

## Community, Respect & Equality

# STRATEGIC PLAN 2025-2027



### Mission

Community Respect & Equality (CRE) focuses on primary prevention, aiming to stop family violence before it starts.

Primary prevention works by challenging harmful behaviours, social norms, and structures that drive violence against women, and the social context of gender inequality in which this violence arises. It requires a whole-of-community approach – from individuals to schools, workplaces to governments – to stop this violence before it starts

(Change the Story, 2021)

### Priorities

#### PRIORITY 1

Improve understanding of primary prevention of violence against women, among partners and the broader community.

#### PRIORITY 2

Enhance sustainability of the Community, Respect & Equality project, and primary prevention initiatives.

### Strategic objectives



#### Community awareness

- Grow Communications Group
- Promote CRE at events & networks
- Amplify CRE branding



#### Education and development

- Establish Training Working Group
- Develop flexible training options
- Develop educational resources



#### Foster community leaders

- Organisation Agreements
- Early Years Gender Equality (MEYGE)
- Continued engagement and support



#### Increase investment

- Track progress
- Advocate using results