

Domestic and Family Violence

Action Plan 2023-2026



Acknowledgment of Country

Bayside Council acknowledges the
Traditional Custodians, the Gadigal/Bidjigal
people of the Eora Nation.

The people of the Eora Nation, their spirit
and ancestors will always remain with our
waterways and the land, our Mother Earth.

Amelia Bates, The hand saving the lost generation



Introduction

Bayside Council is committed to preventing domestic and family violence and promoting gender equality. This Action Plan is designed to underpin the Community Safety Strategy 2022-2026 and leverage local government's unique position in having extensive reach, influence and access across our local community through the various services and facilities Bayside Council provides.

Local government has a key role in promoting healthy and safe environments. Councils are comprised of civic leaders with diverse connections with community members which provide opportunities for local primary prevention strategies that reach a broad range of people across a variety of settings.

While ending domestic and family violence is everyone's responsibility, Council is able to operationalize strategic directions in ways that are meaningful to the local community, demonstrating leadership and a shared commitment to the preventing violence against women.

Our work with individuals, families, community organisations and groups, sporting and recreation clubs, and cultural and religious groups means Council is well placed to address broader determinants of community wellbeing.



Understanding Domestic & Family Violence

Domestic and family violence includes any behaviour, in an intimate or family relationship, which is violent, threatening, coercive or controlling, causing a person to live in fear.

Violence against women has its genesis in gender inequality and is the result of a dynamic interrelationship of individual, community, social and systemic factors.

There are several socio-cultural conditions or behaviours that drive violence against women, including:

- ▶ Condoning violence against women;
- ▶ Controlling and/or coercive behaviour that limits women's independence;
- ▶ Cultural stereotypes that promote an 'ideal' masculinity and femininity; and
- ▶ Cultural reinforcement of hyper masculinity, disrespect, objectification and/or hostility towards women.

Additionally, gender inequality and domestic and family violence is not experienced equally by all women across society.

Prejudices and discrimination such as sexism, racism, ageism, homophobia, transphobia, and ableism increase the risk of violence against women, and women from disadvantaged socioeconomic backgrounds also experience higher rates of violence.

Prevalence and Impact of Domestic & Family Violence

PREVALENCE IN BAYSIDE:



620 incidences of Domestic Family Violence in 2021



341.7 incidences per 100,000 people in Bayside



Ranked 74th for incidents of domestic violence
Georges River, 93rd
Sutherland Shire, 92nd



Increase of 4.3% over the previous five years

IMPACT IN THE COMMUNITY:



69% of adult victims were female



72% of perpetrators were male



55% of incidents represent intimate partner violence



43% of all murders in NSW were domestic violence related



and 47% of these murders involved intimate partner violence



\$13.6 billion estimated cost to the Australian economy in 2021

Department of Social Services, 2022

Preventing Domestic & Family Violence

This Action Plan takes a primary prevention approach, recognising that Council has a whole-community focus, and typically provides services that are universal in nature, that is they are accessed by the whole community.

Prevention approaches are best explained by the Continuum of Prevention. The Continuum below emphasises Primary Prevention which is the approach Council will take with domestic and family violence:

	PRIMARY PREVENTION	SECOND PREVENTION (EARLY INTERVENTION)	TERTIARY PREVENTION
Objective	Preventing violence before it occurs.	Intervening early to prevent violence recurring.	Preventing long-term harm from violence.
Focus	Whole population. Settings in which inequalities and violent behaviours are shaped. Factors that lead to or condone violence.	Individuals and groups with a high risk of perpetrating or experiencing violence. Factors contributing to that risk.	Those affected by violence. Building organizational and community capacity to help those affected and hold perpetrators to account.
Action	Building social structures, norms, and practices that prevent violence or reduce risk of is occurring.	Challenge the impact that exposure to the drivers and reinforcing factors of violence has had on individuals.	Contribute to social norms against violence by demonstrating accountability for violence and women's right to support and recovery.

Strategic Context

The Action Plan aligns with the following Council strategies and plans:

► Community Strategic Plan – Bayside 2032

- 1.1 Bayside spaces are accessible to all
- 1.3 Bayside's places are people focused
- 1.4 Bayside's transport system works
- 2.1 Bayside celebrates and respects our diverse community
- 2.3 The community Feels Valued
- 2.4 The community is united and proud to live in Bayside
- 3.3 Bayside's waterways and green corridors are regenerated and preserved
- 4.1 Bayside generates diverse local employment and business opportunities
- 4.3 Council is financially sustainable and well governed

► Community Safety Strategy 2022-2026

Priority 3.1 Preventing and Reporting Family Violence

► Strategic Workforce Plan 2032

- Strategy 1 Creating a customer centric culture
- Strategy 3 Retaining and attracting a talented and diverse workforce
- Strategy 4 Strengthen our safe and healthy workplace
- Strategy 5 Investing in skills

► Reconciliation Action Plan - Reflect

Actions 5 to 8





National and State Policy Contexts

The Action Plan is consistent with the objectives outlined in the following national and state strategy documents:

- ▶ National Plan to End Violence Against Women and Children 2022-2032
- ▶ NSW Sexual Violence Plan 2022-2027
- ▶ NSW Domestic and Family Violence Plan 2022-2027

Review

The Action Plan will be reviewed in line with the Community Safety Strategy 2022-2026.

