b>70–90% of incarcerated women</b> have been physically, sexually or emotionally abused as children or adults (ANROWS)</p>
<p><b>1 in 3 women with disability</b> have <b>experienced emotional abuse</b> since the age of 15 (AIHW, 2022)</p>	<p><b>Only 67.4% of adults</b> in Queensland <b>agreed that reducing gender inequality</b> would help reduce domestic and family violence in Australia (State of Queensland, 2022)</p>
<p><b>1 in 5 girls</b> in Queensland <b>have experienced abuse</b> by an adult before the age of 15 (ABS, 2021–22)</p>	<p><b>25–34% of Australians</b> <b>do not always recognise financial and emotional abuse or coercive control</b> as forms of domestic violence (ANROWS, 2023)</p>
<p><b>24–34%</b> of Australians view sexual assault allegations as a way of ‘getting back at men’ and <b>14%</b> of Australians agreed that many sexual assault allegations are false (ANROWS, 2023)</p>	

## The unique experiences of Aboriginal peoples and Torres Strait Islander peoples

Aboriginal and Torres Strait Islander cultures, while distinct from one and other, are founded on a strong social and cultural order that has sustained up to 65,000 years of existence in Australia. However, the impact of colonisation has resulted in ongoing intergenerational trauma and deeply rooted structural inequalities and systemic discrimination that continue to impact Aboriginal and Torres Strait Islander communities today.

Violence against Aboriginal and Torres Strait Islander women and girls, who are disproportionately affected by domestic, family and sexual violence, is perpetrated by both non-Indigenous men and Aboriginal and Torres Strait Islander men and is compounded by experiences of racism and marginalisation and the ongoing impacts of colonialism (Our Watch, 2018).

Queensland Aboriginal and Torres Strait Islander organisations and communities are driving a range of prevention initiatives aimed at strengthening the factors that protect against violence against Aboriginal and Torres Strait Islander women and girls. Initiatives include respectful relationships programs focused on Aboriginal and Torres Strait Islander young people and men; targeted and local campaigns to build strong families and communities; and initiatives to strengthen the connection of Aboriginal and Torres Strait Islander peoples to community and culture.

This Plan recognises and seeks to support community-led primary prevention efforts designed, implemented and delivered by Aboriginal and Torres Strait Islander peoples.

### Statement of commitment to reframe the relationship between Aboriginal and Torres Strait Islander peoples and the Queensland Government

Aboriginal and Torres Strait Islander peoples and the Queensland Government are building a reframed relationship that acknowledges, embraces and celebrates the humanity of Indigenous Australians. We are proud that Aboriginal and Torres Strait Islander peoples have continuing rights and responsibilities as the first peoples of Queensland, including traditional ownership and connection to land and waters. We will move forward together with mutual respect, recognition and a willingness to speak the truth about our shared history.

As we work together towards a reframed relationship, we will be guided by these principles:

- Recognition of Aboriginal and Torres Strait Islander peoples as the First Peoples of Queensland
- Self-determination
- Respect for Aboriginal and Torres Strait Islander cultures
- Locally led decision-making
- Shared commitment, shared responsibility and shared accountability
- Empowerment
- Free, prior, and informed consent
- A strengths-based approach to working with Aboriginal and Torres Strait Islander peoples to support thriving communities.

For more information visit [www.dsdsatsip.qld.gov.au/tracks](http://www.dsdsatsip.qld.gov.au/tracks)

## Other intersecting factors

Taking an intersectional approach recognises that the drivers, dynamics and impacts of gender-based violence can be compounded and magnified by other forms of oppression and inequality, resulting in some groups of people experiencing higher rates and/or more severe forms of violence, or facing barriers to support and safety that other people do not experience (Australian Government, 2022). This Plan recognises the need for tailored approaches to preventing violence where intersecting factors are present, and that further research is needed to better understand the drivers of violence in these contexts.

The research tells us:

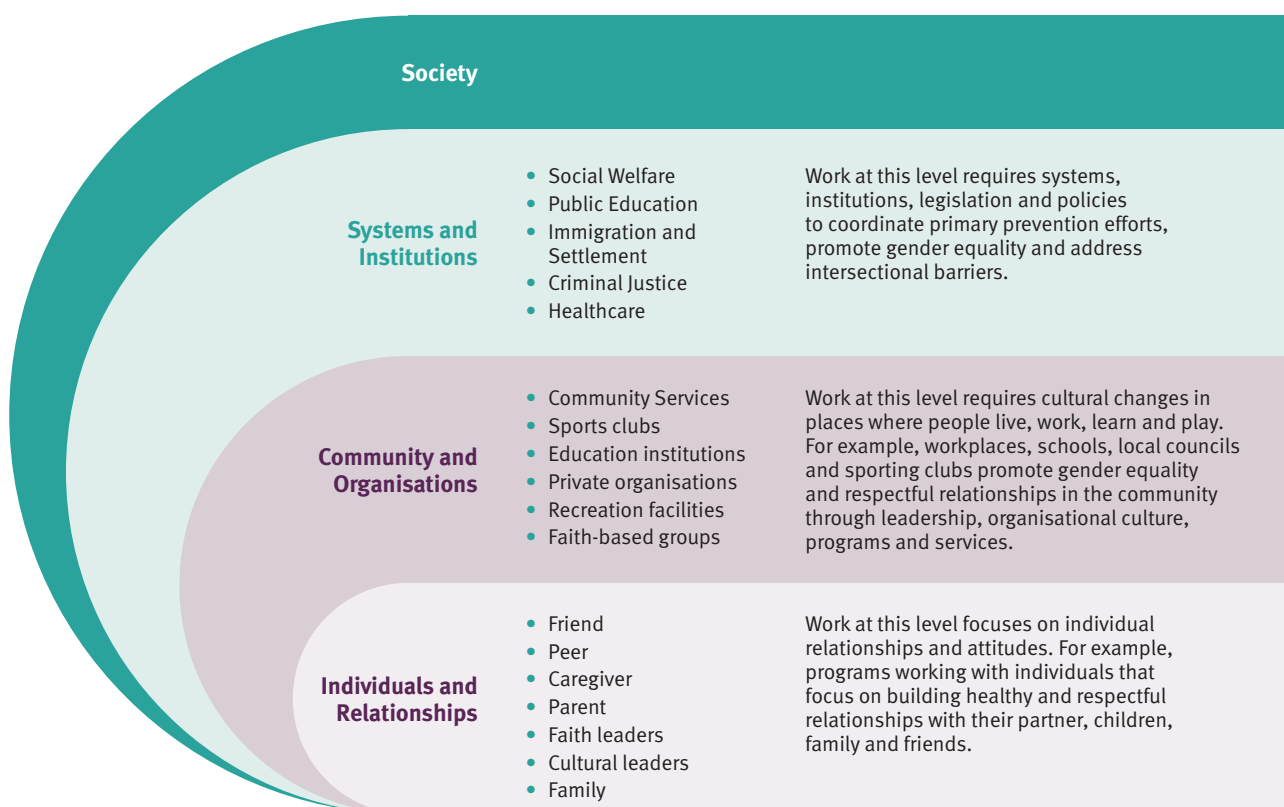
<p><b>People living in rural and remote areas</b></p>	<p>People living in rural and remote areas often face additional challenges in accessing the appropriate support, resources, and services to prevent and address violence. Contributing factors such as barriers to support services; the cultural and social characteristics of living in small communities; fear of stigma and shame; lack of accountability for persons using violence and not having access to income impact, intersect with the gendered drives of violence against women (Campo &amp; Tayton, 2015).</p>
<p><b>Young people</b></p>	<p>As children and adolescents are forming their understanding of themselves and of relationships, harmful social norms can shape their identity and behaviours, and potentially affect their prospects of healthy relationships over their lifetime (Engel, Vyas, Chalasani, Luna, &amp; Robinson, 2022). As technology becomes more integral in the way relationships are formed, experienced and developed, young people are also becoming increasingly susceptible to technology-facilitated abuse and the influence of unrealistic and/or violent pornography (eSafety Commissioner, 2020).</p>
<p><b>People with disability</b></p>	<p>People with disability are at an increased risk of experiencing domestic, family and sexual violence (ABS, 2021). Contributing factors such as ableism, normalised discrimination and social segregation are drivers for such abuse and intersect with the gendered drivers of violence against women (Our Watch, 2021). This violence can be experienced within familial relationships, as well as through informal care relationships and by virtue of being co-residents in institutional and supported accommodation settings.</p>
<p><b>People in older age</b></p>	<p>For people in older age, ageism, social isolation, loneliness and discrimination against people in older age, intersect with the gendered drivers of violence (Our Watch, 2021). Contributing factors include stereotypes that devalue the abilities of people in older age and normalise discrimination and social segregation.</p>
<p><b>LGBTIQ+ people</b></p>	<p>LGBTIQ+ people can experience prejudice-driven violence and identity-based abuse stemming from cisgenderism and heteronormativity. This violence and discrimination is often underpinned by attitudes and stereotypes that devalue the bodies, identities and relationships of LGBTIQ+ people including homophobia, biphobia, and transphobia (Australian Government, 2022). These forms of discrimination and abuse intersect with the gendered drivers of violence against women.</p>

