

Our Watch

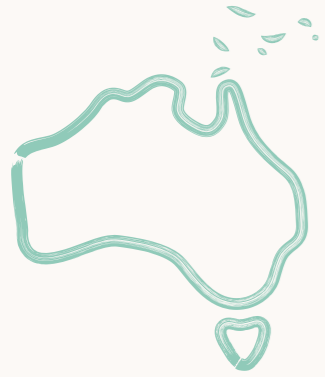
Annual report

2023-24



**Our
Watch**

Preventing violence
against women



Acknowledgement of Country

Our Watch acknowledges the Traditional Owners of the land across Australia on which we work and live. We pay respects to Elders past and present and recognise the continuing connection Aboriginal and Torres Strait Islander people have to land, culture, knowledge and language for over 65,000 years.

As a non-Aboriginal organisation, Our Watch understands that violence against Aboriginal and Torres Strait Islander women and children is an issue for the whole community. As highlighted in Our Watch's national resource *Changing the picture*, the evidence clearly shows the intersection between racism, sexism and violence against Aboriginal and Torres Strait Islander women.

Our Watch has an ongoing commitment to the prevention of violence against Aboriginal and Torres Strait Islander women and children, who continue to suffer from violence at a significantly higher rate than non-Aboriginal women. We acknowledge all Aboriginal and Torres Strait Islander people and organisations who continue to lead the work of sharing knowledge with non-Indigenous people and relentlessly advocate for an equitable, violence-free future in Australia.



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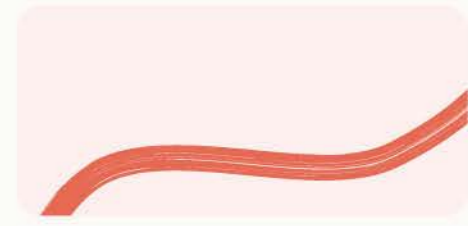
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Chair foreword

We will change the story on violence against women.

As Chair of Our Watch, I'm proud to present our Annual report 2023-24. This report summarises some of our progress throughout the year towards our vision of a future free from violence against women and their children in Australia.



I've been heartened to see some significant steps towards building the necessary foundations for effective primary prevention work across the nation. We've seen the release of Pathways to Prevention: New South Wales Strategy for the Prevention of Domestic, Family and Sexual Violence 2024-2028 and the national Action Plan Addressing Gender-based Violence in Higher Education. All state and territory governments are embedding commitments to evidence-based prevention, and public awareness of primary prevention is increasing. Businesses and industry are asking how they can play their part in addressing the drivers of violence. The majority of men want to be part of the solution and take concrete actions to prevent gender-based violence.

But we can't ignore that this progress and growing awareness is partly a result of the staggering number of women killed by men's violence this year. In 2023-24, 43 women were killed by current or previous intimate partners.

This is an ongoing national shame. We have been naming it an emergency, a crisis, for more than a decade now. Every single death is an unacceptable tragedy that was preventable. For every woman murdered, there are devastating impacts for those who loved her, knew her as a mother, grandparent, family

member, a colleague or a friend. And behind those stories that make headlines are hidden those of many thousands of others – living in fear, walking on eggshells, managing their safety and making difficult decisions every day to keep their families safe.

The only acceptable number of gender-based violence homicides is zero, and we will not stop this work until all are safe in their homes and living in a society that supports them to reach their full potential, unencumbered by the negative impacts of gender stereotypes, inequality, discrimination and disrespect. There is significant work to do to get there within a generation.

In spite of the current crisis, less visible structural and systemic change continues in the background. When we look at the longer-term picture, we can see significant reductions in the number of women killed by men's violence over the last 10 years. We also see reductions in women experiencing violence, and improvements in community attitudes that challenge this violence.

These are indicators that primary prevention is working and that it's a crucial part of the national effort towards ending violence against women and their children, alongside response, early interventions and healing.

I specifically acknowledge that Aboriginal and Torres Strait Islander women experience disproportionately high rates of violence, due to the combined impacts of racism, colonisation and gender inequality. Our Watch stands alongside Aboriginal and Torres Strait Islander women, men and communities who have been calling for this violence to be prioritised according to the scale of this devastating crisis. This is everyone's problem and we must stand alongside Aboriginal and Torres Strait Islander women, deeply listen to their solutions embedded in culture, community and country, and seek to elevate their voices at every opportunity if we are to respond to this national crisis.

As part of our commitment to allyship and addressing the ongoing impacts of colonialism in our structures and governance, Our Watch is proud to have made a commitment to always have an Aboriginal or Torres Strait Islander Chair or Co-Deputy Chair of the Board.

I want to thank Vicky Welgraven AM, a proud Adnyamathanha woman and the first Aboriginal Deputy Co-Chair of our Board, for her work and support this year. Vicky's leadership, wisdom and commitment to our vision is unmatched. Vicky was appointed in May 2024, along with

fellow Co-Deputy Chair Dr Victor Sojo. Working with them both is a deep privilege, and I thank them for their wise counsel and support throughout the year.

I'm deeply appreciative of the diversity of perspectives that my Board colleagues bring to Our Watch's governance. The Board have continued to make remarkable and thoughtful contributions this year. I'd particularly like to acknowledge John Shepherd, Caroline Gurney and the Honourable Jacquie Petrusma, who stepped down from the Our Watch Board for their years of service and commitment.

Patty, the Executive Team and the staff of Our Watch continue to deliver exceptional work in partnership with governments and stakeholders across the nation. Every day, I'm humbled by the expertise of our dedicated staff and encouraged by the support and commitment from our government colleagues, our donors, allies and supporters.

Through genuine respectful collaboration, and the expertise of partners across all sectors of society, we will change the story on violence against women.

**Moo Baulch OAM
Chair, Our Watch**

CEO foreword

As Our Watch embarks on its second decade, and six months into our *Strategic plan 2024-29*, we are making strides toward our vision of an Australia where women and children are free from all forms of violence.



Our contribution is to support primary prevention so that it thrives in every part of our community. We gather and test new evidence, and create new tools and resources for others to use, we engage in a conversation with the community so they are ready to take action, we share the most robust evidence with governments to support their policy making and we support those in settings to implement primary prevention activity.

To do this, we have deepened our partnerships and expanded our network, engaging with primary prevention experts, government agencies, organisations, universities, TAFEs, businesses, and communities to foster knowledge and collaboration. Through our public awareness campaigns, behaviour change initiatives, and targeted programs in sports and higher education, we are inspiring action and driving meaningful change.

We support primary prevention so that it thrives in every part of our community.

We have also worked alongside key partners and working groups to create a diverse array of accessible resources aimed at empowering both sector and non-sector practitioners, governments and corporates. Our project focus areas include engaging men and boys in prevention, addressing violence against women and girls with disabilities, creating safe tertiary education communities, collaborating with employers to prevent sexual harassment, and providing evidence to inquiries and consultations regarding violence against Aboriginal and Torres Strait Islander women.

There are many dedicated and fearless people working to end violence against women across all four of the key domains articulated in the National Plan to End Violence Against Women and Children – primary prevention, early intervention, response and recovery.

This includes those providing direct support to women through frontline services, those working to change behaviour through early intervention programs with men, and those creating change at a social level by changing the attitudes, structures and power imbalances that allow violence to occur. All of these activities are vital, and each one supports the effectiveness of the others.

Over the past decade, we have demonstrated that the pathway to effective primary prevention hinges on building a strong evidence base and nurturing meaningful, enduring partnerships. Notable collaborations this year include our work with the AFL, Women with Disabilities Victoria, Rainbow Health Australia, Victoria University, Woolworths, and the Commonwealth Bank. We remain grateful for the ongoing support of the Goodman Foundation, our founding partner of the Our Watch Institute.

I'd like to acknowledge the experienced and skilled Our Watch Board, led by our Chair, Moo Baulch, for their ongoing guidance and support. They seek continuous improvement and robust governance, systems and processes.

I'd also like to thank the Our Watch team who are passionate, knowledgeable and persistent. The staff, led by an experienced and dedicated Executive Team, have continued to deliver high quality work in our efforts to prevent violence against women and their children.

Thank you to all our partners and colleagues, both new and long-standing, for their vital role in our shared goal to end violence against women.

Patty Kinnersly
CEO, Our Watch

About Our Watch

Our Watch's vision is an Australia where women and their children live free from all forms of violence.

- * Violence against women in Australia is a serious issue. And not all women experience violence equally.
- * Factors like racism, ableism, homophobia and other forms of discrimination all impact women's experience of violence.
- * **The good news is that preventing violence against women is possible.**



Our shared vision of an Australia where women live free from all forms of violence requires three kinds of expertise.

1. Crisis response and recovery

2. Early intervention

3. Primary prevention.

Our Watch is Australia's leader in the primary prevention of violence against women.

Primary prevention is about stopping violence against women before it occurs by changing the attitudes, structures and power imbalances that enable this violence.

We deliver population-wide activities that create widespread, structural change. These activities are most effective when undertaken hand-in-hand with initiatives in early intervention, response, and recovery and healing, which reach people at the community and individual levels, or when the risk of violence is already present.

It's our role to prevent violence by embedding gender equality everywhere we live, work, socialise and learn.

That's why we are committed to fostering meaningful partnerships with organisations and communities who share our vision for a violence-free future. A crucial part of our role is to upskill, grow and share knowledge that helps primary prevention work to thrive.

*** There is no single solution to violence against women. It takes action and collaboration at every level of our society, from individuals and communities through to businesses and governments.**

*** All of us, working together towards a future where everyone can live safe, happy, productive lives, free from all forms of violence.**

Our Strategic plan 2024-2029

We launched our *Strategic plan 2024-2029* in January 2024. It sets out bold strategic goals to guide our work for the next five years, as we move closer to achieving our vision of an Australia where women and their children live free from all forms of violence.

Our Watch has demonstrated over the last 10 years that effective prevention requires building meaningful and enduring partnerships with our primary prevention colleagues, governments and community leaders who share our purpose: to stop violence against women before it starts.

Our new *Strategic plan* builds on these foundations and clarifies how we will work toward our vision, by setting measurable outcomes that will indicate our success.

Where we are going

Our vision

An Australia where women and their children live free from all forms of violence.

Our role

To stop violence before it starts.

