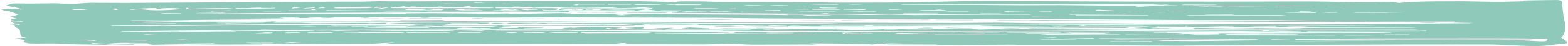
May 2023

A national responsibility



Actions towards reconciliation and preventing violence against Aboriginal and Torres Strait Islander women

Our Watch report for 2022

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# Acknowledgements

Our Watch pays tribute to Aboriginal and Torres Strait Islander people who have been working for many decades to end violence and to improve the lives of Aboriginal and Torres Strait Islander women and their children. This is extremely challenging work that often goes unrecognised and unsupported, and we pay our deep respects to their ongoing determination and commitment, and to the strengths and resilience of Aboriginal and Torres Strait Islander peoples and cultures.

We also acknowledge the voices of Aboriginal and Torres Strait Islander women who have been speaking and writing publicly about gendered and sexual violence and calling for action for decades, as have numerous Aboriginal and Torres Strait Islander organisations and services.

## Acknowledgment of Country

Our Watch acknowledges the Traditional Owners of the land across Australia on which we work and live. We pay our respects to Aboriginal and Torres Strait Islander peoples past and present.

# Message from our Chair and CEO

Our Watch is a national leader in the primary prevention of violence against women and their children. Our vision is an Australia where women and their children live free from all forms of violence. Our role in achieving that vision is to stop violence before it starts.

Aboriginal and Torres Strait Islander people have been advocating for all people in Australia to be part of the prevention of violence against women in their communities for many years. Despite this, Aboriginal and Torres Strait Islander women continue to be significantly more likely to experience violence than non-Indigenous women.

The national resource, *Changing the picture*, that we launched in 2018 tells us: ‘Violence against Aboriginal and Torres Strait Islander women is not an “Aboriginal and Torres Strait Islander problem”. It is an important national responsibility.’ Alongside gender inequality, we know racism and the ongoing impacts of colonisation are drivers of these high rates of violence towards Aboriginal and Torres Strait Islander women. Everyone has a part to play in the prevention of violence against Aboriginal and Torres Strait Islander women.

As part of our commitment, Our Watch has been carefully and purposefully engaging in this national issue. As a non-Indigenous led organisation, Our Watch does not claim to have all the solutions, but we are listening respectfully and learning from Aboriginal and Torres Strait Islander people. We are working with government and community partners to ensure that Our Watch is part of a national commitment to making the lives of Aboriginal and Torres Strait Islander women and children safe.

In addition to using our national reach, we have looked inward to see what we need to do to improve our internal processes and structures in an organisation that has staff in every state and territory. We are working purposefully to realise our responsibility in preventing violence against Aboriginal and Torres Strait Islander women and being a genuine and respectful ally to Aboriginal and Torres Strait Islander people, using our reach to amplify prevention initiatives and organisations undertaking this critical work in community.

In 2022, we established an Aboriginal and Torres Strait Islander Steering Committee, a group of Aboriginal and Torres Strait Islander and non-Indigenous Our Watch staff and board members collaborating to improve our governance and practice. We particularly extend thanks to the Aboriginal and Torres Strait Islander members of this committee and recognise the cultural load that comes with participating in this work. Through their generous sharing of cultural knowledge, guidance and expertise, Our Watch will continue to strengthen our commitment to allyship, deep listening and reconciliation.

This is the second of three *A national responsibility* reports that captures our partnerships, projects, and other important work throughout 2022.

We reiterate our commitment to support, raise the profile of and work in solidarity with Aboriginal and Torres Strait Islander women, men, families, communities, practitioners, and organisations in their violence prevention work. We will continue to listen and respond when concerns are raised and to learn from Aboriginal and Torres Strait Islander communities about our role in addressing structural racism, discrimination, and the ongoing impacts of colonisation.