## Taking a whole-of-society approach to primary prevention

Shifting deep-seated attitudes and beliefs that underpin violence against women requires broad social change. This Plan sets out to achieve this through a comprehensive, ‘whole-of-society’ approach that tackles the gendered drivers of violence against women across all levels of society.

A whole-of-society approach, also referred to as the ‘socio-ecological model’, recognises that an individual’s attitudes and beliefs do not arise in a vacuum. They are the outcome of interacting factors at the individual and relationship, community and organisation, system and institutional, and societal levels (Our Watch, 2021). Work to prevent gender-based violence must be coordinated across and between activities at all levels of society – individual attitudes and behaviours, organisational and community practices and norms, institutional structures and, more broadly, systems and society.

**Figure 6:** A whole-of-society approach to primary prevention of violence against women (adapted from Our Watch 2021)



Effective primary prevention requires integrated and cohesive efforts across the community that build mutually reinforcing action at all levels, together with clearly defined and well-supported implementation.

A successful example of this approach is the SunSmart prevention initiative, where efforts in schools, by parents, sporting clubs and recreation as well as law makers, worked together to change community beliefs and attitudes, ultimately resulting in long-term changes in behaviour and a reduction in skin cancer rates (Walker, et al., 2022).

An intersectional, whole-of-society approach provides an opportunity to influence change in people of all ages, across all the places they live, work, learn, socialise and play.

Primary prevention efforts are aimed at supporting individuals, communities, organisations, and systems to take action to prevent violence against women from occurring in the first place.

This action might include:

Challenge condoning of violence against women	Promote women’s independence and decision-making	Challenge outdated and harmful gender stereotypes and roles	Support men and boys to develop healthy masculinities and positive, supportive relationships
<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Calling out sexist and inappropriate jokes as not funny.</li> <li>• Supporting and believing victims when they speak up.</li> <li>• Media focussing on the accountability of the person using violence, rather than the behaviour of the victim-survivor.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Men and women sharing decisions about household finances.</li> <li>• Workplace policies that encourage women from all backgrounds into leadership.</li> <li>• Universal access to affordable childcare.</li> <li>• Supporting women’s financial empowerment through financial awareness and education initiatives.</li> <li>• Workplaces that encourage input from all employees to contribute to innovation and improvement.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Men and women undertaking housework and shared responsibilities in the home equally.</li> <li>• Workplaces enabling and actively supporting non-birthing parents to take parental leave and be primary carers.</li> <li>• Encouraging men to study caring professions like social work, nursing or childcare.</li> <li>• All people modelling respectful relationships in workplaces regardless of position or standing.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Teaching boys that it’s ok to express all their emotions safely.</li> <li>• Reducing stereotypes that prevent boys from participating in activities typically associated with girls or women.</li> <li>• Consent education in schools.</li> <li>• Introducing fair and equal paid parental leave and actively encouraging parents of any gender to take advantage of it.</li> </ul>
<p>By shifting the attitudes and practices that trivialise, excuse or justify violence, we create a culture where women are safer.</p>	<p>When we uphold women’s rights and freedoms, we show that they are valued.</p>	<p>Giving people the freedom to be themselves builds a culture where everyone thrives.</p>	<p>When men and boys are free from harmful masculine stereotypes, they are more likely to enjoy healthy, respectful relationships.</p>

(Our Watch, 2021) (*The Men’s Project & Flood, The Man Box 2024: Re-examining what it means to be a man in Australia, 2024*)

Additionally, action to prevent violence against Aboriginal and Torres Strait Islander women might include:

Addressing the legacies and ongoing impacts of colonisation for Aboriginal and Torres Strait Islander peoples	Addressing the legacies and ongoing impacts of colonisation for non-Indigenous people and society	Addressing the gendered drivers of violence against Aboriginal and Torres Strait Islander women
<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Healing the impacts of intergenerational trauma and strengthening connection to culture.</li> <li>• Increasing availability of support led by, and for, Aboriginal and Torres Strait Islander peoples.</li> <li>• Challenging the condoning of violence in Aboriginal and Torres Strait Islander communities.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Challenging and preventing all forms of racism, indifference, ignorance, and disrespect towards Aboriginal and Torres Strait Islander peoples and cultures.</li> <li>• Addressing racialised power inequities and removing discriminatory policies, legislation and practices.</li> <li>• Challenging the condoning of violence against Aboriginal and Torres Strait Islander peoples.</li> </ul>	<p>This can look like:</p> <ul style="list-style-type: none"> <li>• Supporting Aboriginal and Torres Strait Islander women’s participation in leadership and decision-making.</li> <li>• Engaging both Aboriginal and Torres Strait Islander men and non-Indigenous men to challenge harmful and violence-supportive ideas about masculinity and relationships.</li> <li>• Implementing intersectional approaches to preventing violence against women.</li> </ul>

(Our Watch, 2018)

## Strengthening the foundations to drive change

A strong prevention focused foundation enables the design, implementation, and evaluation of prevention efforts across the various settings within which people interact in a coordinated way (Our Watch, 2017). It is this foundation that will support investment in, coordination and quality assurance of primary prevention initiatives.

### Foundations for primary prevention:

- Leadership – political, sector-specific, and community leadership
- Policy and legislative reform
- An expert workforce
- Mechanisms for coordination, collaboration and quality assurance
- Sharing monitoring, reporting and evaluation frameworks.

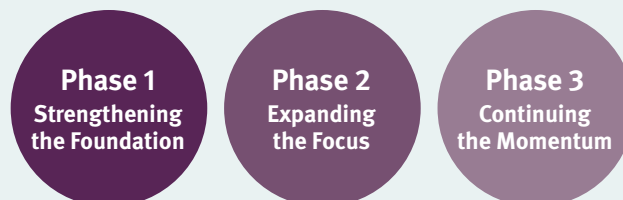


# Queensland's Plan at a glance

## Guiding Principles

Intersectionality and diversity
Community consultation and engagement
Reiteration across all life stages
Evidence-informed approaches
Trauma-aware

## Phased Implementation Approach



## Focus areas

Focus Area 1: Leadership and Community awareness and capability building	Focus Area 2: Strengthening the primary prevention workforce	Focus Area 3: Developing new partnerships and expanding into new settings	Focus Area 4: Engaging men and boys in primary prevention efforts
<b>Objective:</b> Queenslanders understand the importance of primary prevention and their role in shifting attitudes to prevent violence against women.	<b>Objective:</b> Queensland has a diverse and multi-disciplinary prevention workforce equipped with the necessary skills and capacity to drive, support and coordinate primary prevention efforts employing a whole-of-society approach.	<b>Objective:</b> Primary prevention efforts extend across all parts of the Queensland community and a diverse range of partnerships are in place that amplify prevention action and model positive behaviours.	<b>Objective:</b> Men and boys are proactive in leading primary prevention initiatives that promote understanding of gender equality and the benefits of abandoning harmful masculine stereotypes.