How we will get there

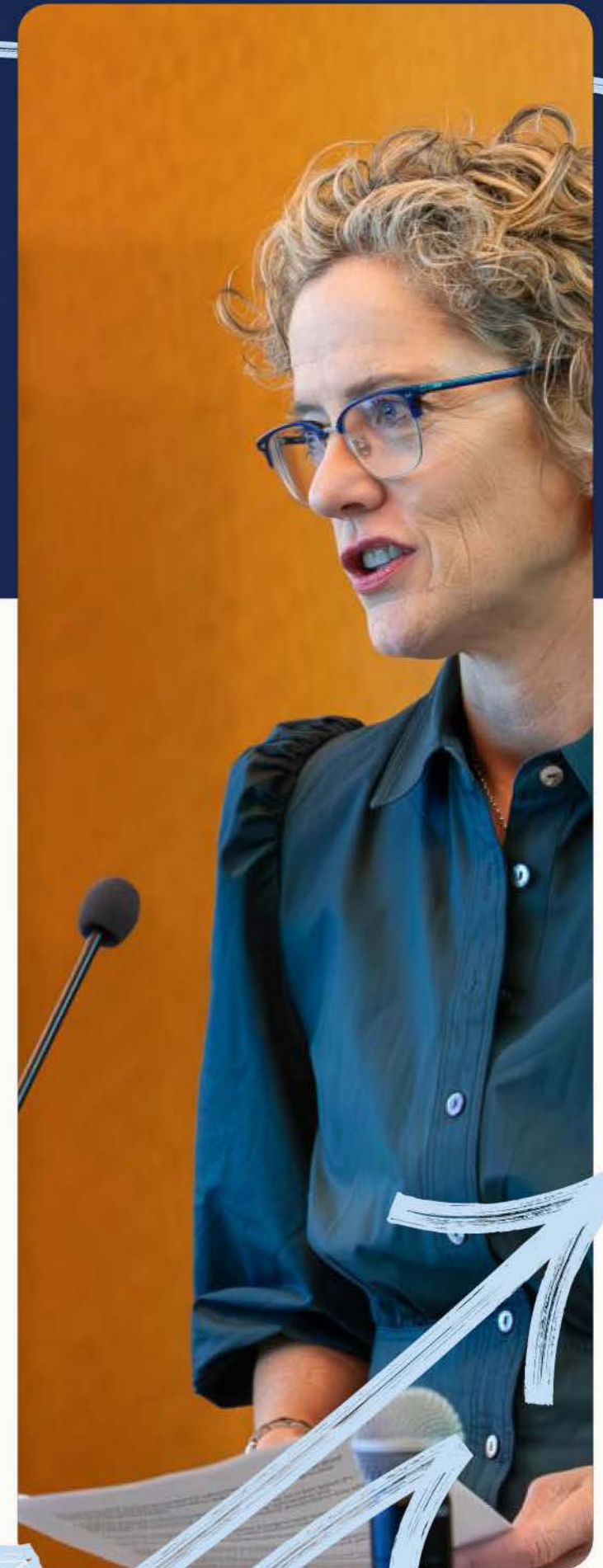
Our strategic goals are:

1. Growing knowledge
2. Inspiring action
3. Leading for impact
4. Strengthening performance.

Our strategic goals will be achieved through collaboration with stakeholders and partners across Australia with whom we are working with to prevent violence against women.

Ending violence against women requires a comprehensive, holistic approach that includes both short- and long-term strategies, and work across the spectrum from prevention to early intervention, response, and recovery and healing.

Each of these parts of the work is crucial. They are mutually supportive parts of a connected, coordinated and comprehensive approach to ending all forms of violence against women and their children.



Goal 1: Growing knowledge

We grow primary prevention knowledge.

We do this by building, sharing, and connecting organisations, communities and governments to the knowledge and evidence they need to support change.

Growing primary prevention knowledge means building and strengthening the evidence that enables people to do their part to prevent violence against women. It's our role to evaluate and monitor what's working to prevent violence. We translate this knowledge to meet people at their level of understanding and support them to spread the word on primary prevention.

This year we have achieved record engagement with organisations and individuals from the prevention sector, workplaces, education, media, sport and more:

4,180 people

4,180 people participated in Our Watch capacity building activities.

98 events

We hosted 98 training and workshop events.

22 communities of practice

We engaged with 589 people through 22 communities of practice.

11 webinars

We held 11 webinars with expert panellists and participants from across Australia.

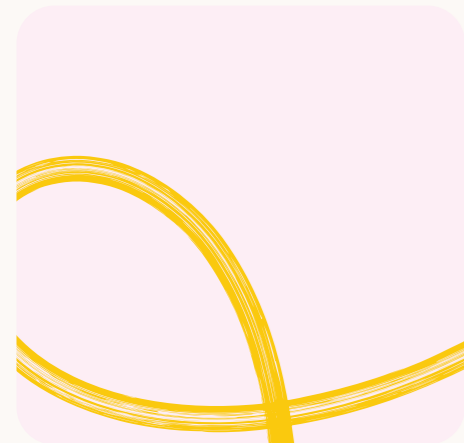


Learning and engagement across Australia

Everybody has a role to play in preventing violence against women. That's why it's our aim at Our Watch to have more people doing prevention work more of the time.

Part of our approach to growing prevention knowledge is delivering quality learning and engagement activities, grounded in best-practice adult learning principles. We know that people have different needs and motivations to upskill in prevention. Our job is to tailor learning to the broad range settings and levels where prevention work needs to take place.

We have successfully contributed to increasing people's understanding and application of prevention, including recognising the drivers of violence and how to take action:



70.4%
of training and workshop participants have **high or very high confidence to take action to prevent violence against women.**

68.4%
of respondents in capacity building activities indicated a moderate to major **change in knowledge of prevention topics** after participation.

84.6%
of respondents in capacity building activities were **highly satisfied.**

67.3%
of respondents in capacity building activities indicated a moderate to major **change in prevention-related skills** after participation.

"That there are tangible tools and resources I can refer to in my work and conversations with others, i.e. the drivers and actions. In general, so many relevant and useful resources were shared today."

"Understanding the drivers and essential actions. More nuanced discussion on primary prevention vs early intervention and response."

Testimonials from 2023-24 training participants

"The session was great to learn about *Change the story* in a more interactive and in-depth way. I really valued all the links to resources and hearing the perspectives of other members."

"Gaining confidence in explaining the drivers and being able to advocate for more support to implement primary prevention programs."

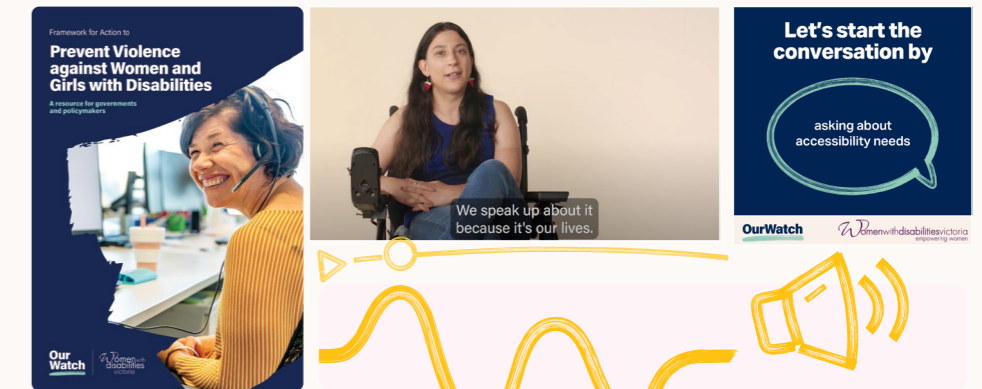
Preventing violence against women and girls with disabilities

In 2022 Our Watch and Women with Disabilities Victoria proudly launched *Changing the landscape*, an evidence-based, action-oriented framework to prevent violence against women and girls with disabilities.

Disability support service providers have a crucial role in reducing the barriers that women and girls with disability face every day. Based on consultation and co-design sessions with key stakeholders in the disability and gender equality sectors, we identified the need for the development of workforce-specific capacity building resources, as well as a resource for governments and policymakers.

In continued partnership with Women with Disabilities Victoria and with input from a Project Advisory Group comprising women with lived experience of disability, we've co-developed a suite of engaging videos, explainers, audio tools and posters to support and enable disability support service providers to prevent violence against women and girls with disabilities.

We also co-developed a *Framework for action to prevent violence against women and girls with disabilities* as a specific resource for policymakers and governments in state and territory jurisdictions. It includes short-, medium- and long-term proposed actions to make the structural change needed to prevent violence against women and girls with disabilities.



"Our partnership with Our Watch has been innovative. It has allowed us to highlight the lived experiences of women with disabilities who are actively involved in preventing violence before it begins, recognising this crucial work as primary prevention. This collaboration has not only strengthened relationships between our organisations but also enabled us to deliver accessible and impactful resources. Together, we are effectively challenging the intersectional barriers that drive gender-based violence across Australia."

Belinda Burns
Acting CEO, Women with Disabilities Victoria



Men and masculinities in prevention

Men's violence against women occurs across all levels of society, in all communities and across cultures. While not all men perpetrate violence against women, all men can - and should - be part of ending violence against women.

Building on our *Men in focus* evidence review and practice guide, working with men and addressing masculinities are ongoing focus areas for Our Watch. If we can work with young men and boys to help promote a broader, healthier idea of masculinity, we can end violence against women. It's vital that we're working with young men and boys in positive ways to promote healthy, positive ways of being a man.

Man Box Advisory Group

The Man Box is a comprehensive study of masculinities published by the Men's Project, an initiative of Jesuit Social Services. The study examines what it means to be a man in Australia, looking at the attitudes and behaviours of Australian men aged 18 to 45.

Our Watch has provided expert advice and guidance to The Man Box Advisory Group and supported significant enhancements that address critical data gaps and increase knowledge and understanding of men's attitudes and behaviours that correlate to violence against women.

National stakeholder consultation

In May 2024, Our Watch hosted a national consultation to grow knowledge on men and masculinities in prevention.

Fifty participants attended from across Australia with experience and knowledge of working with men and boys and addressing masculinities, preventing gendered violence, early intervention and response sectors such as men's behaviour change programs, and the men's health and wellbeing sector.

