

# GFVA

## Activity Impact Report 2024-25



**Our Vision:** A future where all people in Gippsland are safe, thriving and living free of family violence.

[www.gippslandfamilyviolencealliance.com.au](http://www.gippslandfamilyviolencealliance.com.au)



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Family Violence  
Alliance

# Acknowledgements

## Country

The Gippsland Family Violence Alliance (GFVA) acknowledges the Gunai/Kurnai, Bunurong, Bidewell & Ngarigo/Monero people as the Traditional Owners and Custodians of the lands now known as Gippsland. We pay our respects to elders past, present and visiting and acknowledge they hold the stories, traditions, spiritual connection and living cultures of this Country. We recognise the Gunai/Kurnai, Bunurong, Bidewell & Ngarigo/Monero long and continued connection to these lands and waters and acknowledge that they have never ceded sovereignty. **Always Was Always Will Be, Aboriginal Land.**

The GFVA acknowledges that the systemic impacts of colonisation still exist today and that we are committed to respectful truth telling and working with our Aboriginal and Torres Strait Islander Communities to improve women's, children's and men's health, wellbeing and self-determination and to achieving reconciliation as a nation.

## Practitioner Recognition

The GFVA would like to acknowledge our practitioners both current and those who have pioneered the sector who have worked with both victim/survivors of family violence and with people who use violence in the home. These practitioners have supported people in difficult periods of their lives and we wish to acknowledge that vicarious trauma has an impact not only on the workforce but on their family members. Without practitioners we wouldn't have a service system and we thank these workers every day.

## Victim Survivor Recognition

The GFVA would like to acknowledge the victims and survivors of family violence, whose tenacity, advocacy and courage have shaped the family violence service sector and provided us with the evidence base for our work. We would also like to acknowledge those who have lost their lives due to family violence and the families, friends and communities who have been impacted by these devastating crimes.

**The GFVA acknowledge the support of the Victorian Government.**





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# Our Vision

**A future where all people  
in Gippsland are safe,  
thriving and living free of  
family violence**



# Our Purpose.

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The Purpose of the Gippsland Family Violence Alliance is to critically evaluate and disrupt systems and structures to ensure they become inclusive, accountable, equitable and accessible for our Gippsland Communities.

We do this through:

- Building workforce capability
- Collaborative practice
- Evidence and advocacy
- Taking a collective impact approach
- Innovation



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**Peta Speight**

## Message from the Chair

**As I enter my second year as Chair of the Gippsland Family Violence Alliance, I feel both privileged and excited about what lies ahead. The past year has been one of growth, learning, and genuine collaboration, and I am deeply grateful to be part of such a dedicated and passionate network.**

Over the past 12 months, we have seen our collective strength in action. The Alliance, alongside our many member agencies and partners, has demonstrated extraordinary collaboration through active participation in working groups, meetings, and shared projects. A special thank you goes to the agencies that enabled their practitioners to attend our Practice and Connection Forums. With 15 forums held across the year this level of engagement has been both inspiring and instrumental in driving system integration across our region.

The GFVA is built on the commitment of practitioners, team leaders, and executives who bring their knowledge, energy, and passion to the table. Your contributions over the past year have been invaluable, and I'm excited about what we can achieve together in the years ahead.

Looking forward, I see enormous potential to deepen our collaborative efforts, strengthen service integration, and continue our shared mission of supporting safer futures for individuals and families across Gippsland.

Finally, I would like to offer my heartfelt thanks to the GFVA team — Kim, Kris, Barb, Rachel and Sam — for their unwavering dedication and hard work. Your efforts behind the scenes make all of this possible. Together, we will continue to make a difference.

**– Peta Speight**  
**GFVA Chair | Program Manager,**  
**Family Safety & Children,**  
**Anglicare**





## How we Measure Impact.

The GFVA Outcomes Framework is designed to measure how effectively the Gippsland Family Violence Alliance is progressing toward achieving the five strategic pillars outlined in the *Family Violence Regional Integration Committees (FVRIC) Guidelines*.

These pillars provide a statewide foundation for integrated family violence system reform. They are:

1. Leading initiatives that strengthen service integration and drive system improvement
2. Supporting implementation, monitoring, and evaluation of family violence reform initiatives
3. Developing a local evidence base to guide planning, prioritise improvements, and inform advocacy
4. Building workforce capacity and capability across the region
5. Facilitating effective cross-sector governance for system-wide leadership

Now in its second year, the GFVA Outcomes Framework has supported the partnership to monitor and reflect on the impact of its work—across agencies, practitioners, and the broader service system.