## Strategies that focus on:

<ul style="list-style-type: none"> <li>Community campaigns and education.</li> <li>Respectful relationships education.</li> <li>Equipping leaders to engage all communities.</li> </ul>	<ul style="list-style-type: none"> <li>Growing the generalist prevention workforce.</li> <li>Developing a technical and specialist primary prevention workforce.</li> <li>Equipping prevention workforces to address resistance and backlash.</li> </ul>	<ul style="list-style-type: none"> <li>Partnering with private sector, corporates and community-based organisations.</li> <li>Enhancing government's role in primary prevention.</li> <li>Conducting research and evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>Growing prevention efforts with men and boys.</li> <li>Engaging men and boys in community-led, evidence-based initiatives.</li> </ul>
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## Outcomes

Queenslanders are aware of, and recognise, violence against women
Queenslanders hold attitudes and beliefs that promote gender equity and equality, and reject violence against women
All Queenslanders live and practice healthy, safe and equitable relationships
Effective structures and investment are in place to support enduring primary prevention action

## Aligned with Queensland's Key Commitments

<ul style="list-style-type: none"> <li>Queensland Women's Strategy 2022–27</li> </ul>
<ul style="list-style-type: none"> <li>Domestic and Family Violence Prevention Strategy 2016–26</li> </ul>
<ul style="list-style-type: none"> <li>Prevent. Support. Believe. Queensland's Framework to address Sexual Violence</li> </ul>
<ul style="list-style-type: none"> <li>Queensland's Framework for Action – Reshaping our approach to Aboriginal and Torres Strait Islander domestic and family violence</li> </ul>

# Guiding Principles

This Plan is underpinned by the following principles that will guide action across the government, community and individual levels.

<b>Intersectionality and diversity</b>	Primary prevention activities and initiatives will consider the unique experiences of discrimination, inequality, disadvantage, and violence intersects with gender identity, sexuality, culture, ethnicity, religion, ability, age and class/economic status.
<b>Community consultation and engagement</b>	Primary prevention activities will be accessible and relevant to the communities they target. Ongoing community consultation, engagement and the support of community-led initiatives is integral to achieving this.
<b>Reiteration across all life stages</b>	Primary prevention activities will target key learning areas throughout a person's life to positively influence and challenge the underlying drivers of violence against women efficiently and effectively.
<b>Evidence-informed approaches</b>	Primary prevention initiatives will be evidence-informed, based on comprehensive research, will contribute to the evidence base around the gendered and non-gendered dynamics of violence, identify new opportunities to target prevention activities, and pursue continuous improvement.
<b>Trauma-aware</b>	Primary prevention activities will be holistic, non-stigmatising, universally accessible and trauma-aware.

## Focus Area 1

# Leadership and Community awareness and capability building

**Objective:** Queenslanders understand the importance of primary prevention and their role in shifting attitudes to prevent violence against women.

A whole-of-society approach to education, community awareness and capability building is required to address the drivers of violence against women.

Building community understanding of why primary prevention is needed and the gendered nature of violence is an important step in enhancing community capability to both identify and actively reject harmful norms, structures, attitudes, and behaviours.

Central to this is engaging everyone in the prevention of violence, including Aboriginal and Torres Strait Islander peoples, LGBTIQ+ people, culturally and linguistically diverse people, people with disability, older people, children and young people, and people living in regional and remote Queensland.

### To achieve this objective, we will focus on:

- **Community campaigns and education** that address societal structures, gender and cultural norms, attitudes and beliefs that drive and reinforce violence across key settings and sectors throughout all life stages, including educational institutions, workplaces, sport and media.
- **Respectful relationships education** delivered to children and young people in schools and initiatives focused on gender equality and respectful relationships delivered to adults in tertiary education institutions, online and in the community more broadly.
- **Equipping leaders to engage all communities** to ensure education, awareness and capability building activities are relevant, appropriate, and accessible to all groups in the community. This includes addressing intersecting issues that may be driving peoples' use of violence.

### Evidence suggests that:

- Community campaigns and education initiatives should address the underlying drivers of violence and be reinforced across the community with relevant and appropriate messaging.
- Education system-wide prevention of gender-based violence is important in supporting young people, staff, parents, guardians and the school community to develop attitudes that reject violence and support the development of healthy relationship skills, as well as create sustained change to the drivers of violence across the community (Our Watch, 2021).
- Leadership by governments and communities is crucial for creating an environment that enables widespread participation in challenging the pre-existing social norms and attitudes which drive violence against women (Our Watch, 2022).

### During consultations it was heard that:

- Community driven initiatives are crucial to ensuring that primary prevention activities are not just 'delivered,' but are developed alongside the community based on their needs and local contexts, including addressing the impacts of intersecting forms of disadvantage.
- The government can play an important role in ensuring greater leadership and coordination, while ensuring that efforts remain locally driven and have the flexibility to adapt the approach to the local context.
- Initiatives should address online spaces as a key setting in which young people engage, learn and develop attitudes and beliefs about relationships, gender stereotypes and sexual behaviours.

Actions	Phase 1	Phase 2
<b>Community campaigns and education</b>		
In partnership with community stakeholders, develop and implement targeted primary prevention initiatives that take an intersectional approach to addressing the drivers of violence.	●	●
Provide funding to community organisations, through a grant program, to lead community education projects across Queensland’s urban, rural and remote regions focused on building and embedding positive and respectful relationships.	●	
Implement a primary prevention-focused community education campaign to improve awareness and understanding about sexual violence and consent.	●	●
Continue to coordinate annual <i>Domestic and Family Violence Prevention Month</i> initiatives that will contribute to awareness raising in regional, rural and remote communities through local government libraries, visitor centres and community hubs.	●	●
Under the <i>Coercive Control Communication Framework 2024-2027</i> and <i>Domestic and Family Violence Prevention Engagement and Communication Strategy 2016–2026</i> , continue to develop campaigns and resources that raise awareness and understanding about the nature and impacts of domestic and family violence and abuse, including coercive control and changes to legislation.	●	●
Continue to proactively engage local government authorities to raise awareness and support capacity building for place-based prevention activities and leadership in regional, rural and remote Queensland.	●	
Continue to raise awareness of the abuse of older Australians through the annual elder abuse awareness campaign that focuses on the rights of older persons to live safely and with dignity and respect.	●	●
Continue to support sector-led initiatives for World Elder Abuse Awareness Day (15 June each year).	●	●
<b>Respectful relationships education</b>		
Partner with the Commonwealth Government to support investment in delivering age-appropriate, evidence-based consent and respectful relationships education across government and non-government schools.	●	●
Enhance respectful relationships education for children and young people by: <ul style="list-style-type: none"> <li>● making the strengthened <i>Respect</i> program available to all Queensland state and non-state schools</li> <li>● building respectful relationships education capability for state school teachers</li> <li>● working with youth service providers to ensure young people who are not engaged in formal education, have access to respectful relationships-informed information</li> <li>● continuing work to implement respectful relationships education in Queensland youth detention centres.</li> </ul>	●	●
Expand promotion of the <i>Respect</i> program to all Queensland state schools. The Queensland Government will measure uptake of the resource in state schools, through annual data collection.	●	●
Partner with agencies to connect with young people who are disengaged from schooling to support expansion of appropriate respectful-relationships education and awareness.	●	●
Continue to endorse delivery of the Australian Curriculum which explores sexual relationships in online content – such as access to pornography and sharing of images online – and how this may influence beliefs about respectful, safe and consensual relationships.	●	