In addition to seeking their expertise, the consultation also provided the opportunity for practitioners across the country to extend and build relationships and networks.

The consultation highlighted overwhelming support and commitment to continued collaboration and coordination across the different sectors working with men and boys, and addressing masculinities.

The national consultation was delivered with critical support from a Technical Advisory Group consisting of key stakeholders working across primary prevention, early intervention, response and recovery, and men's health and wellbeing.



"Engaging with Our Watch on men and masculinities this year has provided opportunities to grow and consolidate existing knowledge, test and play with new ideas and opportunities, and connect in with practitioners and organisations doing the work across the country. The coming together that the team have facilitated - both through the Technical Advisory Group and the national consultation - has forged new relationships and ideas as well as facilitated conversations around tricky infrastructure and practice challenges to seed energy and opportunities."

Amelia Ditcham (she/her)
Safe and Equal Prevention Practice and Workforce Development Manager

"The field of primary prevention work with men and boys is a relatively new and emerging area of focus for both practitioners and policy makers. Over the past year I have had the opportunity to be involved in the work of Our Watch through the Men and Masculinities project, which has contributed to the field in several important ways.

The Technical Advisory Group brought together a range of expertise to support the work as it progressed and the opportunity to consider and share various perspectives was invaluable, both to the project itself, but also to me personally as a stakeholder in this work. This experience highlighted to me the critical importance of coming together to share practice and learnings from around the nation in a way that supports collaboration and relationships.

This approach was also evident in the consultation event that brought together a diverse range of stakeholders to discuss and consider the work of primary prevention with men and boys. The richness of the discussions on the day, together with the knowledge and wisdom that was shared, provided an invaluable opportunity to better understand the work and what is needed moving forward. These findings will undoubtedly assist Our Watch to further develop the important work that is needed through evidence and practice informed advocacy moving forward.

Importantly, the work of Our Watch in this space continues to evolve and I look forward to seeing the work with men and boys mature as our understanding grows and our practice expands. It has been a valuable experience and has undoubtedly contributed to stronger connections around the work and an increased awareness of the breadth and depth of the work with men and boys around Australia."

Damian Green (he/him)
Stopping Family Violence WA CEO



Men in focus audiovisual resources

The *Men in focus* evidence review and practice guide support practitioners to promote healthy masculinities and work with men and boys to prevent violence against women.

Our Watch is developing a range of new *Men in focus* resources including videos, infographics and tip sheets for practitioners and those interested in working with men and boys. These resources will make it easier for practitioners to understand the evidence, approaches and principles outlined in the *Men in focus* evidence review and practice guide, and how they can strengthen their day-to-day work with men and boys and on addressing masculinities in prevention.

The resources will be published in November 2024 and feature a range of practitioners from various sectors including primary prevention, early intervention and community-led organisations such as Aboriginal and Torres Strait Islander and LGBTIQ+ communities.





Goal 2: Inspiring action

We inspire action on gender equality.

We create transformation in society by inspiring organisations, communities, and governments to act.

It's our role to lead a national conversation that inspires people to change their attitudes and behaviours. We motivate people to take action to prevent violence against women.

This year we've reached millions of Australians online, at work, at events and in their daily news feed with our vision for a future free from violence.

2.7 million

Over 2.7 million social media impressions from Our Watch corporate channels

4 partnerships

4 intensive partnerships with corporate organisations

3,869 mentions

3,869 media mentions

15 CEO keynotes

15 CEO keynote speeches

7,931 subscribers

7,931 newsletter subscribers

Australian Football League partnership

In May 2024 the Australian Football League (AFL) publicly announced a partnership with Our Watch.

During this round, players, umpires and coaches observed a minute's silence before each game to acknowledge the horrific rates of men's violence against women in 2024.

Our Watch worked with the AFL to develop a joint message standing against violence and drawing attention to the role of sporting organisations in accelerating cultural change. Including attendees at the matches in this round, broadcast and social media reach, this public stand against violence against women reached at least 5.5 million people.

We are also delivering workshops to all AFL and AFL Women's (AFLW) teams, with 16 AFL sessions to men's teams and 9 AFLW sessions to date. The trainings are in addition to the AFL's Respect and Responsibility Policy, which focuses on creating a safe and inclusive environment for women and girls, men and boys, and people of diverse genders in the AFL.

The training provides players with an understanding of the link between gender inequality and violence against women, the role of sport in promoting gender equality, and what players can do to be active allies, including taking action when they see or hear disrespect.



5.5 million people

We reached at least 5.5 million people through our joint message with the AFL.



"The AFL is committed to promoting gender equality and ensuring a safe, fair and inclusive environment for everyone, including women, girls and people of diverse genders, and our partnership with Our Watch has been important for our players and the broader community.

Collectively we have our 18 clubs and wider industry coming together this weekend across all nine matches to stand in unity against gender-based violence and to raise awareness for this widespread national issue.

In addition to this, we have a responsibility as leaders of our

sport to ensure that players are educated, supported and provided with the tools to understand and develop respectful relationships and understand how to be active bystanders for gender equity. The training reinforces we are all responsible for treating women and girls with respect.

We are proud to have partnered with Our Watch to deliver this crucial and important information to the playing groups. Our Watch has a specific focus on understanding gender equality work in sport, so they are well-placed to deliver appropriate and sector-specific training.

Previously, AFL and AFLW players have undertaken online education on these complex issues, but the independent face-to-face workshops have allowed further engagement amongst the playing groups to ensure that players are supported and encouraged to build healthy relationships and act appropriately.

AFL and AFLW players are role models for thousands of people and we felt it was important for us to take a whole-of-sport approach to this crucial piece of education and work."

Tanya Hosch (she/her)
AFL Executive General Manager
Inclusion and Social Policy



Inspiring action in higher education

All members of the higher education community deserve to study, work and live in a safe environment, free from gender-based violence. When education institutions place equality at the heart of their policies, systems, structures and curriculum, it creates a culture that can stop gendered violence before it starts.

Our Watch leads and coordinates work to embed the prevention of gender-based violence in higher education, in alignment with national higher education and workplace obligations, by working collaboratively with governments and education institutions across Australia.

Many of the institutions we are working with are already leading on prevention work in alignment with the *Educating for equality* and *Respect and equality in TAFE* models.

Universities action plan and national code

In February 2023, we welcomed the federal, state and territory Education Ministers' endorsement of the final Action Plan Addressing Gender-based Violence in Higher Education.

This was a historic moment for progress towards ending violence in university communities – including on campus and within student accommodation. It is a crucial step forward to ending gendered violence and ensuring Australia's 1.5 million students and over 130,000 staff are safe and have a thriving future.

Our Watch CEO Patty Kinnersly was appointed in August 2023 as the Expert Adviser to the governance working group that developed the plan.

The key recommendations in the action plan include:

- A new National Student Ombudsman.
- A requirement for universities to deliver a whole-of-university approach to preventing gendered violence, including delivering respectful relationships education and embedding respect and gender equality throughout their policies and systems.
- A new National Code of Conduct, that includes student accommodation.

Our Watch representatives were invited to participate in the expert reference group to inform the development of the code of conduct.

Engagement with universities and TAFEs

Our Watch has continued engaging with universities nationally, including trainings and presentations about *Educating for equality* and the whole-of-university approach, pilot workshops for teams and student leaders in residential accommodation, and facilitating both national and NSW communities of practice.

We have also continued to work closely with TAFE and dual-sector institutes to implement the *Respect and equality in TAFE* framework. Since 2021, Our Watch has collaborated with TAFEs across Australia to refine and test the framework, which will be rolled out nationally in late- 2024.

This year, we have signed agreements with four new TAFEs, Charles Darwin University, Canberra Institute of Technology, TasTAFE and the Batchelor Institute of Indigenous Tertiary Education. Working collaboratively, we will support their work within the *Respect and equality in TAFE* framework including facilitating communities of practice, conducting gender equality assessments, working with leadership and building, monitoring and implementing gender equality action plans.



“Over the past year, CIT collaborated with Our Watch to develop a Gender Equity Action Plan. Guided by the *Respect and Equality* framework, Our Watch supported us throughout the self-assessment and development process, enhancing the working group’s knowledge and capacity through their training and expertise. Their gentle reminders to consider equality with an intersectional lens and seek diverse perspectives encouraged us to create an intentional, inclusive process.

Sam Launt
Canberra Institute of Technology Inclusion, Equity Diversity and Accessibility Coordinator

As we launch our Gender Equity Action Plan, CIT now has a core group of staff who understand the relationship between gender-based violence and gender equality, the upstream drivers of violence, and the actions organisations can take to address these issues. The action plan includes measures tailored to CIT’s current context, focusing on systemic changes to enhance gender inclusion, building staff capacity, and improving data capture. The working group is committed to maintaining the culture of honest reflection and continuous learning that we developed in partnership with Our Watch.”

Universities national sector event

On 21 June 2024, Our Watch hosted *Walking, Talking and Working Together: Taking a whole of university approach to preventing gender-based violence* at the University of Sydney.

Considering the release of the *Action Plan Addressing Gender-based Violence in Higher Education*, this full-day, in-person forum brought together key stakeholders from the university sector across Australia to build capacity for implementing a whole-of-university approach to preventing gender-based violence.

The day included presentations and workshops from student leaders, survivor-advocates, workplace gender equality experts, Our Watch leaders, the federal Department of Education, and community stakeholders and practitioners.

Victoria University partnership

Our Watch is proud to be engaging with Victoria University in a five-year partnership to embed primary prevention approaches to gender-based violence in the university community.

Building on work already underway at Victoria University to prevent gender-based violence, the partnership aims to test and learn from implementation of *Educating for equality* and *Respect and equality in TAFE* at Victoria University as a dual sector institution. This shared work will allow us to further the evidence base on primary prevention approaches in higher education, to address systemic issues around gender inequality and violence, and embed respect and equality.

140 staff

140 staff and stakeholders attended.

35 unis

35 universities and associated organisations across Australia sent delegates, representing over 75% of the national university sector.



“Joint leadership commitment to the Educating for Equality partnership sets an authorising environment at VU. It provides the mandate to focus efforts across the learning and teaching, research, student life, business operations and workplace domains throughout our dual sector institution. The partnership is enabled and enacted by resourced and dedicated teams within VU and Our Watch. Together we are implementing Upskilling Pre-Service Professional projects, undertaking Respect and Equality in TAFE self-assessment and action planning, collaborating in evaluative research with academics, building First Nations mentoring and peer network programs – designed and led by First Nations staff, with First Nations staff, and conducting a tailored developmental evaluation.