From the 2025–2026 financial year, GFVA will begin transitioning to a statewide FVRIC Outcomes Framework, ensuring consistency with other regions while continuing to capture meaningful, locally relevant data. This shift will not require significant changes to our current data collection approach.

Our commitment remains focused on capturing and analysing data that demonstrates the impact and value of regional integration, while identifying opportunities for continuous improvement. The framework helps us tell the story of what's working, where gaps remain, and how collaboration is driving change in Gippsland's family violence response system.



# The Gippsland Family Violence Outcomes Framework

## Our Outcome Domains

The GFVA uses the Family Violence Regional Integration Guidelines and best practice to promote change across the following outcome domains:



System  
Integration and  
Improvements



Supporting  
Implementation  
of Reform



Developing an  
evidence base  
for systems  
improvements



Building  
workforce  
capacity  
and capability



Effective cross  
sector  
governance



**By measuring these outcomes, we determine our impacts and the extent to which we are achieving our vision and purpose**

## Our Collective Impact

The Gippsland Family Violence Alliance measures and evaluates the impact of our work in fulfilling our vision and guidelines and this information is used to improve our projects:



Workforce  
Development



System's  
Leadership



Vertical and  
Horizontal  
Leadership

**Our Impact measurements enable greater accountability and supports our continuous improvement. It is a significant milestone on our journey towards understanding our full impact.**



# 2024 Annual 2025 Highlights

**15**



Practice & Connection Forums  
held throughout Gippsland

**442**



Total attendance for in-  
person P&C Forums

**323**



people attended and registered  
for a MARAM training session

**June Online P&C Forum: How technology weaves into the cycle of DFV achieved  
strongest results for attendance and feedback**

## MARAM Collaborative Practice Training

**41%**

increase in attendee knowledge of  
MARAM Framework post-session

**49%**

increase in attendee knowledge of  
collaborative practice within the  
Gippsland service sector post-session

**17**

sessions  
held

## GFVA Team

**2** new team members  
joined in 2024



## STOP Family Violence Resources

**5090**

Cards  
sent out

**724**

Posters  
sent out

**114**

Early childhood education  
centres received STOP resources



## Communications and Marketing

**May**

Domestic & Family Violence  
Month 2025 - top campaign

**14.5k**

visits to the  
GFVA website

**359**

new followers across  
Instagram and LinkedIn

**359**

eDM campaigns sent to  
GFVA audiences





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# System's Leadership



# Advocacy Working Group

Chaired by the Principal Strategic Advisor, the Advocacy Working Group plays a key role in amplifying the voices and needs of Gippsland's family violence sector.

The Advocacy Group also align with the Key Results Areas in the Outcome Frameworks:

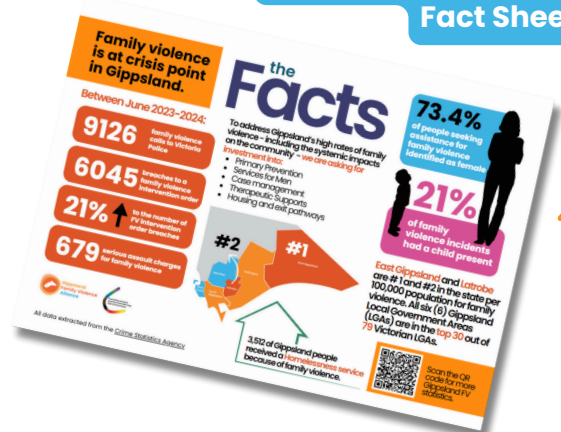
- 3.2.2 GFVA members have increased opportunity to participate in advocacy opportunities for Gippsland
- 3.2.3 Community members have increased knowledge of the Gippsland Family Violence Alliance
- 5.1.2 Gippsland Family Violence Alliance increased community knowledge about it's advocacy positions and presence in the Gippsland region

The group works to identify priority issues and strategically engage with decision makers—at both regional and state levels—to influence policy, funding, and reform implementation. Its goal is to ensure that Gippsland's unique challenges and strengths are recognised, and that the region has a clear and consistent voice in the post-reform landscape.

The advocacy group decided to ask for sustained, predictable funding in the following areas:

- Primary Prevention
- Services for adults who perpetrate FV
- Case Management
- Therapeutic Support
- Housing and Exit Pathways.

## 2024 FV in Gippsland Fact Sheet



The GFVA also had the opportunity to contribute to the Parliamentary Inquiry into supply of homes in regional Victoria. The PSA and Chair presented for around 30min on how people who experience family violence, particularly young people are affected by limited housing supply and possible solutions.