Actions	Phase 1	Phase 2
<b>Equipping leaders to engage all communities</b>		
Deliver family support services to help families earlier and moderate the number of children entering the child protection system.	●	●
Provide funding to Aboriginal and Torres Strait Islander community-controlled organisations, through a grants program, to lead initiatives across Queensland’s regional, rural and remote regions aimed at strengthening the factors that protect against domestic, family and sexual violence.	●	●
Implement the Yarrabah Positive and Respectful Relationships project, a community-led project working with Aboriginal and Torres Strait Islander young people and community stakeholders to co-design a fun and innovative prevention program to promote healthy and respectful relationships, prevent violence and help build a safer community.	●	
Working with young people (12–25 years), schools, non-government organisations, government agencies and community stakeholders to implement and evaluate community-led action plans to prevent youth sexual violence and abuse in Bundaberg and Toowoomba.	●	
Strengthen supports for young people in the youth justice system in order to reduce risk factors for offending and increasing community connections, including through creative community-led approaches.	●	
<p>Support the vital role of neighbourhood and community centres in responding to the needs of the community by:</p> <ul style="list-style-type: none"> <li>● Co-designing an investment strategy that will support the financial vitality of neighbourhood and community centres and support greater coordination across Queensland Government funding areas for maximum value to our communities.</li> <li>● Boosting base funding for neighbourhood and community centres to enable additional staffing and ensure viability of the system.</li> <li>● Funding a peak body for neighbourhood and community centres.</li> </ul>	●	
Expand the Neighbourhood Community Connect Program with 20 workers in areas of high disadvantage to provide assessment, brief intervention and referrals.	●	●
Work with the Commonwealth Government and local communities to deliver the <i>Stronger Places, Stronger People</i> initiative, a place-based collective impact model to improve wellbeing for children and their families and disrupt disadvantage in participating communities over time.	●	●
Continue to support prevention and awareness activities in local culturally and linguistically diverse communities via the annual <i>Safe and Diverse Communities</i> grants program.	●	
Continue to support prevention and awareness activities in local communities via the annual <i>Investing in Queensland Women</i> grants program.	●	●

## Focus Area 2

# Strengthening the primary prevention workforce

**Objective:** Queensland has a diverse and multi-disciplinary prevention workforce equipped with the necessary skills and capacity to drive, support and coordinate primary prevention efforts employing a whole-of-society approach.

Effective primary prevention requires a diverse and multidisciplinary workforce. This includes a mix of specialist expertise in primary prevention techniques, while also bringing broader professional expertise from across different industries, settings, and communities to ensure efforts are relevant and impactful.

Prevention workforces need to be equipped and supported to deliver effective primary prevention efforts, including to effectively address resistance and backlash. Strengthening the prevention workforce will create the foundation for a coordinated effort to address the gendered drivers of violence.

### To achieve this objective, we will focus on:

- **Strengthening the capacity of the generalist prevention workforce** by building the understanding of professionals in a range of settings and sectors about the role they can plan in primary prevention and their capability to support primary prevention activities.
- **Strengthening the technical and specialist primary prevention workforce** to drive and grow effective primary prevention activities across the community and support the efforts of the generalist workforce.
- **Equipping prevention workforces to address resistance and backlash** and engage effectively in prevention efforts.

### Evidence suggests that:

- A whole-of-society approach to preventing violence against women requires a multidisciplinary and diverse workforce with expertise in a range of settings and prevention techniques, including both specialist and generalist workers who undertake prevention activities (Our Watch, 2023).
- The prevention workforce plays an important role in addressing backlash which can present when people feel hostile or defensive towards work that seeks to change attitudes or challenge their complicity in a system that largely benefits them (Flood, Dragiewicz, & Pease, 2018).

### During consultations it was heard that:

- Greater coordination of a primary prevention workforce is needed to ensure the right skills and capabilities are engaged across specialist and generalist roles to deliver and support primary prevention activities.
- Primary prevention of violence against women requires workforce capability across all government services supporting social equality such as housing, aged care, healthcare, police, corrections, immigration, child safety and youth justice.
- Building the confidence and capability of non-specialist workforces in delivering and supporting primary prevention messaging is crucial to supporting the reinforcement of consistent messaging across the community.

Actions	Phase 1	Phase 2
<b>Strengthening the generalist prevention workforce</b>		
Explore options to develop education tools and resources to support generalist workforces to build the required skills, confidence and capability to undertake primary prevention activities and embed consistent messaging.	●	
Develop a consistent evidence-based and trauma-informed domestic and family violence training framework in accordance with current Queensland practice.	●	
All Queensland Government departments will continue to embed best practice responses and support for employees, including working with external partners to build safe and respectful organisational cultures.	●	
<p>Support diversity in the workforce through targeted initiatives that promote acceptance and celebration of diversity and support inclusion. This will include opportunities through the:</p> <ul style="list-style-type: none"> <li>● <i>Queensland Workforce Strategy 2022–2032</i></li> <li>● <i>Queensland Aboriginal and Torres Strait Islander Economic Strategy</i></li> <li>● Queensland Government acting as a model employer of diversity under the <i>Queensland Public Sector Inclusion and Diversity Strategy 2021–2025</i></li> <li>● <i>Queensland Multicultural Action Plan 2022–23 to 2023–24</i></li> <li>● <i>Queensland Public Sector LGBTIQ+ Action Plan 2023–2025</i></li> <li>● <i>Queensland’s Disability Plan 2022–2027</i></li> </ul>	●	●
<b>Strengthening the technical and specialist primary prevention workforce</b>		
<p>Explore options to develop the primary prevention workforce in Queensland including by:</p> <ul style="list-style-type: none"> <li>● Identifying current and future needs and ways to strengthen specialist expertise in primary prevention workforce, and how this workforce can support in building capability across the broader workforce.</li> <li>● Exploring the creation of dedicated education and training pathways for prevention specialists and those interested in leading setting/sector-based work.</li> <li>● Supporting research and data collection mechanisms to increase understanding of the workforce, its strengths and needs, and to inform workforce planning.</li> </ul>	●	
Enhance gender-aware budgeting approaches in the Queensland Government and work to ensure gender impacts are considered in policy and decision-making.	●	●
Implement policy to prevent and support employees who experience workplace sexual harassment.	●	
Through the Queensland Public Sector Special Commissioner, Equity and Diversity, apply a comprehensive approach to achieve equity across the public sector, improve conditions, job security, and career pathways for women at all levels, in all agencies and across all occupational groups.	●	
<b>Equipping prevention workforces to address resistance and backlash</b>		
Develop and implement activities to minimise backlash and resistance in the community, including online.		

## Focus Area 3

# Developing new partnerships and expanding into new settings

**Objective:** Primary prevention efforts extend across all parts of the Queensland community and a diverse range of partnerships are in place that amplify prevention action and model positive behaviours.

The reinforcement of efforts across a wide range of setting and sectors, designed to shift deep-seated culture and underlying norms, beliefs, structures and attitudes, is crucial to preventing violence against women. This requires government, politicians, and community leaders to work together to continue to establish the appropriate foundations needed to coordinate and drive these efforts.

This also includes the development of enduring partnerships across a diverse and broad range of key settings and sectors both within government, the private sector, and community-based groups and organisations. New and emerging settings, such as technology and social media, are a key area that holds opportunities for primary prevention.

### To achieve this objective, we will focus on:

- **Partnering with private sector, corporates and community-based organisations** to lead and reinforce activities which address the drivers of violence against women.
- **Enhancing government's role** in coordinating the implementation of primary prevention and growing understanding and capability across the community and government.
- **Conducting research and evaluation** to build the evidence base, measure success and inform future policy and program development.

### Evidence suggests that:

- Government has access to exclusive levers that provide the foundations and set commitments for prevention of violence against women at a societal level, which can influence structural and systemic change, identify key priorities and guide investment (Our Watch, 2022).
- To address the pervasive and complex nature of violence against women, primary prevention strategies and activities require sustained investment as well as coordination, collaboration and consistency between government, civil society and specialist organisations, and community that supports mutually reinforcing prevention efforts across all levels (Our Watch, 2020).

### During consultations it was heard that:

- Partnerships across the private sector, corporations and community-based organisations can provide an opportunity to engage with people across different backgrounds, developmental stages, and life stages.
- Primary prevention of violence against women requires workforce capability across all government services supporting social equality such as housing, aged care, healthcare, police, corrections, immigration, child safety and youth justice.
- Building the capability of the private sector to support primary prevention initiatives will be important in embedding efforts across an organisation and beyond the policy environment.