During 2024, Our Watch facilitated a sophisticated series of leadership workshops at VU. These resulted in the Senior Leadership Network designing and allocating primary prevention actions across their spheres of influence – embedded in planning, ready for implementation. These self-generated commitments are now being transformed into key performance indicators for 2025. This is demonstrative of the culture we are building at VU – we care and we act.

Progressive Inclusivity is a strategic priority at Victoria University. The Educating for Equality partnership mutually reinforces our broader efforts toward this purpose.

Working closely together during this partnership has accelerated maturity and capacity within both organisations. In recognition, the partnership is named as a finalist for the ANZ-PBA, partnering award.”

Victoria University

“[The conference was] well facilitated and a great variety in speakers. I felt Our Watch created a very welcoming and safe environment that was respectful of holding a variety of views and personalities.”

Attendee, post-event survey

“It was fabulous to connect with practitioners across the sector, as well as advocates and experts.”

Jayde de Bondt, Monash University

“I’m inspired by the pioneering voices and exceptional individuals who shared their insights and experiences ... their generosity in sharing knowledge is invaluable as we navigate these spaces and systems to foster positive change.”

Gemma Edgar, University of Newcastle



Engaging employers to prevent sexual harassment

Since March 2023, Our Watch has been working intensively with four large Australian corporates across the telecommunications, retail and construction industries to support them in taking action to prevent sexual harassment.

As part of the project, Our Watch has worked closely with these businesses to:

- Undertake data collection and benchmarking.
- Review policies, procedures and practices in relation to the five *Workplace equality and respect standards*.
- Gain insights from staff as to their experience of their workplaces through focus groups.
- Engage with senior executives and their boards in this work.
- Draft action plans to build on strengths, and address opportunities for better practice to create psychologically safe and supportive workplaces which actively prevent sexual harassment and unwanted behaviours.

Lead the change campaign

Alongside the intensive work with key industries, we launched the *Lead the change* campaign to target leaders in workplaces across Australia and inspire action to prevent sexual harassment.

Lead the change launched the first of three phases in January 2024 and will be evaluated in November 2024. The campaign activity included:

- Explainers, quotes examples and infographics about workplace sexual harassment and how to prevent it
- LinkedIn blog posts
- Animation videos
- Fact sheets and case studies
- Out-of-home advertising
- Email marketing
- Digital advertising.

From publication on 18 March 2024 to 30 June 2024:

- 25,833 unique users accessed the *Lead the change* pages on our website.
- *Lead the change* resources were downloaded more than 700 times.

37 resources

37 new *Lead the change* resources published on the Our Watch website to inspire action in workplaces.



“TPG Telecom has partnered with Our Watch as part of the Engaging Employers Program over the past 12 months. This partnership has been invaluable in supporting TPG Telecom to evolve its strategy to prevent sexual harassment and violence against women in the workplace. Our Watch conducted employee focus groups, supported the development of employee surveys, provided advice on how to implement the Workplace Equality and Respect Standards and facilitated a workshop which included cross-

functional teams collaborating on the new standards and obligations for the business.

Harassment and violence are not tolerated at TPG Telecom, and thanks to the team at Our Watch we have a clear framework for meeting our positive obligations. Our Watch is highly recommended for any business wanting to make long-term changes and helping to prevent harassment and violence in the workplace.”

Pia Mailau,
TPG Head of Employee Relations

Talking to leaders about preventing sexual harassment at work

This is a resource for HR professionals to share and provide guidance to your leadership team.

Leadership teams set the tone for workplace culture. That's why leadership's commitment to preventing sexual harassment is crucial, as their actions shape policies and influence workplace behaviours.

Lead the change. End sexual harassment in your workplace.

Here are some key messages you can use to encourage your leadership team to take action: In the last five years:

- 1 in 3** people have experienced workplace sexual harassment*
- 50%** of those people did not feel harassed or more than one occasion*
- 41%** of women are more likely to experience sexual harassment than men (20%)*
- 18%** of people who were sexually harassed at work reported it**

Further industry specific statistics can be found in the latest *Time for Respect* survey.

Sexual harassment is prevalent in Australian workplaces

These statistics show that sexual harassment is happening in most workplaces. Low volumes of reporting do not mean sexual harassment is not happening in your workplace.

Common barriers to reporting include:

- **unsafe or unequal** workplace cultures resulting in fear of reporting
- **ineffective** support and reporting frameworks.

You can also share findings from your staff surveys with leadership to help them understand the scope of the issue.



Inspiring action in the community

The media is a powerful driver of social change and can positively influence the culture, behaviours and attitudes that drive violence against women and their children.

We use our national reach in the media to:

- change the public attitudes that drive violence against women
- increase public understanding of violence against women and its drivers
- influence public policy.

Our Watch has developed trusted relationships with journalists and media professionals and regularly engages with them through newsletters, webinars and training, and by providing expert advice.

This year, we have provided newsroom training for media organisations including Australian Community Media, Australian Associated Press, SBS, *Crikey*, the ABC, *The Age* and North Central Review. These trainings have included editors as well as journalists.

5 webinars

5 webinars to improve reporting from an intersectional lens

8 resources

8 new resources to support good reporting practices published

Media voices in primary prevention

On 3 April 2024, Rosie Batty AO, 2015 Australian of the Year, addressed the National Press Club of Australia in partnership with Our Watch.

Our Watch worked with Rosie to include primary prevention messaging and up-to-date evidence in her address, to inspire action through a trusted voice in the media.

Rosie's address received widespread coverage in the media, including *the Mandarin*, *NT News*, the *Guardian*, AAP and ABC Online, echoing calls to end violence against women and girls within a generation and for more consistent funding across the sector.

Rosie's National Press Club address was sold out. Even with the event at capacity with journalists, policymakers and gender equality advocates from across the country, the room was silent as Rosie delivered a powerful, heartfelt address.



“Stopping this violence before it starts is everyone’s responsibility – we must all work together to create a new normal, where everyone is respected as equal.

All of the research tells us that gender inequality and violence against women are inextricably linked. They go hand in hand.

Every single act of gendered violence begins with disrespect, and the belief that women and children are worth less than men.

So how do we end violence before it begins?

If gender inequality is how violence starts, equality is how it stops. This knowledge forms the basis of primary prevention work.”

Rosie Batty AO
National Press Club address

Our Campaigns

The Line

The Line is an award-winning social marketing campaign that helps young people aged 14 to 20 navigate healthy, respectful and consensual relationships.

It's crucial for us to engage with adolescents and young adults during the time they're forming their attitudes to gender roles, sex and consent. Our evaluations of *The Line* show that this always-on campaign fills a critical information gap for young people and remains a trusted source of knowledge.

The Line campaign content had 18.1 million impressions across social media including TikTok, Instagram, Facebook, Snapchat and YouTube from 1 July 2023 to 30 June 2024.

Asking for a mate is a content series under *The Line* that aims to engage and support young people in their navigation of what's ok and what's not when it comes to sex, dating and relationships. By asking questions about sometimes 'awkward' and 'off-limits' topics related to dating, relationships, sex and consent, gender stereotypes and emotions, the series supports young people to openly explore the complicated parts of interpersonal relationships.

Season two of *Asking for a mate* ran from October 2023 to January 2024, covering new and relevant topics including pornography and its impacts on young people, and intersectionality.

Results from the *Asking for a mate* content series included:

- 26 million impressions across social media including TikTok, Snapchat, and Instagram
- 3.7 million video views across digital video channels including YouTube and Twitch
- out-of-home advertising reach of over 2 million people.

The Line campaign also partnered with media company Junkee/Punkee to explore ideas of consent, and what it looks like in everyday life and relationships.

The partnership leveraged Junkee/Punkee's influence to target a large cohort of young people with content that was promoted across digital display advertising, native articles, videos and supporting social media content on Junkee/Punkee channels.



Change the story

Our Watch's *Change the story* campaign was designed to help more Australian adults (25 to 54 years) understand the link between gender inequality and violence against women, and ultimately understand they have a role to play in preventing violence.

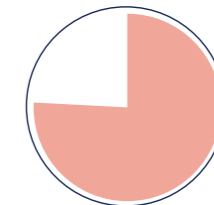
The campaign ran from 27 May to 30 August 2024 online, on social media, through digital audio advertising and out-of-home. The full evaluation report will be available in December 2024, but early results show:

After viewing the *Change the story* campaign:

54%

64%

Agreement that there is a **link between gender inequality and violence** against women increased significantly from 54% to 64%.



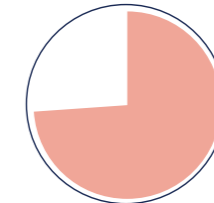
76%

found the campaign clear

47%

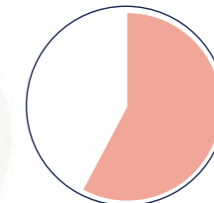
56%

Agreement that **gender equality is the solution** to preventing violence against women also rose significantly, from 47% to 56%.



74%

found the campaign believable



58%

considered it attention-grabbing

4 million

Over 4 million social media impressions

310,000

Over 310,000 display advertising impressions

53% respondents felt more strongly about speaking up against gender inequality after seeing the campaign.

68% of respondents intended to undertake at least one action after seeing the campaign.

Goal 3: Leading for impact

We model inclusive leadership.

We lead, coordinate, and collaborate with organisations, communities and governments to amplify impact.

Our role at Our Watch is to provide organisations and governments with the evidence and support they need to build effective prevention infrastructure and address the drivers of violence at a structural level.

We partner with and learn from Aboriginal and Torres Strait Islander, LGBTIQ+, migrant and refugee and disability organisations and communities in our collective prevention efforts.

Every state and territory government has an important role to play in preventing violence against women in Australia.

We are committed to working constructively with all levels of government in a multi-partisan way. This commitment is a hallmark of the way Our Watch works with governments.

This year, we provided timely, expert, evidence-based advice to governments, decision-makers and public policy process on primary prevention, including:

31 meetings

31 meetings with relevant Ministers, Assistant Ministers, Shadow Ministers and their staff.