## Key Challenges

Gaining buy-in from decision makers is a gradual and ongoing process that requires sustained effort, relationship building, and strategic communication. While the Advocacy Working Group is not designed to engage in political debate, it operates in a context where family violence is inherently political. Navigating this space thoughtfully—while remaining focused on the needs of Gippsland's communities and service system—is a critical and ongoing challenge.



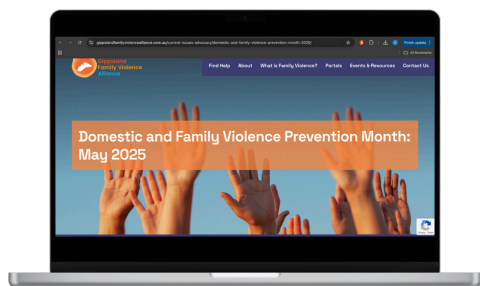
# Domestic and Family Violence Awareness Month

The Advocacy Working Group executed their first shared campaign during May 2025 to acknowledge and draw attention to Domestic and Family Violence Awareness Month.

Key messages focussed on advocating for consistent, adequate funding to improve:

- Primary Prevention
- Therapeutic Supports
- Case Management
- Services for people experiencing and using family violence
- Housing and Exit pathways

This was a multi-faceted campaign which achieved strong results for GFVA's online platforms. The campaign included photo boards being distributed to agencies for use at events and content creation, a month-long social media campaign with key messaging and localised information, resource development including a campaign toolkit, a campaign landing page on the GFVA website which acted as a hub for all resources and activity, as well as launching an open letter to decision makers to be signed by community members to show their support.



View the Campaign Hub:



## Key Challenges

Given this was the first shared campaign of the group, it can be expected that limited results could be obtained for evaluation as participation in this phase of the campaign was very low.

Better communication within each agency can be suggested for future campaigns so that all resources and social media assets are adequately shared amongst their comms and marketing teams.

This in turn will result in stronger campaign results and impact as all agencies committed to the campaign will show their involvement and commitment to the level as agreed in the planning stages.

## Highlights

**527** People signed our open letter to decision makers

**54,674** Total impressions (views) of the campaign on GFVA social media platforms

**40%** Increase in website views over the month of May

**1,181** Total interactions on GFVA social media platforms

**56** Partners used the campaign hashtag #FVinGippsland

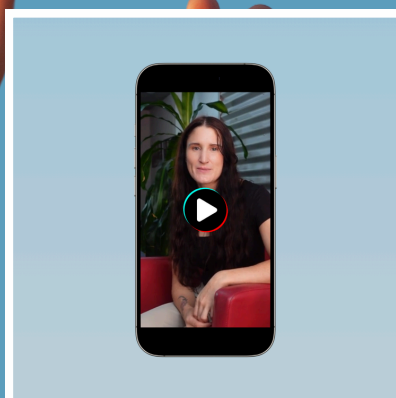
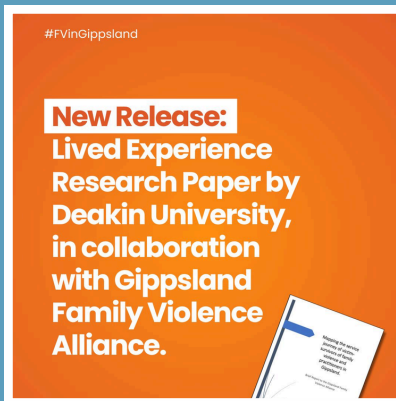
**115** New followers on GFVA social media platforms

View the full results summary:



# Collateral Snapshot

Employee-generated content, selfie-frames, a social media suite of informative posts and reels, campaign-specific resources and materials plus an open-letter to decision makers made up the campaign collateral for Domestic and Family Violence Awareness Month.



# Workforce Development Working Group

**Chaired by the GFVA Workforce Capacity Coordinator, this working group is responsible for implementing the GFVA Workforce Development Action Plan. The group's work began with a comprehensive data collection process designed to better understand the current and emerging needs of the FV and broader human services workforce across Gippsland.**

In partnership with the Inner and Outer Gippsland Family Services Alliances and the Gippsland Homelessness Network, a workforce survey was developed and distributed. A total of 242 practitioners completed the practitioner survey, alongside 62 leaders who participated in a tailored leadership survey.