**Moo Baulch**  **Patty Kinnersly**

**Chair**  **CEO**

# **About this report**

This report outlines how Our Watch is working towards reconciliation and preventing violence against Aboriginal and Torres Strait Islander women.

Covering the year 2022, this is the second of three annual *A national responsibility* reports. [*A national responsibility (2021)*](https://www.ourwatch.org.au/resource/a-national-responsibility-preventing-violence-against-first-nations-women/) is available on the Our Watch website.

Aboriginal and Torres Strait Islander women, men, families, communities, practitioners, and organisations work to prevent violence and foster respectful relationships, and strong families and communities. We play an ongoing role to support and amplify this work.

Connected to this is our effort to address ongoing impacts of colonisation and racism internally as an organisation and outward facing in everything we do.

Guided by our partners, stakeholders, and the communities we work with, some elements of our work are confidential and are not included in this report.

This report is informed by the following three documents.

## Reconciliation Action Plan

In 2020, we launched our [*Innovate Reconciliation Action Plan*](https://www.ourwatch.org.au/resource/innovate-reconciliation-action-plan-2020-2022/), which commits us to take meaningful action to advance reconciliation in ways that are sustainable and strategic.

Based around the three core pillars of relationships, respect and opportunities, our Reconciliation Action Plan sets goals and milestones to advance reconciliation by leveraging our sphere of influence. *Changing the picture* is central to our Reconciliation Action Plan.

## *Changing the picture* (2018)

Responding to expert advice calling for a specific resource focused on the prevention of violence against Aboriginal and Torres Strait Islander women and their children, Our Watch launched [*Changing the picture*](https://www.ourwatch.org.au/resource/changing-the-picture/) in 2018. This resourcerecognises that violence against Aboriginal and Torres Strait Islander women is shaped by the intersecting drivers of gender inequality, racism, and the ongoing impacts of colonisation.

*Changing the picture* builds on existing work of Aboriginal and Torres Strait Islander scholars, practitioners and organisations that have been speaking out, working, and publishing in this field for decades. To amplify these voices, the development of this report was guided by an Aboriginal and Torres Strait Islander Advisory Group.

## *Change the story* (2021)

[*Change the story*](https://www.ourwatch.org.au/resource/change-the-story-a-shared-framework-for-the-primary-prevention-of-violence-against-women-in-australia/) is the national framework for the primary prevention of violence against women. Revised and updated in 2021, it outlines actions needed at all levels of society – from individuals to schools, workplaces to governments – to address the underlying drivers of gender-based violence and to stop it before it starts.

Change the story highlights how the ongoing impact of colonialisation intersects with gender to shape how violence is experienced by Aboriginal and Torres Strait Islander women and identifies the type of preventative actions that are needed.Embedding our Reconciliation Action Plan

We committed to an [*Innovate Reconciliation Action Plan*](https://www.ourwatch.org.au/resource/innovate-reconciliation-action-plan-2020-2022/) with Reconciliation Australia, commencing in late 2020. Overall, this work is progressing well with 37 actions completed, 14 commenced or ongoing and 7 to commence.

We use the Reconciliation Action Plan as our guide on our journey towards fully supporting reconciliation, creating a culturally safe workplace, and integrating equity measures and processes into all our work.  Our Watch’s ambitious Reconciliation Action Plan reflects the significant commitment from the Board, leadership, and staff to this process.

This section covers some key outcomes in 2022 towards embedding our Reconciliation Action Plan.

Increasing coordination and connection in 2022, we added a standing agenda item to all board meetings to report on our work across the organisation on preventing violence against Aboriginal and Torres Strait Islander women. Each board meeting a paper summarising our work in the previous period is tabled to the board.

We committed to creating a new role, Head of Aboriginal and Torres Strait Islander Strategy, to provide cultural insight and strategic thinking across all our planned work and internal policies.

## APONT Principles

The APONT Principles were authored by Aboriginal Peak Organisations of the Northern Territory (APONT) and provide a framework for non-Indigenous organisations to work ethically and effectively with Aboriginal and Torres Strait Islander organisations.