20 submissions

20 submissions to inquiries, reviews and consultations.

70 attendees

70 attendees at two Our Watch Parliamentary Events.





Preventing violence against Aboriginal and Torres Strait Islander women

Our Watch is committed to contributing to national work that platforms and prioritises preventing violence against Aboriginal and Torres Strait Islander women.

We aim to exemplify the important role that non-Indigenous organisations need to play in preventing violence against Aboriginal and Torres Strait Islander women and their children by showing allyship, prioritising self-determined solutions and engaging in long-term, meaningful relationships with organisations, communities and individuals.

Since 2021, Our Watch has published an annual report outlining how we are working towards reconciliation and preventing violence against Aboriginal and Torres Strait Islander women and their children. *A national responsibility (2023)* covers our activities and progress throughout 2023, including our work to raise awareness, change attitudes and drive systemic change.

Our Watch is proud to have an Aboriginal and Torres Strait Islander Steering Committee to guide our work. Co-chaired by the CEO, Patty Kinnersly, and Head of Aboriginal and Torres Strait Islander Strategy, Regan Mitchell, the Committee comprises Aboriginal and Torres Strait Islander staff and Board members, as well as key non-Indigenous staff.

The Steering Committee strengthens our work to prevent violence against Aboriginal and Torres Strait Islander women and their children by providing guidance and expertise, and identifying areas for improvement across the organisation.

2023 Voice Referendum

When the Voice Referendum was announced in 2023, the Aboriginal and Torres Strait Islander Steering Committee discussed the best way to encourage Our Watch staff to engage with the complexities of the Referendum.

Using the “Voice, Treaty, Truth” themes from the Referendum campaign, the Steering Committee initiated a Year of Learning and invited external Aboriginal and Torres Strait Islander speakers to address the entire organisation.

Our Watch’s public statement on the Voice Referendum was developed in consultation with the Aboriginal and Torres Strait Islander Steering Committee and the Board.

We acknowledge and value the many cultures, languages and communities within Aboriginal and Torres Strait Islander people, each with different perspectives, contexts and experiences. These differences reflect the richness and breadth of Aboriginal and Torres Strait Islander cultures.

Our Watch’s public statement on the Voice Referendum

“Our Watch supports a Yes vote in the Voice Referendum as a step towards Aboriginal and Torres Strait Islander voices being heard and valued on critical matters impacting their communities, and in the hope that Aboriginal and Torres Strait Islander women and children’s safety is prioritised to prevent violence.

...

Our Watch has an ongoing commitment to the prevention of violence against Aboriginal and Torres Strait Islander

women and children, who continue to suffer from violence at a significantly higher rate than non-Indigenous women. We acknowledge all Aboriginal and Torres Strait Islander people who lead the work of sharing knowledge with non-Indigenous people and relentlessly advocate for an equitable, violence-free future in Australia.

Challenging racism and addressing the ongoing impacts of colonisation is a critical component of preventing

violence against Aboriginal and Torres Strait Islander women. Some public commentary related to the referendum is discriminatory, hurtful and reflects deeply embedded structural violence.

In this referendum year, more than ever, Our Watch will show up for and walk alongside Aboriginal and Torres Strait Islander women, families and communities to work towards meaningful and long-lasting change.”



26 January 2024

Our Watch published a statement on 26 January 2024 to stand in solidarity and make the link to our mandate to prevent violence against Aboriginal and Torres Strait Islander women. This was the third year in a row that we have published a statement on 26 January.

The statement was shared widely on social media, via our e-newsletter and supported by an opinion article in the *Guardian* jointly authored by Maree Corbo, Community Safety Manager at Tangentyere Council and Amanda Alford, Acting CEO at Our Watch.

“Then when Aboriginal and Torres Strait Islander women seek help, they are more likely to face discrimination or not receive a timely, potentially lifesaving response from the systems that are supposed to protect us all.

When we talk in numbers like this, it’s easy to forget these are women; mothers, sisters and daughters with hopes and dreams, and a right to be respected and live free from violence. To live.

...

The shockingly high rate of violence against Indigenous women shows the long tail of colonisation”

Maree Corbo and Amanda Alford
(26 January 2024)

Northern Territory coronial inquest

Our Watch was invited to give evidence on 8 November 2023 at the coronial inquest into the deaths of Miss Yunupingu, Ngeygo Ragurrrk, Kumarn Rubuntja and Kumanjayi Haywood, who were killed by current or former partners.

Our Watch CEO Patty Kinnersly and Head of Aboriginal and Torres Strait Islander Strategy Regan Mitchell gave evidence at the inquest that the tragic deaths of these four Aboriginal women were preventable and part of a wider national emergency of violence against women.

Our priority in this inquest was to primarily advocate for listening and solidarity with community organisations, whose work is on the ground and intricately connected to communities in the Northern Territory. We also highlighted that violence against Aboriginal and Torres Strait Islander women is driven by the combined impact of racism, ongoing colonisation and sexism, as outlined in *Changing the picture*.

We called for community-led, self-determined solutions, and needs-based funding that is proportionate the national crisis of violence against Aboriginal and Torres Strait Islander women and their children. We know that for prevention to be effective, all parts of the continuum, including early intervention, crisis response, and recovery and healing, must be appropriately resourced and funded.

Missing and murdered First Nations women and children Senate inquiry

Our Watch gave evidence to the final hearing of the Senate inquiry into missing and murdered First Nations women and children on 18 June 2024. We have engaged with this inquiry since it was referred to the Committee in 2022, including making a submission in December 2022.

It was important that our involvement in the final hearing was primarily as an ally organisation, to ensure that the evidence from families, community leaders and experts was the focus of the hearing. It was crucial that our evidence emphasised the importance of self-determined solutions that Aboriginal and Torres Strait Islander advocates, organisations and leaders have called for and led for decades.

We intentionally did not make specific recommendations, but instead highlighted the importance of incorporating a primary prevention approach focusing on addressing the underlying causes of violence against Aboriginal and Torres Strait Islander women. The guiding principles for prevention include self-determination, cultural safety, holistic strength-based approaches, adapting to different contexts, and non-Indigenous organisations working as allies in culturally safe ways.

We also outlined the three sets of essential actions from *Changing the picture*, Our Watch’s framework for the prevention of violence against Aboriginal and Torres Strait Islander women.

Preventing violence against LGBTIQ+ people

In April 2024, Our Watch and Rainbow Health Australia, part of the Australian Research Centre in Sex, Health and Society at La Trobe University, announced a new three-year partnership.

The organisations are working together to develop a national framework to prevent gender-based violence against lesbian, gay, bisexual, transgender, intersex, queer and asexual (LGBTIQ+) people and communities. This project will run until 2027.

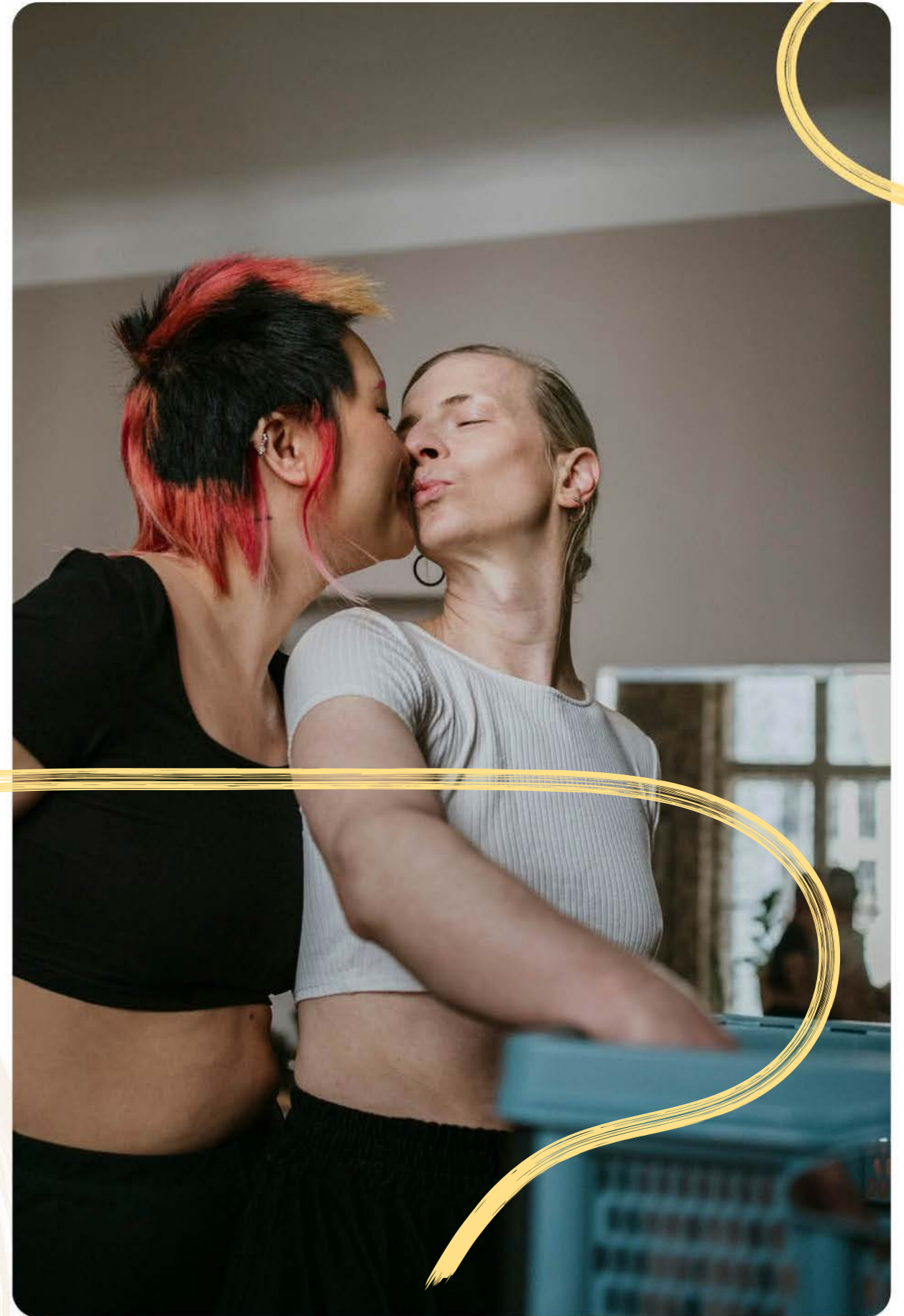
A national primary prevention framework will support more people to understand and take action to prevent violence against LGBTIQ+ people and communities. Our Watch and Rainbow Health Australia lead this project and work in consultation with LGBTIQ+ community organisations, domestic, sexual and family violence organisations and other key stakeholders in the design and delivery of the framework.