Actions	Phase 1	Phase 2
<b>Partnering with private sector, corporates, and community-based organisations</b>		
Establish the <i>Queensland Healthy Places Network</i> , supported by dedicated digital platform, to connect government and community stakeholders for the development of creative, collaborative and community-led approaches to health and wellbeing.	●	
Establish working groups and alliances to facilitate meaningful consultation, co-design and partnership between the Queensland Government and vulnerable members of our community to develop effective policy. This includes: <ul style="list-style-type: none"> <li>● Engage with the Queensland Aboriginal and Torres Strait Islander Coalition of peak and community-controlled organisations.</li> <li>● Establish a community-led LGBTIQ+ Alliance and convene the Queensland LGBTIQ+ Roundtable.</li> <li>● Elevate regional voices by providing greater access and better opportunities to influence government decision-making.</li> <li>● Engage with the Queensland Disability Advisory Council.</li> <li>● Engage with the Multicultural Queensland Advisory Council.</li> </ul>	●	
Co-design initiatives with local communities to improve mental health, respond to problematic substance use and reduce rates of suicide in Aboriginal and Torres Strait Islander communities through the Social and Emotional Wellbeing program.	●	●
Support the mental health and wellbeing of students through the Student Wellbeing Package and Wellbeing Workforce Initiative, which will employ up to 464 additional psychologists or similar wellbeing professionals over three years to support students in Queensland state schools.	●	
Support the mental health and wellbeing of Queensland’s valued veterans by investing in new Veterans’ Health and Wellbeing Research Grants Program to identify new and better ways to strengthen and foster veterans’ health and wellbeing.	●	
Explore options for commissioning services in place, including joint commissioning between government agencies and concurrent design of complementary services. This will be informed by work to improve coordination of mental health, alcohol and other drug, and homelessness services in Cairns, Mount Isa and Townsville.	●	

Actions	Phase 1	Phase 2
<b>Enhancing government's role in primary prevention</b>		
<p>Establish a dedicated primary prevention team within the Queensland Government to lead and coordinate the development and implementation of primary prevention initiatives, including by:</p> <ul style="list-style-type: none"> <li>• Coordinating prevention initiatives at both state and local levels across Queensland that focus on building and embedding positive, equal and respectful relationships in consultation with key stakeholders, including the Prevention Council.</li> <li>• Developing mechanisms to improve coordination and governance across primary prevention efforts.</li> <li>• Promoting the work of the Prevention Council.</li> </ul>	●	●
<p>Deliver key initiatives set out under the workplan of the Special Commissioner, Equity and Diversity and Public Service Commission priorities aimed at fostering an inclusive and respectful Queensland public sector.</p>	●	●
<p>Develop a whole-of-government domestic, family and sexual violence service system strategic investment plan, encompassing services and supports delivered and funded by the Queensland Government, and review every five years. This includes services and supports for children and young people experiencing violence.</p>	●	
<p>Continue to mandate training for all Queensland Government employees on domestic and family violence prevention and response.</p>	●	●
<p>Develop a Queensland equity framework to support Queensland Government and non-government structures, policies, practices and services to address the causes of inequality and enable individuals and communities to flourish by receiving the right support at the right time.</p>	●	
<p>Deliver coordinated initiatives through Homes for Queenslanders to grow the supply of social and affordable housing and enhance supports for people experiencing homelessness.</p>	●	●
<p>Strengthen the health and wellbeing of all women and girls, including through a new dedicated Queensland Women and Girls' Health Strategy and associated reform initiatives.</p>	●	●
<p>Improve access to equal opportunities for women and girls from diverse backgrounds to support full social and economic inclusion for all Queenslanders.</p>	●	●
<p>Review the Queensland Government's Domestic and Family Violence Media Guide in consultation with media outlets and other key stakeholders, to provide expert guidance to encourage trauma-informed and culturally sensitive journalism practices when reporting on domestic and family violence and coercive control.</p>	●	
<p>Identify and engage in proactive media engagement opportunities that contribute to community education and awareness and challenge the values, beliefs, attitudes and behaviours that contribute to violence and abuse.</p>	●	

Actions	Phase 1	Phase 2
<b>Conducting research and evaluation</b>		
Develop and implement a Primary Prevention Evaluation Framework to monitor and evaluate primary prevention initiatives in Queensland.	●	●
Evaluate the primary prevention plan to inform future primary prevention reform in Queensland.		●
Evaluate domestic, family and sexual violence grant programs to inform future investment and maximise outcomes.	●	
Develop and implement a whole of government monitoring and evaluation framework to measure and monitor outcomes achieved across the domestic and family violence service system.	●	
Develop a domestic and family violence data quality strategy and embed agreed data collection standards, particularly as it relates to target population groups.	●	
Invest in collecting, sharing and learning from data and research and applying resources to remove barriers that impact on women's participation in workplaces, cultural, sporting and other spaces.	●	
Continue the Queensland Government's membership of Our Watch to lead efforts to prevent violence and drive change in culture, behaviours, and power imbalances.	●	
Continue to fund Australia's National Research Organisation for Women's Safety Limited (ANROWS) to deliver a consistent, national focus on domestic, family and sexual violence research.	●	

## Focus Area 4

# Engaging men and boys in primary prevention efforts

**Objective:** Men and boys are proactive in leading primary prevention initiatives that promote understanding of gender equality and the benefits of abandoning harmful masculine stereotypes.

Gender inequality, and narrow, rigid gender stereotypes are keeping some Queenslanders from living healthy, safe and fulfilling lives. Men conforming to harmful stereotypes of gender norms is having a detrimental impact on everyone, particularly women, and contributes to the inequality and risks to safety faced by women in the workplace, the home and in the community. The benefits of helping men break free from limiting gender stereotypes flow to everyone (The Men's Project & Flood, *The Man Box: A study on being a young man in Australia*, 2018).

To engage all men and boys in the prevention of violence against women, a positive, accessible and strengths-based approach is needed. This work will include addressing the root causes of men's violence and harmful behaviours, improving men's wellbeing and relationships, and promoting healthier masculinities.

### To achieve this objective, we will focus on:

- **Strengthening prevention efforts with men and boys** as active role models, allies and leaders of prevention in the public domain and in their communities.
- **Engaging men and boys in community-led, evidence-based initiatives** to foster healthy forms of masculinity and positive peer relationships.

### Evidence suggests that:

- There are strong links between harmful forms of masculinity, men's sexist attitudes and behaviours, and men's perpetration of violence against women (Our Watch, 2022).
- Peer-led learning is an important facet of impactful curriculum delivery, as male students are often heavily influenced by their male peers and other male role models to engage in positive, respectful masculinities, it is important that peer learning is a feature of content delivery (Our Watch, 2021).
- The majority of Australian men agree there are social pressures on them to behave or act a certain way because of their gender (The Men's Project & Flood, *The Man Box 2024: Re-examining what it means to be a man in Australia*, 2024).
- Young men who most strongly agree with unhealthy masculine stereotypes of what it means to be a 'man' report poorer levels of mental health, engage in risky drinking, are more likely to be in car accidents and to report committing acts of violence, online bullying and sexual harassment (The Men's Project & Flood, *The Man Box: A study on being a young man in Australia*, 2018).