Our Project Management Framework and organisational approach to partnerships have been updated to reflect the APONT principles. We have also embedded learnings from our projects *From understanding to action* and *Connected communities*, covered on pages 15-18, into these processes.

## Procurement

Our Watch is committed to using Aboriginal and Torres Strait Islander Community Controlled organisations and businesses to supply key goods and services.

We have established a directory of Aboriginal or Torres Strait Islander owned businesses and promote this internally to encourage all staff to engage with these suppliers.

## Our team

In 2022, Our Watch had:

* two Aboriginal and Torres Strait Islander staff, including one identified role
* two Aboriginal board members.

We also established a bi-monthly advertisement on the platform Koori jobs to attract more Aboriginal and Torres Strait Islander talent into our workforce. We regularly post advertisements on specific job boards, such as OurMob.net and Koori Mail, to recruit Aboriginal and Torres Strait Islander workers. We have recently engaged with a recruitment agency specialising in recruiting Aboriginal and Torres Strait Islander people.

### Australian Reconciliation Barometer

The Australian Reconciliation Barometer measures attitudes towards reconciliation in workplaces. It is the only national survey that measures the progress of reconciliation between Aboriginal and Torres Strait Islander people and non-Indigenous Australians.

In 2022, Our Watch participated for the first time, with 60% of staff responding to the survey. The results showed areas of strength and areas to focus our attention, including:

* higher than average level of knowledge about racism and reconciliation
* greater than average commitment to cultural learning
* that staff mostly agree that Our Watch’s public stance is strongly against prejudice and racism
* that most staff are unaware about Our Watch’s processes for dealing with racism and prejudice in the organisation.

### Cultural competency

We support non-Indigenous staff to increase their understanding and amplify recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights, and the impacts of colonisation and racism, through cultural learning.

All job descriptions include specific references to engaging with diverse groups, including Aboriginal and Torres Strait Islander communities.

We are continuing to see consistent and strong uptake for internal cultural competency training. In September 2022, 80% of all staff had completed introductory cultural competency training, including 80% of our managers.

Our onboarding materials include a list of resources such as movies, books, films by Aboriginal and Torres Strait Islander writers, screenwriters, poets, and directors to guide new staff seeking to increase their knowledge. Feedback from staff has been positive and the list of resources continues to be updated. We deliver individual induction sessions with new staff on intersectionality and our approach to reconciliation.

The Employee Assistance Program now includes support tailored specifically for Aboriginal and Torres Strait Islander staff.

# Our Watch statement on 26 January 2022

In 2021, we set up a small committee to research whether Our Watch should release a statement about 26 January as the national day. After consulting with the networks forged through *Changing the picture* and internal discussions with staff and the Board, we made the decision to support the many Aboriginal and Torres Strait Islander communities and individuals who have publicly shared their views about this national day.

The aim of the statement was to stand in solidarity with the Aboriginal and Torres Strait Islander people who recognise the colonial roots of the date, and also to clearly link our statement to our mandate and the decolonising framework in *Changing the picture.*

To educate parts of the community who may not usually connect with this conversation, an editorial from the CEO was published on 25 January across the Nine Newspaper networks. The editorial was well received.

Social media posts sharing the statement received more than 10 times the average engagement levels and largely positive comments. The posts were shared widely on social media, indicating the educational value of the content and audience’s eagerness to learn.

‘Preventing violence against Aboriginal and Torres Strait Islander women must be an urgent national priority.

At the heart of this is equality.

Racism, the ongoing impact of colonisation and gender inequality contribute to the disproportionately high, and more severe violence that Aboriginal and Torres Strait Islander women and their children experience.

This is a national problem – a national shame – and Australia holds the responsibility for preventing this violence before it starts.

On 26 January, many Aboriginal and Torres Strait Islander people, along with their allies, seek to draw national attention to these issues.