Rainbow Health Australia has significant leadership expertise in the prevention of violence experienced by LGBTIQ+ people through their Pride in Prevention project, as well as extensive experience in sector-wide capability building for the Victorian domestic and family violence response sectors.



“The partnership with Our Watch represents an important milestone in the increasingly shared work of building a safer future for both LGBTIQ+ people and women. The more we learn about how to work in mutually reinforcing ways, the more effective we will ultimately be in preventing all forms of gender-based violence.”

Jami Jones
Rainbow Health Australia Program Lead



Working with governments

Governments have access to critical policy, legislative and regulatory levers to enable large-scale and long-lasting change. By adopting a whole-of-government approach to preventing violence against women, we can work together to can normalise gender equality and send a strong signal to the Australian public that preventing violence against women is a serious national priority.

The Commonwealth Government and all state and territory governments are members of Our Watch. Our Watch works and engages with Member Representatives as a trusted advisor, and at times critical friend, drawing on further relationships to support their work and priorities.

We also have relationships with Ministers, Assistant Ministers, Shadow Ministers and their staff at the Commonwealth, and state and territory levels.

We work closely with Parliamentarians across Australia to provide support and advice and encourage ongoing leadership by government and parliamentarians in primary prevention.

Parliamentary Friends event

In November 2023, we launched our new *Strategic plan* at an event co-hosted by the Parliamentary Friends of Ending Violence against Women and Children at Parliament House in Canberra.

This event is held annually to raise awareness about the link between gender inequality and violence against women. It is an opportunity to highlight critical actions Parliamentary Members, Senators and government representatives can take in preventing violence against women.

In conversation with Rosie Batty

In March 2023, Our Watch co-hosted an event aligned with the launch of Rosie Batty's book *Hope* to raise awareness about primary prevention of violence against women among Members, Senators and government representatives.

This event was a success, with attendance from Members and Senators from across the political spectrum.

These parliamentary events are a critical opportunity to connect with Members and Senators who want to contribute to the prevention of violence against women and children.

Influencing key primary prevention strategies

Our Watch plays an important role in the development and implementation of the primary prevention strategies in all jurisdictions across Australia.



We provide expert advice and support governments to consider, develop and implement strategies which provide the framework for primary prevention planning, investment and activity in many jurisdictions.

New South Wales Strategy to Prevent Domestic, Family and Sexual Violence

Our Watch worked closely with the New South Wales Government to draft Pathways to Prevention, the first ever New South Wales Strategy to Prevent Domestic, Family and Sexual Violence. The strategy was publicly released in May 2024 and accompanied by a \$38 million commitment to its implementation.

The strategy takes a whole-of-government approach and includes actions to build the necessary systems and structures across government and priority settings to ensure primary prevention in New South Wales is coordinated, effective and sustained beyond the life cycle of an individual strategy.

It acknowledges and builds on work already being done and outlines government commitment to developing the building blocks for prevention to be most effective, and key priority areas.

Our Watch is continuing to support the New South Wales Government through implementation of the strategy.

Queensland's Plan for the Primary Prevention of Violence Against Women 2024-2028

In April 2024, the Queensland Government released Queensland's Plan for the Primary Prevention of Violence Against Women 2024-28 and announced a \$55.95 million investment in domestic and family violence initiatives, including for the plan.

Our Watch provided support and advice to the Queensland Government in the development of the strategy, and is providing ongoing advice to support implementation.



Goal 4: Strengthening performance

We thrive as an organisation.

Being a thriving, high-performing, values-led organisation means we are best able to support our partners and pursue our ambitious vision.

To achieve our vision of a future free from violence against women in Australia, we need to continuously improve our systems and processes to support the quality of our work and allow our people to excel. We invest in, support and celebrate a culturally safe workplace and have robust financial and governance systems that support our work into the future.

97.6%

97.6% of Our Watch staff work flexibly.

100%

100% of staff support Our Watch taking action to create a workplace which is diverse and inclusive.

93.6%

93.6% of staff feel that they belong as part of a team.

97.4%

97.4% of staff agree that in their team, people treat each other with respect.



At the Australian HR Awards 2024, we won Excellence Awards for:

- Best Workplace Flexibility Program
- Best Workplace Diversity, Equity & Inclusion Program

We are Diversity Council Australia 2023-24 Inclusive Employer Certified and exceeded expectations in all eight areas of assessment criteria.

Cultural knowledge recognition package

In 2023, Our Watch introduced a series of both financial and non-financial initiatives to remunerate Aboriginal and Torres Strait Islander employees in recognition of their cultural contributions and the colonial load - the additional and often invisible workload Aboriginal and Torres Strait Islander employees carry. This includes expectations to speak on behalf of, and educate, non-Indigenous colleagues about Aboriginal and Torres Strait Islander people and the ongoing impacts of colonisation.

This package was co-designed by our Aboriginal and Torres Strait Islander Steering Committee and includes a cultural knowledge contribution allowance, clinical and cultural supervision, and additional entitlements to paid leave and superannuation.

It is difficult to assign a financial value to cultural knowledge and the colonial load. However, we are proud of this set of initiatives that seeks to compensate Aboriginal and Torres Strait Islander employees for the extra work they undertake.

These benefits are in addition to the recent inclusion of cultural and ceremonial leave and an extended definition of 'family' for the purposes of personal and compassionate leave.

While this package demonstrates a commitment to recognise and remunerate cultural knowledge, we will continue to invest in a workplace culture of safety and mutual respect to minimise impacts of the colonial load.

Workplace Gender Equality Agency report

Our Watch participated in the Workplace Gender Equality Agency (WGEA) report for the first time this year.

The Our Watch average gender pay gap is 1.5%. The main reason for Our Watch's slightly positive gender pay gap is the smaller number of male employees compared to women.

Our Watch has a commitment to gender equality and leading the way in addressing the drivers that contribute to the gender pay gap. WGEA has recommended the following areas where we can improve:

- Increasing the number of men in our overall workforce
- Implementing specific sexual harassment and discrimination training for staff and leaders
- A commitment to gender split targets on our Board, and
- Greater support for parents returning to work (i.e. coaching, training, referral services).

Co-Deputy Chair of the Our Watch Board

The Our Watch Board has made an ongoing commitment that at least one Co-Deputy Chair will always be an Aboriginal or Torres Strait Islander person. This is an important decision that is the result of scoping and consultation throughout 2023.

Vicky Welgraven AM, a proud Adnyamathanha woman, was named the first Aboriginal Co-Deputy Chair of the Our Watch Board, along with fellow Co-Deputy Chair Dr Victor Sojo.



Evidence and impact strategy

Our Watch is committed to being an evidence-based organisation. As part of this commitment, we launched our first evidence and impact strategy in July 2023.

The aim of this strategy is to provide a consistent organisational approach to evidence, including how we build, test, share and use it. It is also designed to measure our organisational impact and contribution to the prevention effort in Australia.

The evidence and impact strategy:

- Provides a basis for a common understanding of what it means for Our Watch to be an evidence-based organisation
- Provides clear principles and pillars for our evidence and impact work
- Provides a roadmap and priorities for Our Watch, with a view to guiding relevant decision-making
- Informs the policy and program agenda of Our Watch and strengthens ways of working across the organisation
- Supports Our Watch to be more explicit about how we know what we know, what biases we bring to it, how we learn, our efficacy and our contribution to change
- Provides the umbrella under which we can establish and strengthen mechanisms and processes to capture, communicate and apply evidence across Our Watch, as well as to monitor systemic, social and organisational impact.

Our Watch diversity and inclusion working group

We know that creating a diverse, inclusive workplace is fundamental to Our Watch. We want to continue to lead as an organisation that is proactive in modelling best practice and standing behind our value of embedding a diverse range of perspectives in everything we do.

After undertaking the Diversity Council of Australia's inclusive employer index survey, we implemented staff feedback to create a diversity and inclusion working group. The purpose of this working group is to build internal capability in diversity and inclusion and create a working environment which promotes diversity and authenticity, reduces barriers to access and inclusion, and fosters an environment which is safe and supportive for all staff.