Goal 1

Bayside's community is safe, inclusive and respectful

OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Partner with stakeholders to identify gaps, opportunities and improvements to local services	Attend meetings of the Eastern Suburbs and St George Domestic Violence Action Networks	Ongoing	Community Safety Strategy Priority 3.1	Nil	# meetings attended each year
	Collaborate with South Eastern Sydney Local Health District and NSW Police to support timely collection of relevant local data to inform service delivery and identification of gaps	Ongoing	Community Strategic Plan Community Outcome 2.3	Nil	Family and domestic violence incidence decreases in Bayside
Increase community awareness and understanding of gender equality and domestic and family violence	Participate in evidence-based campaigns that increase awareness and understanding of violence against women: International Women's Day (March) Domestic Violence Remembrance Day (May) 16 Days of Activism Against Gender Violence (November – December)	Annually	Community Safety Strategy Priority 3.1	\$25,000 per annum to deliver an IWD day event included in 2023-2024 budget \$3,000 per annum to deliver a Domestic Violence Remembrance Day event \$15,000 per annum to deliver a Walk Against Domestic Violence during the 16 Days of Activism campaign	# participants at each event Post-event evaluation to capture satisfaction and knowledge gained



Goal 1

OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Promote Council's participation in campaigns to raise awareness of domestic and family violence	Staff email signatures to feature promotional messaging and branding for: International Women's Day 16 Days of Activism against Gender Violence Reconciliation Week NAIDOC Week	Ongoing	Community Strategic Plan Community Outcome 2.1	Nil direct costs	All staff emails will feature the campaign branding
	Council waste collection vehicles will carry 16 Days of Activism Against Gender Violence branding	Ongoing	Community Strategic Plan Community Outcome 2.1	\$10,000 to produce for all trucks	Trucks display the brand messaging
	Council will display the 16 Days banners throughout the LGA and campaign messaging on electronic billboards during the campaign period	November - December annually	Community Strategic Plan Community Outcome 2.1	\$20,000 to produce LGA wide banners every 3 years	Banners are installed and promoted
Council venues are accessible at times that suit customers	Identify one Council Library facility to trial as a 24-hour venue	December 2025	Community Strategic Plan Community Outcome 1.1	Cost to be determined in developing the trial	Investigation and report tabled at Executive



Goal 1

OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Promote respectful relationships between young people, men, women and within families	Partner with relevant services to deliver programs in local high schools across Bayside	Ongoing	Community Strategic Plan Community Outcome 2.1	Nil	# schools the program is delivered in
	Celebrate fatherhood with at least one Father's Day tree planting activity each year	Annually on Father's Day (September) Annually during Carers Week (May)	Community Strategic Plan Community Outcomes 2.3 and 3.3	\$80 per tree, per event (excluding preparation)	# participants at each event
	Deliver elder abuse information activities to raise awareness of elder abuse	World Elder Abuse Day annually in June	Community Strategic Plan Community Outcome 2.3	\$3,000 per annum	Post event survey to capture knowledge gained
Promote respect for Bayside's diverse community	Host at least one Pride Month activity / forum in partnership with local services and LGBTIQ+ community	June each year	Community Strategic Plan Community Outcome 2.3	\$3,000 per annum	# participants at events Post-event survey to capture
	Host activities in Reconciliation Week and NAIDOC Week in partnership with Bayside's Aboriginal community and RAP Working Group	Annually / Ongoing	Community Strategic Plan Community Outcome 2.3 Reconciliation Action Plan Actions 5 – 8	\$10,000 per annum (grant funding included)	Post-event evaluation survey feedback on suitability, relevance and buy-in from the local community
	Council will display the NAIDOC Week banners throughout the LGA and campaign messaging on electronic billboards during the campaign period	July annually	Community Strategic Plan Community Outcome 2.1	\$20,000 to produce LGA-wide banners every 2 years	Banners are installed and promoted



OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Strengthen the capacity of the community to promote gender equality and respectful relationships	Promote the NSW Government's Safe and Fair Clubs program to Bayside sporting and recreation clubs	Start of each sports season from 2024	Community Strategic Plan Community Outcomes 2.1, 2.3 and 2.4	Nil	Annual clubs behavioural and knowledge survey
	Support community organisations and groups to develop governance and other policies and programs that promote gender equality and respectful relationships	Ongoing	Community Strategic Plan Community Outcome 2.3	Nil	# community organisations and groups which are supported
	Add a criterion requiring tenderers to demonstrate their business has an active domestic violence or gender equality workplace policy and/or plan	Ongoing	Community Strategic Plan Community Outcome 4.1	Nil	Council contracts with businesses that share our values on domestic and family violence