It’s a date which has complex and varied meanings for all Australians, in particular for Aboriginal and Torres Strait Islander people and communities. We recognise that for many Aboriginal and Torres Strait Islander people this date is a source of great pain, and ongoing and often intergenerational trauma.

Historically, it marks the original colonisation of this continent in 1788.

The impact of this is still felt today, in the present: The loss of culture and language, the significant family and community dislocation, the negative impacts on health and wellbeing and the ongoing racism and discrimination.

Our Watch recognises the original and ongoing custodianship of Aboriginal and Torres Strait Islander peoples to Country across Australia, and we pay our respect to Elders, past, and present, of the Country we all share.

Guided by *Changing the picture*, Australia’s national approach to preventing violence against women must be intersectional, culturally safe, trauma informed, and healing focused.

Our Watch is committed to learn from and work in solidarity with Aboriginal and Torres Strait Islander peoples and we deeply value their significant wisdom and experience, including Aboriginal and Torres Strait Islander staff, board members, partners, and stakeholders.

We value and seek to centre the voices and contributions of Aboriginal and Torres Strait Islander people and communities in all the work we do.

Australia is a signatory of the United Nations Declaration on the Rights of Indigenous People – committing to uphold the rights of Aboriginal and Torres Strait Islander people to live safely and equally.

We stand in solidarity with Aboriginal and Torres Strait Islander people on this day, and every day.’

# Aboriginal and Torres Strait Islander Steering Committee

In 2022, we established the Aboriginal and Torres Strait Islander Steering Committee. The group brings together Aboriginal and Torres Strait Islander Board members and staff and other key non-Indigenous organisational representatives to consider and provide advice on Our Watch’s work to prevent violence against Aboriginal and Torres Strait Islander women.

We are focused on increasing our internal leadership and coordination across the organisation to strengthen our work in this space.

This group met twice in 2022 and agreed to formalise as a steering committee, and in 2023 to developed terms of reference and solidify the purpose, scope, and objectives of the group. Notionally, the group discussed:

* steering Our Watch’s work to prevent violence against Aboriginal and Torres Strait Islander women
* strengthening coordination across the organisation
* identifying areas for improvement and opportunity
* being a safe place and to operate under the principle of self-determination.

# *From understanding to action* project

*The From understanding to action* and *Connected* *communities* projectsallowed us to fund, support, work with and learn from Aboriginal and Torres Strait Islander-led violence prevention work.

From 2020 to 2022, we partnered with three Aboriginal and Torres Strait Islander-led community organisations through *From understanding to action*:

* Thursday Island Community Justice Group
* Gamang Ngambaa Jiinda’s Women’s Group
* Strong Women Talking

More information about our partners and their work is included in A national responsibility (2021). These organisations are led by Aboriginal and Torres Strait Islander people who best understand the impact of the intersecting problems of colonisation, racism, and gender-based violence in their communities.

The purpose of From understanding to action was to directly fund and strengthen self-determined, community-led primary prevention work in Aboriginal and Torres Strait Islander communities.

In 2022, we engaged Murawin, a national Indigenous consultancy, to carry out a full evaluation of this project. Murawin conducted focus groups and interviews with all three partner organisations as part of the evaluation.

Overall, *From understanding to action* partners reported that Our Watch fostered a supportive environment by providing resources and information that enabled greater understanding of their own service delivery. One partner said that working with Aboriginal and Torres Strait Islander Our Watch staff helped highlight power differences and overcome systemic structural issues, creating a safe and meaningful partnership approach.

‘I would describe my experience with working with Our Watch as a good experience, in particular with the First Nations staff. I think the women in those positions that are very passionate about our women and our safety.’ From understanding to action partner

All partners reported that the consistent, ongoing support from Our Watch staff was valuable towards implementing their own projects.

Partners also identified several challenges, particularly during the beginning stages of the project, relating to Our Watch’s initial use of formal language and the ways we share information. It was found that language and communications were quite confusing for partner organisations and did not clearly articulate processes, which created barriers to engaging and understanding the partnership.