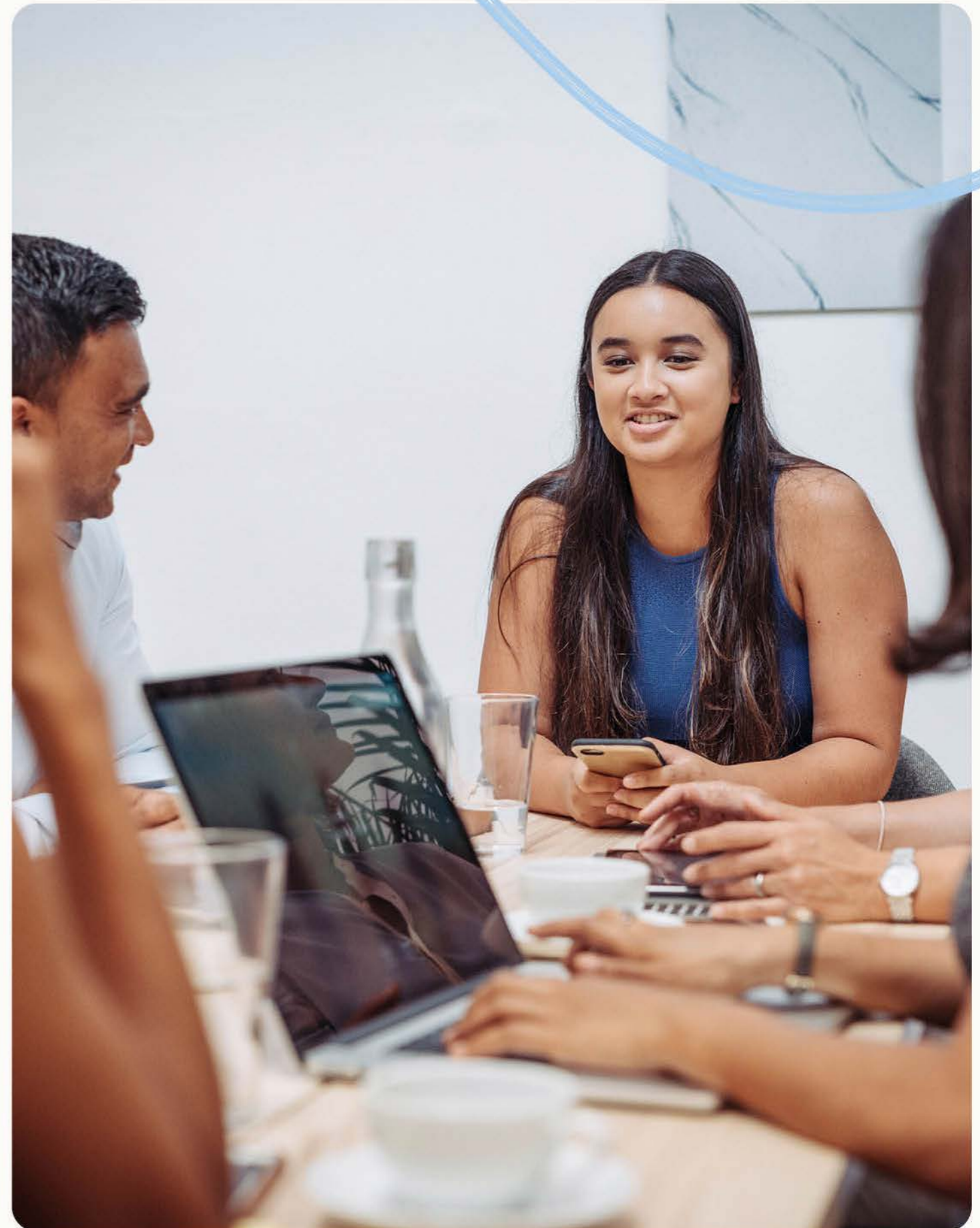
Maintaining a workplace which values the lived experiences, backgrounds and perspectives of all staff not only improves staff satisfaction, retention and engagement, but creates a workplace that is innovative and integrates true diversity of ideas into our work.

Financial sustainability

Our Watch is committed to the ongoing financial sustainability of our organisation. Audited financial statements for 2023-24 are available on our website, and additional information about our financial and governance arrangements is also available on the ACNC website.

Our Watch's audited financial statements:

www.acnc.gov.au/charity/charities/62b9b7f0-39af-e811-a963-000d3ad244fd/profile



Our Watch Institute

The Our Watch Institute, Our Watch's profit-for-purpose enterprise, has been operating since August 2023.

The official launch at the end of August 2023 was a culmination of two years' effort, ensuring the products, digital assets and team were in place, ready to engage with workplaces across Australia.

The Our Watch Institute's mission is for every workplace in Australia to help end violence against women by doing their part to promote gender equality. We work with leaders and their teams by providing expert guidance and support on their journey to prevent violence against women and promote gender equality in their workplaces, making gender equality everyone's business.

We identified a significant gap in training, expertise and evidence-based resources nationally for workplaces on preventing violence against women.

The Our Watch Institute addresses these gaps by providing expert, tailored and trusted advice and support to advance gender equality in organisations and contribute to ending violence against women.



Client and prospect engagement

At 30 June the Our Watch Institute. As at 30 June 2024 had 13 clients, which is well progressed against our target of 18 clients by the second year of operation. We value the support and genuine partnership with the Goodman Foundation as we grow the reach and impact of the Our Watch Institute.

Some highlights from client and prospect engagement over recent months include:

- 1. Goodman Group** has committed to a substantial package of work, starting with training sessions in September 2024.
- 2. Hacer Group** have held several trainings, including leadership training sessions, and are now commencing other consultancy work with us.
- 3. Adelaide Hills Council** have completed a package of training and consultancy and are now looking to establish training for their elected councillors. They received an Honourable Mention at the 2024 National Awards for Local Government for this work.
- We are providing ongoing support and bespoke consultancy to **CommBank**.
- Our partnership with **BUPA** has commenced, including support for key messaging and staff webinars.
- A.G. Coombs** has undertaken leadership training.
- Our Watch presented a webinar and a panel discussion for **Ford Australia & New Zealand**.

901 people were engaged through a range of training, webinars and events across 10 workplaces. The main audience comprised advisory boards, executive leadership, program managers, implementation teams, local government and workplace/corporate environments.

901 people
engaged through a range of training, webinars and events

10 workplaces
engaged.

Media and social media engagement

By 30 June we had gained over 1,000 followers on the Our Watch Institute LinkedIn account and over 2,350 users visiting the web site. Our social media strategy is raising our profile and is contributing to our pipeline of prospects.

Media coverage and media highlights included:

- 25 Our Watch Institute mentions in media stories
- More than 600,000 people reached
- Over \$500,000 equivalent advertising value.

Impact

Overall, post-delivery surveys indicate the Institute is consistently increasing confidence, skills and knowledge in preventing violence against women across training activities.

On average:

71.5%
of respondents indicate a moderate to major increase in knowledge of prevention topics after participation.

67.4%
of respondents indicate a moderate to major increase in skills relating to prevention topics after participation.

74%
of respondents indicated increased confidence in translating that ability and understanding into action to prevent violence against women.

“Goodman is committed to making meaningful change in the prevention of violence against women and children. That’s why we helped establish the Our Watch Institute.

Through the Institute, we aim to unlock the potential of the corporate sector to drive awareness, education and change. The Institute helps organisations understand the connection between violence against women and gender inequality and provide the tools to create a safer, more equitable future for all.”

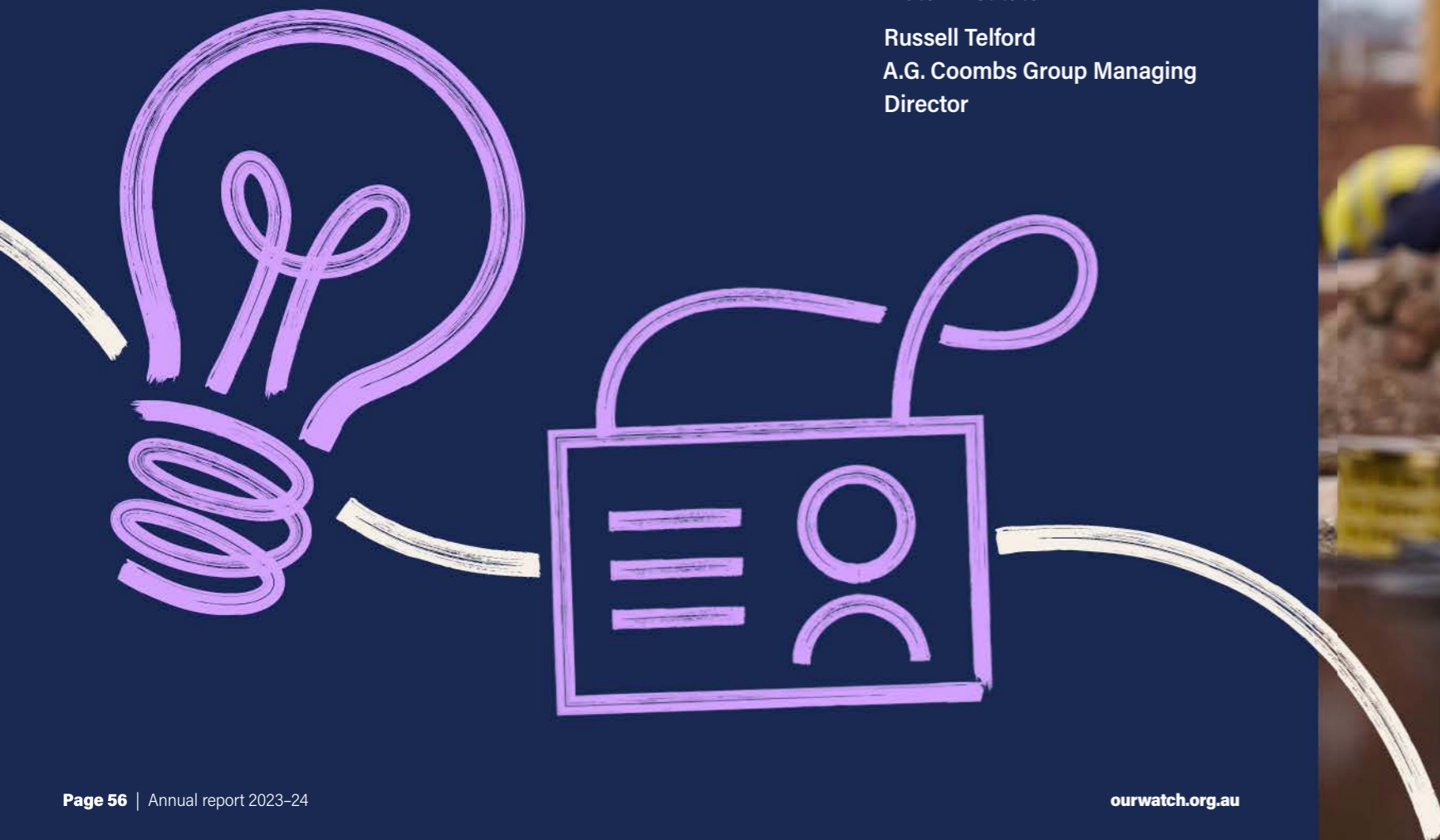
Kris Ashpole, CEO,
Goodman Foundation

“Our partnership with Our Watch Institute holds promise for a successful and long-lasting relationship. Having already rolled out training with our Senior Leadership Team, we can see their knowledge and dedication to educating employers on the critical issues of domestic violence and fostering respectful working relationships has been nothing short of impressive. Sharon Pask and Mike McEvoy’s commitment make them an invaluable ally in the fight against domestic violence. We are proud to work alongside such a reputable and impactful organisation.”