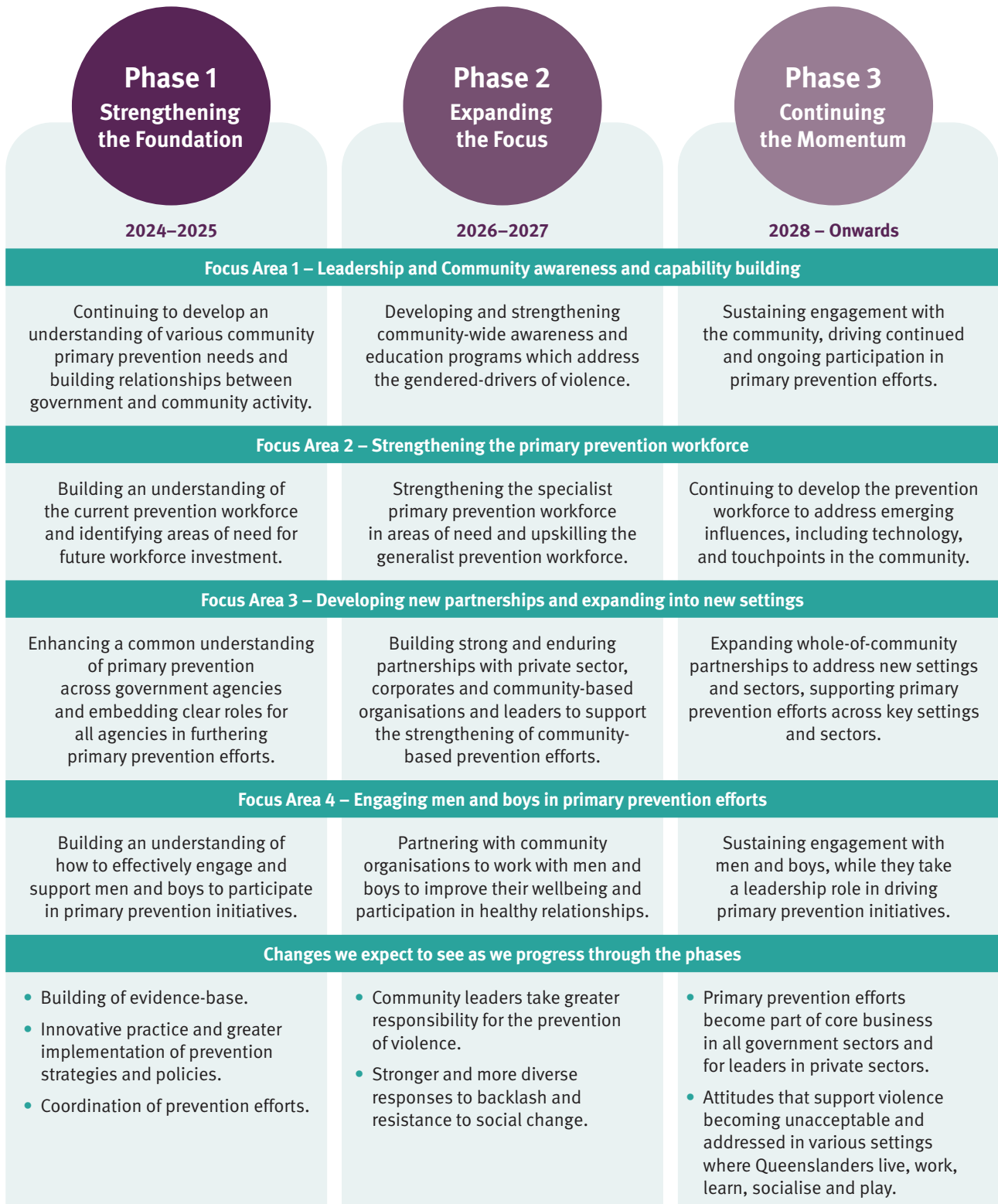
### During consultations it was heard that:

- Messaging and education initiatives need to focus on engaging men and boys across key settings and sectors where they spend their time with peers, family, colleagues, and friends and can be engaged in a meaningful way.
- Promoting male leadership in primary prevention activities, including playing active role modelling in challenging gender stereotypes and unhealthy concepts of masculinities, and empowering men to be leaders in challenging gender norms and attitudes in their local communities as well as in the public domain through media, respected public figures and government.
- Growing male participation in the primary prevention and domestic, family and sexual violence workforces will help to breakdown gender stereotypes and norms, homophobia and transphobia, and the idea that violence against women is a 'women's issue'.

Actions	Phase 1	Phase 2
<b>Strengthening prevention efforts with a focus on men and boys</b>		
Develop and implement a community education initiative for engaging with men and boys in primary prevention efforts.	●	●
Lead a pilot project to develop a practical action-orientated toolkit that will activate boys, young men and men as allies in the prevention of violence and abuse using a best practice and evidence-based approach.	●	●
<b>Engaging men and boys in community-led, evidence-based initiatives</b>		
Deliver and evaluate a state-wide peer-to-peer program providing training to young people to promote healthier masculinities, building healthy relationship skills and social connections.	●	●

# Delivering the Plan

This Plan will be undertaken over a three phased approach to work together to enhance and embed primary prevention efforts in Queensland. This Plan outlines activities to be undertaken under phase one, with some activities extending into phase two. This Plan will be updated as work progresses through the phases.



In addition to working with the specialist domestic, family and sexual violence service sector, the non-government sector and corporate and community leaders, the Queensland Government will draw on the knowledge and expertise of key stakeholder groups to support implementation of this Plan, including:

- The [Domestic and Family Violence Prevention Council](https://www.justice.qld.gov.au/initiatives/end-domestic-family-violence/dfv-prevention-council)<sup>1</sup> – Established in 2019, the Prevention Council supports the implementation of Queensland’s *Domestic and Family Violence Prevention Strategy 2016–2026*. The Prevention Council partners with government, businesses and community stakeholders to champion local community-led action and leadership in the primary prevention of domestic and family violence. This work focuses on generating greater community understanding about domestic and family violence and challenging the values, beliefs, attitudes, and behaviours that trivialise, excuse or perpetuate this violence.
- The [Sexual Violence Prevention Roundtable](https://www.justice.qld.gov.au/about-us/services/women-violence-prevention/violence-prevention/sexual-violence-prevention/framework/consultation)<sup>2</sup> – Established in 2019, the Roundtable supports the implementation of *Prevent. Support. Believe. Queensland’s Framework to address Sexual Violence*. This includes providing expert advice on evidence-based approaches to address the causes of sexual violence.
- The [Aboriginal and Torres Strait Islander Domestic and Family Violence Prevention Group](https://www.justice.qld.gov.au/initiatives/end-domestic-family-violence/our-progress/enhancing-service-responses/reshaping-our-approach-aboriginal-torres-strait-islander-domestic-family-violence)<sup>3</sup> – Established in 2020, the Prevention Group provides oversight and supports implementation of *Queensland’s Framework for Action – Reshaping our approach to Aboriginal and Torres Strait Islander Domestic and Family Violence*. This includes providing expert advice to the Queensland Government to prevent and address domestic and family violence as experienced by Aboriginal and Torres Strait Islander peoples in Queensland.

1 <https://www.justice.qld.gov.au/initiatives/end-domestic-family-violence/dfv-prevention-council>

2 <https://www.justice.qld.gov.au/about-us/services/women-violence-prevention/violence-prevention/sexual-violence-prevention/framework/consultation>

3 <https://www.justice.qld.gov.au/initiatives/end-domestic-family-violence/our-progress/enhancing-service-responses/reshaping-our-approach-aboriginal-torres-strait-islander-domestic-family-violence>

# Measuring, monitoring and reporting success

To ensure the Government’s approach is effective and contemporary, implementation progress will be reported on within the Queensland Government’s Annual Report on the response to the Women’s Safety and Justice Taskforce recommendations. The Government will use these insights and learnings to shape the primary prevention reform agenda.

The implementation of this Plan will be supported by a dedicated Primary Prevention Monitoring and Evaluation Framework (the framework). The framework will establish a suite of measurable indicators of progress under this Plan aligned with the principles, focus areas and objectives. The framework will align with and contribute to the whole-of-government *Domestic, family and sexual violence system monitoring and evaluation framework* (in particular Domain 1).

The dedicated framework will include and build on the following outcomes as measures of success.

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Queenslanders are aware of, and recognise, violence against women

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Queenslanders hold attitudes and beliefs that promote gender equity and equality, and reject violence against women

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All Queenslanders live and practice healthy, safe and equitable relationships

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Effective structures and investment are in place to support enduring primary prevention action

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## Appendix 1

# Terminology

**Aboriginal and Torres Strait Islander peoples** refers to two distinct peoples of Aboriginal or Torres Strait Islander descent who identifies as an Aboriginal person, Torres Strait Islander person or both Aboriginal and Torres Strait Islander and is accepted as such by the community in which they live (Women's Safety and Justice Taskforce, 2022).