To address some of these challenges, we engaged Terri Janke and Partners, an Indigenous-owned law firm, to develop contract and partnership templates that follow data sovereignty principles and Indigenous Cultural and Intellectual Property guidelines. We will use these frameworks to guide our future work with Aboriginal and Torres Strait Islander communities.

*From understanding to action* was funded by the Luke Batty Foundation.

# *Connected* *communities* project

The *Connected communities: Leading approaches to prevention* project aimed to increase expertise within diverse communities to broaden the reach of primary prevention work, that is, work to advance gender equality and address the underlying drivers of violence against women

From 2020 to 2022, we worked in partnership with community-led organisations whose work is not usually focused on delivering primary prevention:

* South East Tasmanian Aboriginal Corporation
* The Lebanese Muslim Association
* The Fijian Community Association of Victoria

More information about the South East Tasmanian Aboriginal Corporation’s work with Our Watch is in *A national responsibility* (2021).

In 2022, Murawin carried out an evaluation of the Connected communities project to strengthen the evidence base about community-led primary prevention projects in diverse communities. Murawin conducted focus groups and interviews with all three partner organisations as part of the evaluation.

Positive feedback highlighted that partnerships applied elements of the principle of self-determination. Our Watch guided organisations leading their own projects and gave space for organisations to find solutions for themselves. Partners valued having a dedicated project team and particularly a dedicated evaluation lead, which they commented was a great help to ensure they stayed on track with the aim, scope, deliverables, and improvements.

‘The best thing I took away from this project is, I actually learned number one, project management, how to properly do that. Number two, I actually learnt about awareness of prevention of violence against women. And now I can, you know, at least confidently talk about it. If someone brings it up, I might not know all the different things that people get the degree on. But at least I know what they're talking about now when they start talking about it.’ *Connected* *communities* partner

Partners also highlighted challenges. They commented that lengthy approvals processes sometimes delayed the distribution of funds, delaying vital on-the-ground support. Similar to *From understanding to action*, some also reported that the language and platforms that Our Watch used were not always accessible.

Learnings from both *Connected communities* and *From understanding to action* have been implemented in the Our Watch’s updated Project Management Framework. More information is included on page 8.

Our Watch received funding for the *Connected communities: Leading approaches to prevention* project from the Commonwealth Department of Social Services under the National Plan of Action to Reduce Violence Against Women and their Children, Fourth Action Plan.

# Submission to the inquiry into Missing and Murdered First Nations Women

**Content note: this section may be emotionally challenging to read, particularly for First Nations people.**

On 4 August 2022, the Senate referred an inquiry into missing and murdered First Nations women and children to the Legal and Constitutional Affairs References Committee for inquiry and report by 31 July 2023.

There were three Terms of Reference that related to the prevention of violence against Aboriginal and Torres Strait Islander women. Our submission was developed with rigorous evidence-based processes, which underpin all our work. It was guided by the Aboriginal and Torres Strait Islander Steering Committee.

Aboriginal and Torres Strait Islander women experience disproportionately high rates of violence, and violence that is often more severe and more complex in its impacts. Preventing this violence must be a national priority. It requires dedicated attention and intensive effort and resourcing. It requires us to address the many complex drivers of this violence — not only gender inequality but also the ongoing impacts of colonisation and racism across Australian society.

Some existing work in this area tends to focus on response, often through ‘law and order’ interventions, which fail to address the root cause of violence against Aboriginal and Torres Strait Islander women. There are a range of existing prevention initiatives led by Aboriginal and Torres Strait Islander communities around the country, often with very limited resources.

Our Watch’s submission to the inquiry calls for a primary prevention approach guided by *Changing the picture*. This means identifying and addressing the deeper drivers of violence against Aboriginal and Torres Strait Islander women and understanding the multiple and intersecting forms of discrimination, oppression, and inequality that Aboriginal and Torres Strait Islander women face.