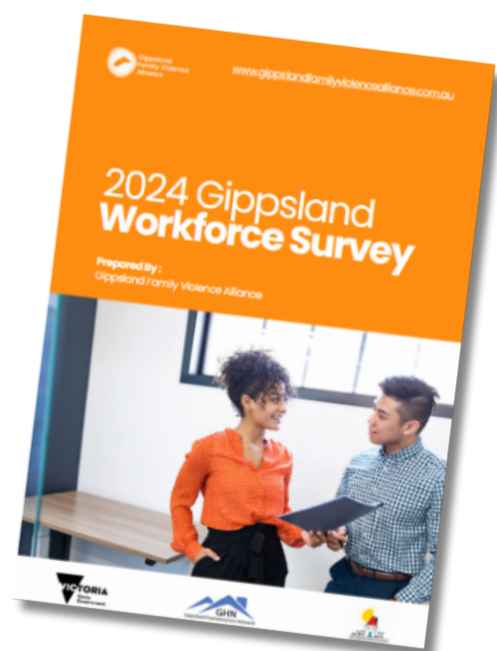
## **The findings identified six key themes shaping the workforce experience in Gippsland:**

1. **Flexible Work:** Practitioners strongly value flexible work arrangements. However, there is a clear need for greater organisational support to equip middle managers with the tools to implement flexible work policies effectively.
2. **Qualifications:** Compared to state-wide trends, Gippsland practitioners tend to hold more generalist qualifications and show a stronger intent to work across multiple sectors.
3. **Ongoing Education:** There is a strong appetite for continued professional development—27% of respondents expressed interest in undertaking further formal education, while 26% preferred short courses to expand their skills.
4. **Leadership Pathways:** A lack of formalised leadership pathways was identified, pointing to a gap in succession planning and professional progression opportunities across the region
5. **Funding Insecurity:** The prevalence of fixed-term contracts and short-term funding models is negatively impacting workforce stability and contributing to retention
6. **Workforce Demand:** Increasing service demand is placing significant pressure on practitioners, which in turn is affecting morale and reducing long-term commitment to the sector.

**This data has laid the foundation for targeted initiatives by the Working Group to address workforce attraction, development, and retention, ensuring that the region is better positioned to support its current and future workforce needs.**

The Workforce Development Working Group also align with the Key Results Areas in the Outcome Frameworks:

- 3.2.1 GFVA members have increased opportunity to participate in cross sector collaborative working groups for the shared benefit of members.



# MARAM Sector Support Program

The Sector Support Program aligns with the Key Results Areas in the Outcome Frameworks:

- 1.1.1 Practitioners report increased quality of information shared under FVISS and CISS for the purposes of risk assessment, safety planning and child wellbeing.
- 1.1.2 Practitioner report increased confidence in working with those experiencing family violence and those using violence in the home.
- 1.1.3 Practitioners report Increased practitioner knowledge of the referral pathways for both those experiencing family violence and those using violence in the home.
- 1.1.4 Practitioners report increased use of secondary consultation to support clients with diverse needs
- 1.1.5 Practitioners report receiving information upon referral relevant to risk and safety/child wellbeing
- 1.2.1 Practitioners report increased knowledge of the service system and where to access knowledge
- 1.2.2 Practitioners are participating in collaborative capacity building activities
- 4.1.1 Practitioners have increased opportunities to understand the role each other play within the service system
- 4.1.2 Practitioners have increased opportunities to learn from on-another

This project received short term funding and will be finalised in 2026. The aim is to support MARAM Alignment across Gippsland.

**During the 2024–2025 period we engaged with Department of Education to support the alignment to the MARAM and offered MARAM Nominated school staff a Community of Practice. One occurred in 2024 with another two scheduled in 2025.**

**This project also supported a long standing Community of Practice for Family Services and Family Violence Leaders in Inner Gippsland. The aim is to build relationships between the two sectors, while also supporting a shared understanding and practice of MARAM Alignment.**

One session ran in 2024, with another scheduled in 2025.

The main project which has been developed as part of the sector support program has been the ongoing development of a MARAM Navigation Tool. This online tool is being created to assist practitioners to navigate the complexity of the MARAM documents and resources. While the creation of the tool is on-going it has also lead to educational presentations to the:

- GFVA Governance Group

We have also engaged a group of passionate practitioners to assist us with mapping how some elements of the MARAM are being utilised, with the Homicide, Suicide and Filicide risk being an ongoing piece of mapping work.

The online tool should be released in the 2025–2026 period.