**Cisgenderism** (sometimes referred to as cisnormativity and cissexism) is a structural stigma that denies, ignores, and pathologises the trans experience and trans people – binary and non-binary. Cisgenderism positions expansive expressions of gender as a problem, ignores the validity of non-binary genders and seeks to enforce traditional gender roles and inequalities (TransHub, 2023).

**Coercive control** is often a significant part of a person's experience of DFV and describes someone's use of abusive behaviours against another person over time, with the effect of establishing and maintaining power and dominance over them. This occurs within the historical, social and cultural context in which it is used or experienced. Abusive behaviours that people using violence can use as part of their pattern of abuse include physical abuse (including sexual abuse), monitoring a victim-survivor's actions, restricting a victim-survivor's freedom or independence, social abuse, using threats and intimidation, emotional or psychological abuse (including spiritual and religious abuse), financial abuse, sexual coercion, reproductive coercion, lateral violence (such as gossiping, shaming, and bullying), systems abuse, technology-facilitated abuse and animal abuse. A focus on coercive control reflects a shift from specific, isolated occurrences (of primarily physical violence) to a recognition that individual acts can be used by people using violence to form a broader pattern of abusive behaviours that reinforce and strengthen the control and dominance of one person over another.

**Culturally and linguistically diverse** is a term used to refer to people identify as being from diverse cultural, religious and linguistic backgrounds, specifically people from migrant and refugee backgrounds, people seeking asylum and Australian South Sea Islander peoples (State of Queensland, 2022).

**Domestic violence** is also commonly referred to as 'intimate partner violence'. Domestic violence occurs when a person in an intimate personal, family, or informal carer relationship uses violence or abuse to maintain power and control over the other person. Domestic violence can occur in intimate, familial, kin, and informal care relationships. Domestic violence may include behaviours such as, but not limited to; physical, sexual, emotional, psychological, verbal, or economic abuse.

**Family violence** is a broader term than domestic violence, as it refers not only to violence between intimate partners but also to violence used by parents (and guardians) against children, between other family members and in family-like settings. This includes, for example, elder abuse, violence used by children or young people against parents, guardians or siblings, and violence used by other family members such as parents in law. Family violence is also the term Aboriginal and Torres Strait Islander peoples prefer because of the ways violence occurs across extended family networks. Family violence can also constitute forms of modern slavery, such as forced marriage and servitude.

**Gender-based violence** is violence that is specifically directed against a woman because they are a woman or that affects women disproportionately and relates to the particular structures, norms and practices arising from gender inequality in public and private life. Gender-based violence refers to violence predominately perpetrated by men and against women, however violence experienced by LGBTIQ+ peoples can also be viewed in the context of gender-based violence.

**Heterosexism** describes a social system that privileges heteronormative beliefs, values and practice. Heterosexism provides the social backdrop for homophobic and transphobic prejudices, violence and discrimination against people with non-heteronormative sexualities, gender identities and intersex varieties (Australian Government, 2022).

**Heteronormativity** includes a suite of cultural, legal and institutional practices that work to explicitly privilege relationships between 'men' and 'women' as the only 'normal' and 'natural' form of relationship (Australian Government, 2022).

**Intersectionality** recognises that the way women experience gender and inequality can be different based on a range of other cultural, individual, historical, environmental or structural factors including (but not limited to) race, age, geographic location, sexual orientation, ability or class. An intersectional approach also recognises that the drivers, dynamics and impacts of violence experienced by women can be compounded and magnified by their experience of other forms of oppression and inequality, resulting in some groups of women experiencing higher rates and/or more severe forms of violence, or facing barriers to support and safety that other women do not experience (Australian Government, 2022).



**Key settings and sectors** are the places or social contexts in which environmental, organisational and personal factors interact. Settings/sectors are where policy frameworks (such as tax, industrial relations, health, and social support) come to life, and where social and cultural values are produced and reinforced (Our Watch, 2021).

**LGBTIQ+** is an acronym used to collectively describe people who are gender diverse and/or identify with non-heterosexual sexualities and stands for lesbian, gay, bisexual, transgender, intersex and queer. The plus acknowledges that the acronym does not fully capture the full spectrum of diversity (State of Queensland, 2021).

**Primary prevention** means stopping violence against women from occurring in the first place by addressing underlying drivers. This requires changing the social conditions that give rise to this violence; reforming the institutions and systems that excuse, justify, or even promote such violence; and shifting the power imbalances and social norms, structures and practices that drive and normalise it (Our Watch, 2021).

**Primary prevention activities** are initiatives which seeks to address violence against women before it occurs in the first place. They are whole-of-society initiatives with a focus on addressing the gendered drivers of violence.

**Primary prevention workforce** includes the technical, specialist and generalist workforce and is at the heart of driving primary prevention across all settings and sectors.

**Respectful relationships** are built on trust and communication, where each person is treated with kindness, empathy, and honesty, where each person is treated equally, and their views are heard and respected. In respectful relationships, each person's values, views and individuality are recognised and appreciated, creating a safe and supportive environment where everyone can express their thoughts, feelings and boundaries (State of Queensland, 2023).

**Respectful relationships education** is a holistic approach to the school-based primary prevention of gender-based violence. It uses the education system as a catalyst for generational and cultural change by engaging schools, as both education institutions and workplaces, to comprehensively address the drivers of gender-based violence and create a future free from violence (Our Watch, 2021).

**Sexual violence (SV)** refers to sexual activity that happens where consent is not freely given or obtained, is withdrawn or the person is unable to consent due to their age or other factors. It occurs any time a person is forced, coerced, or manipulated into any sexual activity. Sexual violence can occur in different contexts, including intimate partner relationships, intergenerational familial abuse, in the community, or within an institution. Such activity can be sexualised touching, sexual abuse, sexual assault, rape, sexual harassment and intimidation, and forced or coerced watching or engaging in pornography. Sexual violence can be non-physical and include unwanted sexualised comments, intrusive sexualised questions, or harassment of a sexual nature. Forms of modern slavery, such as forced marriage, servitude or trafficking in persons may involve sexual violence. Notably, sexual violence in intimate partner relationships may also be interconnected with domestic and family violence.

**Trauma-aware (also referred to as Trauma-informed) practice** recognises the prevalence of trauma and its impacts on the emotional, psychological, and social well-being of people and communities. Trauma-informed practice means integrating an understanding of past and current experiences of violence and trauma in all aspects of service delivery and interactions with the service system. The goal of trauma-informed systems is to avoid re-traumatising individuals and support safety, choice and control to promote healing.

**Violence against women** means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life (Our Watch, 2021).

*Note: The explanations of key terms used in this Plan are not legislative or legal definitions*