The submission suggested actions for key stakeholders in government, communities, and organisations, emphasising the need for this work to be governed by principles of self-determination, community ownership, and cultural safety. Non-Indigenous peoples and governments must understand and uphold their responsibilities to take action towards prevention at interpersonal, institutional, and structural levels. This means that individuals and governments must work to prevent racism, address racialised power inequalities and challenge the condoning of violence against Aboriginal and Torres Strait Islander people.

# Spreading the word on ***Changing the picture***

Our Watch work to prevent violence against Aboriginal and Torres Strait Islander women and children continues to centre around *Changing the picture.*

The aims for 2022 were to:

* extend the reach of *Changing the picture*
* deepen ties, through listening and building trust with Aboriginal and Torres Strait Islander-led organisations
* develop a comprehensive capability building package for *Changing the picture*.

Two key staff members led this work, the Aboriginal and Torres Strait Islander Lead (an identified position), and the Intersectionality Senior Practice Lead, with support from colleagues in the Northern Territory, Victoria, Queensland, and Tasmania. Through a range of different events, the team have deepened their understanding of prevention work taking place in Aboriginal and Torres Strait Islander communities around Australia, and the interconnections with Our Watch work. This team worked with a range of organisations including health services, legal services, women rangers, and men’s behaviour change programs.

Key events are listed below.

**May:** The Aboriginal and Torres Strait Islander Lead provided advice to development of tips for media reporting on sexual harassment, including in workplaces as part of Respect@Work response.

**June:**  The Aboriginal and Torres Strait Islander Lead hosted an online forum on *Changing the picture*. The forum was community centred and included a presentation by the Galiwin’ku Women’s Space.

**July**: Collaboration with the Port Adelaide Football Club’s Aboriginal Programs Team to discuss their primary prevention program and future planning for work in Aboriginal communities, including *Respectful Relationships Education*. We connected the team to Tangentyere Women’s Safety Group who are driving change in remote communities through the *Respectful Relationships Education* program.

**August**: The Aboriginal and Torres Strait Islander Lead, supported by the National Media Engagement Lead, provided *Changing the picture* training at the Melbourne Walkley Media Fellowship Retreats.

**September**: The Aboriginal and Torres Strait Islander Lead presented to the Our Watch Victorian sports Community of Practice on *Changing the picture*.

The Aboriginal and Torres Strait Islander Lead and Innovation Project Lead presented on *Changing the picture* at a workshop organised by the South East Tasmania Aboriginal Corporation. They also spent an additional day listening and learning about local Aboriginal cultures and histories.

The Aboriginal and Torres Strait Islander Lead and Intersectionality Practice Lead presented *Changing the picture* at the Strong Women for Healthy Country forum at Ross River, Eastern Arrernte Country, Northern Territory. They presented to 180+ women rangers and participated in workshops for the new Strong Women for Healthy Country strategic plan.

**October:** The Aboriginal and Torres Strait Islander Lead and Intersectionality Practice Lead delivered two sessions on *Changing the picture* to the universities Community of Practice.

**November:** The Aboriginal and Torres Strait Islander Lead and Intersectionality Practice Lead spent a week in Alice Springs meeting and listening to women working at Central Australia Women’s Legal Service, Central Australian Aboriginal Family Legal Unit**,** Sexual Assault Referral Centre, and the Tangentyere Women’s Safety Group. These meetings deepened understanding of *Changing the picture*, and enabled resource sharing and early planning for partnerships.

The Aboriginal and Torres Strait Islander Lead attended the Northern Territory Aboriginal Leadership and Governance Forum. The forum was designed to create space for Indigenous leaders to learn and or share experiences on leadership and governance based on culture and self-determination.

**December:** The Aboriginal and Torres Strait Islander Lead, Intersectionality Senior Practice Lead and attended the 15th National Indigenous End Domestic Violence and Healing conference. They reconnected with Central Australian Aboriginal Family Legal Unitpartners and extended our north Queensland networks. They also made important connections with organisations undertaking youth programs and men’s behaviour change programs.