Goal 2

Bayside's public spaces are safe and welcoming for women and children

OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Create public spaces that promote a perception of safety	Maintain the positive look and feel of public spaces by ongoing cleansing, graffiti removal and maintenance renewal	Ongoing	Community Strategic Plan Community Outcome 1.3	Nil additional - included in operational budget	Customer Satisfaction Survey results
	Investigate application of gender main streaming principles to the planning and design of public and community spaces	December 2025	Community Strategic Plan Community Outcome 1.1	To be determined in the investigation phase	Feasibility report tabled at Executive
	Undertake consultation to understand perceptions of safety in and around Brighton Le Sands to inform the redevelopment of the Boulevardde Carpark	By 2026	Community Strategic Plan Community Outcome 1.1	\$2,500	Consultation results are used in the design and delivery phases
	Complete the NSW Government funded Safer Cities: Her Way project that seeks to understand women's perception of safety in and around Arncliffe, Mascot and Rockdale transport hubs	June 2024	Community Strategic Plan Community Outcome 1.4	Nil - grant funded	Project complete and findings can be applied to other transport hubs in Bayside
	Establish a memorial to those who have lost their lives to domestic and family violence	December 2023	Community Strategic Plan Community Outcome 1.1	\$100,000 included in 2023-2024 budget	Memorial built and officially opened
	Install signage with contact details for local community support agencies in Council amenity buildings	December 2023	Community Strategic Plan Community Outcome 1.3	Negligible	Signage installed

Goal 3

Bayside Council culture is welcoming, inclusive, and respectful

OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Support staff experiencing domestic and family violence	Investigate increasing Council's domestic and family violence leave provision from 10 days to 20 days per year, in line with that offered by the NSW Government	December 2025	Community Strategic Plan Community Outcome 4.3 Strategic Workforce Plan Priority 4	Nil to investigate Direct cost dependent on research findings	Investigation complete and outcomes and/or recommendation put to Executive
	Provide information to staff about local support services, including access to the Employee Assistance Program (EAP)	Ongoing	Community Strategic Plan Community Outcome 4.3 Strategic Workforce Plan Priority 4	Nil	EAP and other support measures are a standing item on Council's staff induction program
	Investigate the option of purchasing additional EAP specialty service for domestic and family violence	December 2025	Community Strategic Plan Community Outcome 4.3 Strategic Workforce Plan Priority 4	Nil Direct cost dependent on research findings	Investigation complete and outcomes and/or recommendation put to Executive
	Implement Mental Health First Aid training across the organisation	Ongoing	Strategic Workforce Plan Priority 4	Already being delivered and costs are factored into current training budget	Annual staff survey to gauge effectiveness



Goal 3

OBJECTIVE	ACTION	WHEN	STRATEGIC ALIGNMENT	DIRECT COST TO COUNCIL	MEASUREMENT
Increase awareness and understanding by Council staff in preventing violence against women	Develop an e-Module annual training program on gender equality and respectful relationships for staff and councillors	June 2025	Strategic Workforce Plan Priority 5	\$7,000 one off	Module developed Completion survey to test knowledge
	Investigate delivering Bystander training to all frontline staff (Customer Service, Lifeguards, Youth Workers, Library Services, and Community Life staff)	June 2024	Strategic Workforce Plan Priority 5	Cost to be determined	Investigation complete and report tabled with Executive
	Deliver at least one International Women's Day activity and/or event for staff	Annually in March	Strategic Workforce Plan Priority 5	\$10,000 per annum	# staff attended Post-event survey for future event ideas
Promote inclusive talent acquisition practices	Promote Council's commitment to equity, diversity and inclusion in all recruitment advertising	Ongoing	Strategic Workforce Plan Priority 3	Nil	All advertisements contain Council's commitment
Improve gender diversity across the organisation and Council	Complete annual survey report with gender equity data	December 2023	Strategic Workforce Plan Priority 3	Nil	Survey completed and results with recommendations presented to Executive
	Investigate strategies to increase gender diversity in work areas with an under-representation of women	December 2024	Strategic Workforce Plan Priority 3	Nil	Investigation complete and report with recommendation presented to Executive
	Promote the NSW Government's Stand For Your Community – Diversity Counts campaign during council elections	2024 Council election	Community Strategic Plan Community Outcome 4.3	Nil	An increase in the diversity of candidates in the 2024 Bayside Council election

National Sexual Assault,
Domestic Family Violence
Counselling Service

1800 737 732

NSW
Domestic Violence
Crisis Line

1800 65 64 63

NSW Link2Home
Crisis Accommodation
and Referrals

1800 152 152

**IF YOU ARE
IN AN EMERGENCY
CALL**

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Bayside Council
Serving Our Community

Bayside Customer Service Centres

Rockdale Library, 444-446 Princes Highway, Rockdale
Westfield Eastgardens, 152 Bunnerong Road, Eastgardens
Monday to Friday 8:30am – 4:30pm

Phone **1300 581 299 | 9562 1666**
Email **council@bayside.nsw.gov.au**
Web **www.bayside.nsw.gov.au**



Telephone Interpreter Services - 131 450

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