



e-Newsletter, Special Edition, June 2015

Welcome to the special edition of the National Plan e-Newsletter. This special edition marks the launch of two key pieces of work under the *National Plan to Reduce Violence against Women and their Children 2010-2022* (the National Plan). These are:

- The **2014-15 Annual Progress Report of the *Second Action Plan 2013-2016: Moving Ahead*** (the Second Action Plan); and
- The **National Plan website**, as part of the wider National Plan communication strategy.

National Plan Commonwealth, state and territory Ministers meeting

All Australian governments have committed to overseeing implementation of the Second Action Plan, including the monitoring of progress and development of the Third Action Plan.

On 26 June 2015, Commonwealth, state and territory Ministers responsible for the implementation of the National Plan met to discuss progress and achievements under the Second Action Plan and to consider issues across a number of key priorities.

At this Ministerial meeting, Commonwealth, state and territory Ministers provided their endorsement of the Annual Progress Report for 2014-15 and the National Plan communication strategy and related elements, including the National Plan website, communication toolkit and National Plan infographic.

With this endorsement, the meeting also marked the official launch of the National Plan website: plan4womenssafety.dss.gov.au.

Annual Progress Report 2014-15

Monitoring and reporting progress is critical to making sure that our collective work under the National Plan is improving the safety of women and their children.

All Australian governments committed to publically release targeted and streamlined annual reports to the Australian public on progress under the Second Action Plan, commencing in 2015.

The Annual Progress Report 2014-15 outlines the progress of the Australian Government and state and territory governments on the 26 practical actions prioritised under the Second Action Plan. Linking short and long term initiatives, the Report charts the collective work to drive and implement initiatives that make a real difference to women and their children; from primary prevention and early intervention initiatives, to specialist services for women and their children, to effective perpetrator interventions and controls.

The Report is available online on the recently launched National Plan website.

National Plan communications



'It's everyone's responsibility'

Under the Second Action Plan of the National Plan a commitment was made to develop a National Plan communication strategy to bring together the multiple elements of National Plan communications between 2015 and 2022.

Over the past months, Commonwealth, state and territory governments have been working closely with National Plan partners to inform the development of the National Plan website and other communication tools. As part of this work we also consulted with a number of community organisations and individuals, including peak bodies in the Indigenous, culturally and linguistically diverse, and women with disability sectors.

Thank you to all of you who were involved in this important work.

We hope that this website will be a useful tool for governments, partners, stakeholders and the community to guide communications about the National Plan and provide a platform to share information and connect with the work being done across the country to reduce violence against women and their children.

Specifically, the website:

- Provides information and updates about new and ongoing work being done in all jurisdictions under National Plan
- Links to relevant state and territory government and National Plan partner websites
- Tells you about upcoming events and latest news relating to the National Plan and the issue of violence against women more broadly
- Houses key resources including definitions of violence, statistics, and research and publications on violence against women
- Provides key resources to support your communications about the National Plan, including communication objectives and key audiences, tone of voice guidelines, key messages and a National Plan infographic
- Lists practical ways that organisations and individuals can get involved to promote gender equality and reduce violence against women and their children.

We have developed a communication toolkit with more detailed National Plan communication and branding guidelines. The toolkit is provided to governments, partners and stakeholders doing work under the National Plan.

The website will be regularly updated and evolve over the life of the National Plan to ensure that it remains relevant and useful. We look forward to continuing to work with state and territory governments, partners, stakeholders and the wider community to do this.

The launch of these key pieces of work under the Nation Plan was marked by a joint media release.

A word from our partners

Australia's National Research Organisation for Women's Safety (ANROWS)

'As an initiative of the *National Plan to Reduce Violence against Women and their Children*, ANROWS welcomes the new website as a useful tool to communicate the National Plan's aims and activities.

ANROWS recognises that effective communications activities are crucial in monitoring, translating and disseminating research on violence against women and their children. We encourage open, two-way communication to grow and expand the uptake of research-derived knowledge.'