# **Communications and media**

Our Watch is committed to increasing awareness of and engagement with preventing violence against Aboriginal and Torres Strait islander women within the national conversation. In 2022, we again focused on meeting our Reconciliation Action Plan actions, using our media, marketing, and communications functions to create awareness and drive change.

We celebrate and show respect to Aboriginal and Torres Strait Islander communities through daily Acknowledgements of Country where we work, and by requesting a Welcome to Country for large or public events.

## Media coverage

Throughout 2022, Our Watch used opinion pieces, media releases and requests for commentary to both raise awareness of violence and to celebrate Aboriginal and Torres Strait Islander women. Media coverage included:

* 25 January 2022: [Patty Kinnersly: The factors putting First Nations women in danger](https://www.smh.com.au/national/the-factors-putting-first-nations-women-in-danger-20220120-p59ptu.html?fbclid=IwAR2vJHZ0MDKO-OL9iyAXyKktSDCMHML_FEf4wQClqRkj5CzAoOVSeqeeIHQ). The Age, Sydney Morning Herald, Brisbane Times
* March 2022: [Domestic violence in Australia: statistics, attitudes and shocking facts](https://honey.nine.com.au/latest/domestic-violence-in-australia-statistics-attitudes-shocking-facts/5c13c417-e7e9-493f-9bd8-b3fe65b2147a). 9News
* 22 March 2022: [Consent education needs blak voices for the safety and wellbeing of young First Nations people](https://theconversation.com/consent-education-needs-blak-voices-for-the-safety-and-well-being-of-young-first-nations-people-177823). The Conversation
* 4 May 2022: [Our Watch welcomes new South Australian ambassador,](https://www.miragenews.com/our-watch-welcomes-new-south-australian-775058/) KWY Aboriginal Corporation CEO, Craig Rigney. Media release
* 30 May 2022: [Craig Rigney: Equality helps prevent family violence](https://readnow.isentia.com/Temp/183203-836270596/1645071975_20230530.pdf). Canberra Times and national syndicates.
* 26 October 2022: [Media ignores women’s diverse backgrounds when reporting on domestic violence: new research](https://au.news.yahoo.com/media-ignore-womens-diverse-backgrounds-002729368.html). The Conversation
* 19 December 2022: [Charlie King lists the domestic violence red flags of the](https://www.cairnspost.com.au/news/charlie-king-lists-the-domestic-violence-red-flags-of-the-nt/news-story/43c0ca93bf960ab7f1a0dd6a7bdb5795?btr=d1b7a958cb3218c22f6cfb208d5a4b33) NT. Cairns Post

‘To have a real impact on young people and our communities, we need to be telling the whole story of women, gender and sexual violence in Aboriginal and Torres Strait Islander people’s lives against the backdrop of colonisation…’ Amanda Sibosado and Michelle Webb

## Website articles

* 26 January 2022:[Congratulations to Sue Salthouse and Vicky Welgraven for Order of Australia honours](https://www.ourwatch.org.au/resource/congratulations-to-sue-salthouse-and-vicky-welgraven-for-order-of-australia-awards/)
* 17 June 2022: [Telling, and changing, the story of violence against women.](https://www.ourwatch.org.au/resource/telling-and-changing-the-story-of-violence-against-women/)By then Our Watch Ambassador Lucy Turnbull

## Social media

Our Watch’s Reconciliation Action Plan enshrined a commitment to supporting significant issues and observances for Aboriginal and Torres Strait Islander peoples. As part of our updated social media strategy, we shared our public statement marking 26 January 2022, detailed on pages 11-13 of this report, on our social media platforms.