## Appendix 2

# Strategic context

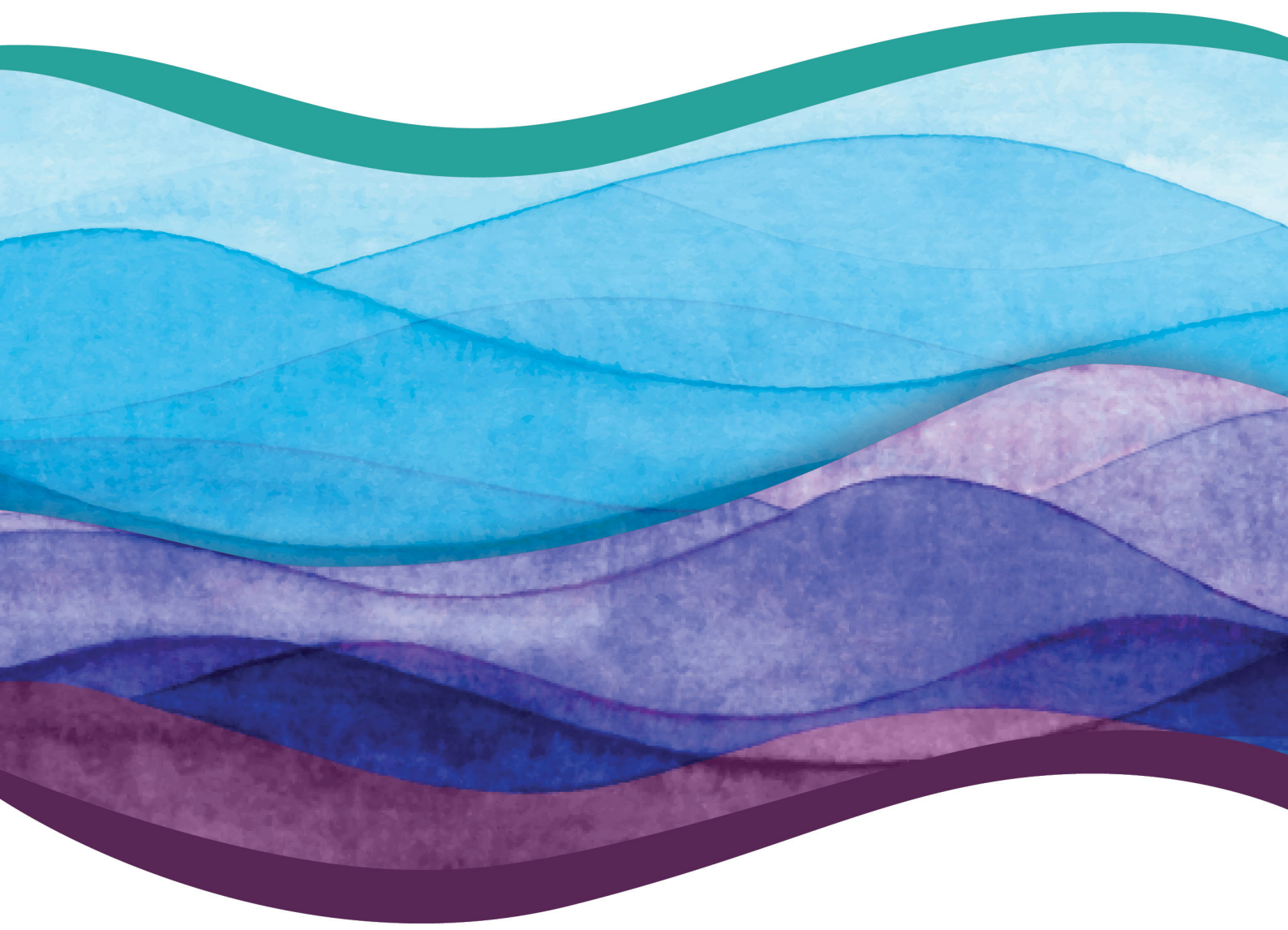
National commitments	
<p><b><i>National Plan to End Violence Against Women and Children 2022–2032</i></b></p> <p>All Australian governments made a long-term commitment to end gender-based violence in one generation. The National Plan identifies primary prevention as one of four focus areas, with eight overarching prevention objectives which focus on addressing the drivers of violence through evidence-based strategies over a wide range of settings and sectors.</p>	<p><b><i>National Agreement on Closing the Gap</i></b></p> <p>Through the National Agreement, all Australian governments have committed to work together to overcome the inequality experienced by Aboriginal and Torres Strait Islander peoples. This includes aligning primary prevention activities with community-led, strengths-based approaches that puts Aboriginal and Torres Strait Islander peoples at the centre. Outcome 13 under the agreement states: Aboriginal and Torres Strait Islander families and households are safe. With the target being: By 2031, the rate of all forms of family violence and abuse against Aboriginal and Torres Strait Islander women and children is reduced at least by 50%, as progress towards zero.</p>
<p><b><i>Working for Women: A Strategy for Gender Equality</i></b></p> <p>The Australian Government has committed to creating a better, gender equal Australia for everyone. The new Strategy outlines the Australian Government’s focus over the next decade to achieve its vision – <i>an Australia where people are safe, treated with respect, have choices, and have access to resources and equal outcomes no matter their gender.</i></p>	<p><b><i>Respect@Work Sexual Harassment National Inquiry Report</i></b></p> <p>In 2021, the Australian Government released the Roadmap for Respect, responding to all 55 of the Australian Human Rights Commission’s recommendations outlined in the Respect@Work Inquiry Report. The response highlighted preventing and addressing workplace sexual harassment as a priority for the Australian Government.</p>
<p><b><i>Australia’s Disability Strategy 2021–2031</i></b></p> <p>All Australian governments made a long-term commitment to continue to improve the lives of people with disability in Australia. The strategy includes several policy priorities that align with this Plan, including ‘people with disability are safe and feel safe from violence, abuse, neglect and exploitation’ and ‘policies, processes and programs for people with disability promote gender equality and prevent violence against groups at heightened risk, including women and their children’.</p>	<p><b><i>National Strategy to Prevent and Respond to Child Sexual Abuse 2021–2030</i></b></p> <p>The National Strategy is the first of its kind in Australia, and provides a nationally coordinated, strategic framework for preventing and responding to child sexual abuse. It seeks to reduce the risk, extent and impact of child sexual abuse and related harms in Australia.</p>

Queensland state commitments	
<p><b>Women’s Safety and Justice Taskforce, <i>Hear Her Voice Reports 1 and 2</i></b></p> <p>Reports 1 and 2 include recommendations that refer to specific primary prevention activities, including the need for a comprehensive Queensland primary prevention plan. Other recommendations focus on media and education, including development of media guidelines and standards and state-wide respectful relationships education which is inclusive and accessible.</p>	<p><b><i>Queensland Women’s Strategy 2022–27</i></b></p> <p>The strategy outlines key impact areas to improve women’s lives through supporting initiatives that enable women to participate in society fully and equally. Primary prevention activities in this Plan will align with these broad impact areas that drive equality including economic security. Safety, health and wellbeing, Aboriginal and Torres Strait Islander women, women with diverse backgrounds and experiences, and empowerment and recognition. As the Government implements the strategy, the <i>Wiyi Yani U Thangani (Women’s Voices) Report 2020</i> will provide guidance in relation to the priorities for Aboriginal and Torres Strait Islander women and communities in Queensland.</p>
<p><b><i>Domestic and Family Violence Prevention Strategy 2016–26</i></b></p> <p>The strategy outlines a vision for a Queensland free from domestic and family violence, with supporting outcomes that relate to primary prevention activities around embedding respectful relationships in the community, changing workplace and workforce attitudes and working together with the community to take action through community-based groups, businesses and leaders.</p>	<p><b><i>Domestic and Family Violence Prevention Engagement &amp; Communication Strategy 2016–2026</i></b></p> <p>The strategy outlines several objectives and guiding principles for changing societal attitudes and practices, with a long-term outcome that Queenslanders take a zero-tolerance approach to domestic and family violence. This includes understanding the needs and experiences of different people in our community and how messaging can be tailored to reach different people.</p>
<p><b><i>Prevent. Support. Believe. Queensland’s framework for addressing sexual violence</i></b></p> <p>The framework outlines commitments to supporting prevention as one of three key priority areas. This priority aims to increase knowledge in the community, support families, challenge attitudes and implement targeted prevention initiatives. The objective of these strategies is to work together to bring about cultural, behavioural and structural change to prevent sexual violence.</p>	<p><b><i>Queensland’s Framework for Action – Reshaping our approach to Aboriginal and Torres Strait Islander domestic and family violence</i></b></p> <p>The framework outlines the Government’s commitment to work in partnership with Aboriginal and Torres Strait Islander communities to determine how real change can be created. This includes the need for strengths-based, locally led, culturally informed and healing approaches, recognising that the nature of domestic and family violence experienced has different causes.</p>
<p><b><i>Queensland Disability Plan 2022–2027</i></b></p> <p>The plan will drive Queensland’s commitment to the implementation of <i>Australia’s Disability Strategy 2021–2031</i>. The Queensland Disability Advisory Council (QDAC) will play a key role in guiding delivery of actions under this plan by providing advice on real world implications of actions, policies and programs, and understanding service gaps that need to be linked to better support people with disability in Queensland.</p>	

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**Queensland**  
Government