Claire Wall, HR Manager,
Hacer Group

“We engaged with Our Watch Institute this year to support our vision of strength and high performance through diversity and inclusion, and to ensure continuous learning and advancement in this area. We know that gender inequality and violence against women is an issue that needs to be addressed across the community and workplaces in Australia and we value the leadership of the Our Watch Institute to guide this work for A.G. Coombs. The Our Watch Institute has provided mentorship and leadership training to our team, and we are now developing a formal partnership agreement to further improve the outcomes of our Diversity and Inclusion Action Plan. We look forward to a continued successful and long-term partnership with the Our Watch Institute.”

Russell Telford
A.G. Coombs Group Managing
Director

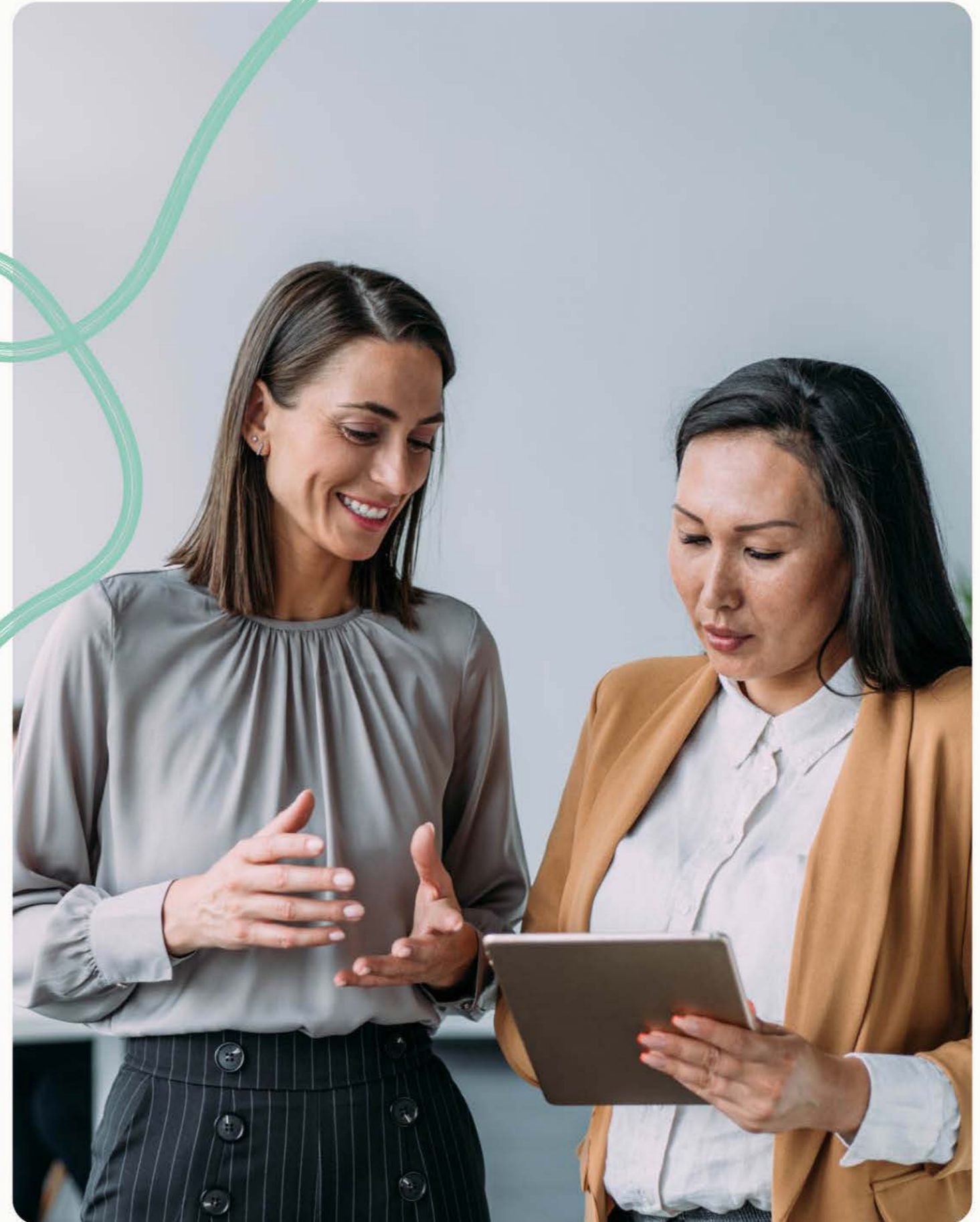


Our governance

The Our Watch Board of Directors provides strategic leadership and governance to guide us towards our vision of an Australia free from violence against all women and their children.

- Moo Baulch OAM (Chair) appointed April 2022
- Dr Victor Sojo (Co-Deputy Chair) appointed March 2021
- Vicky Welgraven AM (Co-Deputy Chair) appointed March 2018
- Desmond Campbell appointed October 2019
- Tim Gullifer appointed April 2024
- Hutch Hussein appointed April 2023
- Karen Iles appointed June 2023
- Jeremy Leong appointed May 2024
- Professor Anastasia Powell appointed June 2016

We thank Caroline Gurney, the Honourable Jacquie Petrusma and John Shepherd, who stepped down from the Board of Directors in 2022-23, for their expertise, vision and commitment.



Our supporters



Principal government member



Australian Government

Legal support

Our Watch would like to thank Colin Biggers & Paisley, Norton Rose Fulbright and MinterEllison for their generous pro bono legal support.

Donors

We sincerely thank the many individuals and organisations that generously donated to Our Watch over the past year to support our work to end violence against women and their children in Australia.

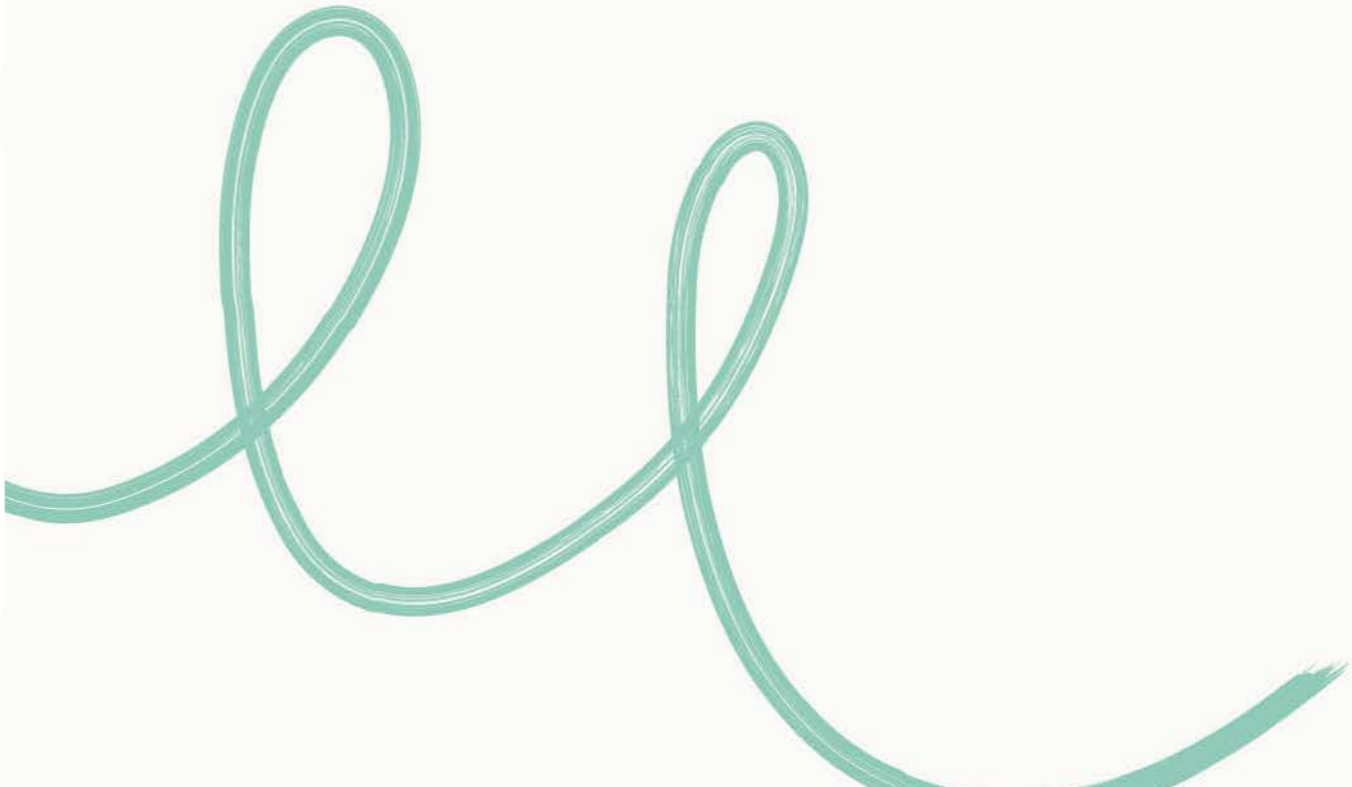
Support Our Watch

Donations to Our Watch have a significant impact towards a future where women and their children in Australia live free from all forms of violence. Visit our website to donate. Our Watch is a not-for-profit organisation and registered charity with Deductible Gift Recipient status.

Government members



Corporate partners and donors



Looking ahead

A collective, national effort is needed across all areas of society.

Our Watch's vision is an Australia where women and their children live free from all forms of violence.

We know that sharing this vision is the key to achieving it. Our Strategic plan 2024-2029 is guiding us towards our vision and is keeping us accountable to the women, children and communities for whom we are shaping a better future.

We are committed to addressing the structural factors that enable violence to continue. The systems across the country that compound disadvantage for women and gender-diverse people. The social and cultural norms that constrain people based on their gender, race, sexual orientation or disability status.

In our national leadership role, we will continue to prioritise work that addresses these power structures. And we will keep working closely with organisations to develop their skills in prevention and empower more people to champion gender equality.

No single person or organisation can bring about an end to violence but governments, individuals, families, communities and organisations all play a role. A collective, national effort is needed to address the drivers of violence against women across all areas of society.

Much of the work we've captured in this report will be ongoing for Our Watch and our dedicated partner organisations.

Until all women can live full, happy, productive lives free from all forms of violence, our work will continue.

* Are you passionate about primary prevention and creating gender equality? Contact us to see how we can work together.

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ourwatch.org.au

Our Watch



Preventing violence
against women