Throughout the year, we continued raising awareness of the drivers of violence against Aboriginal and Torres Strait Islander women and how to address them and worked to support and amplify the voices of Aboriginal and Torres Strait Islander organisations. Across Facebook, LinkedIn, Twitter and Instagram, we shared 83 posts that resulted in:

* **134,484 impressions**
* **3.41% engagement rate**
* **5,227 engagements, including 3,094 reactions, 83 comments, 332 shares, 36 saves, and 1,681 post clicks**

Top performing posts

* 23 May 2022: Linda Burney becomes the first Aboriginal woman in the position of Indigenous Affairs Minister
* 26 January 2022: Our 26 January statement
* 4 July 2022: NAIDOC week
* 6 October 2022: Preventing violence against First Nations women is a national responsibility
* 9 March 2022: Thanking Antoinette Braybrook, CEO of Djirra for two decades of work in preventing violence against First Nations women

### Other social media posts

* 12 Feb 2022: Ochre Ribbon Week
* 4 May 2022: Announcement of Our Watch Ambassador Craig Rigney, proud Ngarrindjeri Man and CEO of Kornar Winmil Yunti Aboriginal Corporation
* 26 May 2022: National Sorry Day
* 2 May 2022: Research about violence against First Nations Women
* 17 March 2022: National Close the Gap Day
* 11 August 2022: The importance of the Voice to Parliament
* Congratulating Our Watch Board Member, Desmond Campbell, for his appointment to CEO of Welcome to Country
* May 2022: National Reconciliation Week

## Advertising

Our Google advertising driving traffic to [Preventing violence against Aboriginal and Torres Strait Islander women](https://action.ourwatch.org.au/what-is-prevention/preventing-violence-against-aboriginal-and-torres-strait-islander-women/) on the Prevention in Action website resulted in:

* 75,678 impressions
* 5,484 clicks
* 7.25% click through rate, 4.08% higher than the Google Ads average across all industries.

# What’s ahead for 2023?

In 2023, we hope to strengthen our work across the organisation to prevent violence against Aboriginal and Torres Strait Islander women to do our part in our national responsibility.

Internally, we will continue to develop the Aboriginal and Torres Strait Islander Steering Committee. It will provide advice on key documents, policy submissions and opportunities to communicate *Changing the picture* to the broader community. We are also continuing our focus on partnerships and on the groundwork, and our overarching strategic approach to preventing violence against Aboriginal and Torres Strait Islander women and their children.

The new Head of Aboriginal and Torres Strait Islander Strategy will play a crucial role in this work. Due to commence in May 2023 and reporting to the CEO, this role will connect work across the organisation and will support Our Watch to continually develop and learn in this space.

As a non-Indigenous-led organisation, we know we must foster and support an internal culture that challenges indifference, ignorance and disrespect toward Aboriginal and Torres Strait Islander peoples and cultures. An important way we will do this comes from our work with Reconciliation Australia and our Reconciliation Action Plan. We have committed to providing at least three opportunities per year for Reconciliation Action Plan Working Group members and other key leadership staff to participate in structured cultural learning. The Our Watch Board is also committed to undergoing further training and learning, building on previous learning programs on cultural safety and intersectionality.

Looking beyond the organisation, we will continue to strengthen existing and build new partnerships. We will collaborate with a range of like-minded organisations to develop ways to advance the essential actions and principles of *Changing the picture*. In the national policy space, we will continue to support our colleagues who are leading the development of the Aboriginal and Torres Strait Islander Action plan and standalone plan.

We are excited to soon be facilitating capability building based on *Changing the picture*. Planning involved listening to and learning from Elders, Aboriginal Community Controlled Organisations, activists, young people, practitioners, academics, and communities. The first of these activities will take place across February to April 2023 when a team will be delivering a five-part, Indigenous-led workshop to 60 participants across Australia.

Our Watch has committed to engaging with the national conversations around the Uluru Statement and the constitutional referendum on a Voice to Parliament for Aboriginal and Torres Strait Islander people. Based on discussions at executive team meetings, and discussions with Aboriginal and Torres Strait Islander Board and staff members, we have designed a Year of Learning for Our Watch staff with self-directed learning and guest speakers on the themes of Voice, Treaty, and Truth.

We will also continue work on a plan to engage effectively and safely with Aboriginal and Torres Strait Islander stakeholders. The principles as set out in *Changing the picture* will be better articulated in project management framework and annual work plans.