

Our Watch Strategic Plan 2024–2029

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.

SUCCESS BY 2029

1. We have increased the percentage of people we engage with who are confident to take action to prevent violence against women.
2. All nine governments have a Prevention Strategy with investment.
3. We publish an annual 'Prevention Knowledge' report.
4. We see a year-on-year increase in community awareness of Our Watch.
5. We have increased our external stakeholder Net Promoter Score.
6. We achieve an A+ on our organisational health dashboard.

OurWatch Preventing violence against women

HOW WE WILL GET THERE

Goal 1: Growing knowledge

We build, share, and connect organisations, communities and governments to knowledge and evidence to support change.

OBJECTIVE 1

We build and strengthen prevention evidence and knowledge.

OBJECTIVE 2

We test, evaluate, and monitor prevention evidence, activity and impact.

OBJECTIVE 3

We share and translate evidence and knowledge to make it accessible and impactful.

Goal 3: Leading for impact

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

OBJECTIVE 7

We contribute to and support effective prevention infrastructure.

OBJECTIVE 8

We provide governments with the evidence and support they need to lead prevention and address the drivers of violence against women.

OBJECTIVE 9

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.

Goal 2: Inspiring action

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

OBJECTIVE 4

We lead a national conversation that inspires change in attitudes and behaviours.

OBJECTIVE 5

We motivate more people to take action across settings including workplaces, tertiary education, sport and media.

OBJECTIVE 6

We work to increase the skill, size, diversity and connection of the prevention sector.

Goal 4: Strengthening performance

We are a thriving, high-performing, values-led organisation.

OBJECTIVE 10

We continuously improve our systems and processes to support the quality of our work and allow our people to excel.

OBJECTIVE 11

We invest in, support, celebrate and create a culturally safe workplace for our people.

OBJECTIVE 12

We have robust financial approaches and governance systems that support our work into the future.

OUR WATCH VALUES



Collaborative

We do this work together.



Optimistic

We believe that change is possible.



Creative

We are innovative and brave as we create change.



Authentic

We stand behind our work.



Inclusive

We embed a diverse range of perspectives in everything we do.

Preventing violence against Aboriginal and Torres Strait Islander women



We specifically acknowledge that Aboriginal and Torres Strait Islander women experience disproportionately high rates of violence due to the combined impact of racism, colonisation, and gender inequality.

As a non-Aboriginal organisation, Our Watch understands that men's violence against Aboriginal and Torres Strait Islander women is not an Aboriginal and Torres Strait Islander problem, it's an Australian problem.

Our Watch has a deep and ongoing commitment to working towards preventing violence against Aboriginal and Torres Strait Islander women and children. We know we will only achieve our vision when Aboriginal and Torres Strait Islander people and communities' safety and equality are prioritised, and their voices are heard and supported.

Our intersectional approach

Gender inequality is the underlying condition for violence against women, but it is not the only or necessarily the most prominent factor in every context. The gendered drivers of violence are often experienced in combination with other forms of inequality and discrimination to explain why there are different rates of violence and different types of violence experienced among women.

Our Watch is committed to ensuring that our work addresses the intersections between different forms of inequality, discrimination and disadvantage, including colonisation, racism, ableism and homophobia, and the role that these play in violence against women.

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