# System Improvement Working Groups

**Chaired by the Principal Strategic Advisor (PSA), the System Improvement Working Groups were established in response to identified regional service system needs. Their core purpose is to drive collaborative improvements across agencies and support alignment to the Multi-Agency Risk Assessment and Management (MARAM) Framework.**



These groups are in the early stages of development — progressing through the forming, norming, and storming phases of group development. As a foundation for their work, they have commenced a data collection project aimed at better understanding the current demand pressures on the service system across both Inner and Outer Gippsland.

At the time of writing, it is too early to report on the outcomes of this data collection – however, findings are expected from the final quarter of the 2024–2025 reporting period.

These insights will be critical to informing future priorities for system improvement, and collaborative practice and advocacy across the region.

The Inner Gippsland Working Group has identified Family Violence Case Management and the Outer Gippsland Working Group has identified referrals to Men's Services as their focus areas. These projects are still in their infancy and therefore it is too early to review or analyse any results.

The System Improvement Working Groups, depending on their focus at one time, may achieve a range of areas in the key results areas in the Outcome Frameworks, however, broadly they align to:

- 15.2.1 Gippsland Family Violence Alliance has sustained attendance that is representative of the two service systems
- 5.2.3 Gippsland Family Violence Alliance has access to the resourcing needed to undertake it's role



# Workforce Development



# Practice and Connection Forums

**Practice and Connection (P&C) Forums are designed to strengthen the knowledge, skills, and collaborative practice of practitioners across Gippsland's family violence and broader service sector.**

Held in both Inner and Outer Gippsland, these sessions are open to all practitioners who hold prescribed responsibilities under the MARAM Framework. They are specifically intended to build on the foundational knowledge gained through MARAM Collaborative Practice training, offering practical opportunities to deepen understanding and apply collaborative practice in real-world contexts. Each forum focuses on applying the MARAM Framework through an intersectional lens, ensuring practitioners are equipped to recognise and respond to the diverse and layered experiences of clients.

P&C Forums directly align with the GFVA's Strategic Priority: Workforce Capacity and Capability, supporting the continued development of a confident, connected, and skilled workforce across the region. They also align with the Key Results Areas in the Outcome Frameworks:

- 1.2.1 Practitioners report increased knowledge of the service system and where to access knowledge
- 1.2.2 Practitioners are participating in collaborative capacity building activities
- 3.2.1 GFVA members have increased opportunity to participate in cross sector collaborative working groups for the shared benefit of members.
- 3.2.2 GFVA members have increased opportunity to participate in advocacy opportunities for Gippsland
- 4.1.1 Practitioners have increased opportunities to understand the role each other play within the service system

- 4.1.3 Practitioners have opportunities to challenge their own perceptions, bias and privileges in a safe environment, and to be leaders in dismantling systems of entitlement

## Key Challenges:

- Managing bookings - approx. 1/2 register but do not attend and we often have many on the waiting list.
- Compared to the previous year, we had an increasing number of people register to attend, but not attend.
- Level of work required to coordinate these sessions - e.g. organising the speakers, presentations etc. This can occasionally cause scheduling issues when it's unrealistic to ask a presenter to go to Bairnsdale or Leongatha when they are coming from Melbourne.

## Highlights

**233** Practitioners from Inner Gippsland attended one of our sessions over the year.

**209** Practitioners from Outer Gippsland attended one of our sessions over the year.

**58** Practitioners attended an online session in the past year

**15** Practice and Connection Forums were held in the 2024 - 2025 period



# JULY 2024

## Family Violence and Legal Supports

With support from Gippsland Community Legal, Djirra, Quantum Support Services, Magistrate Court of Victoria and Better Place Australia, practitioners heard about the range of legal options to support clients.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
75:35	64: 30	9	2.56	4.00

Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to utilise secondary consultations and referrals	Increased their ability to participate in collaborative risk management	Would result in changes to their practice
77.8%	88.9%	88.8%	77.7%	67%

“ This was great subject matter and more on any legal stuff would be great! Thank you.

# AUGUST 2024

## The Men’s Project and Man Box Research

The Man Box Research was undertaken by the Jesuits Social Services. They provided practitioners an interactive session which took them through how norms of masculinity are formed.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
85: 40	63:31	23	2.78	4.48

Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to utilise secondary consultations and referrals	Increased their ability to participate in collaborative risk management	Would result in changes to their practice
95.7%	100%	100%	100%	78%

“ I really enjoyed this P&C. It has positively impacted the way i see men in my professional and personal life, and how i can continue to challenge gendered stereotypes that keep men in the man box.

# OCTOBER 2024

## Human Trafficking and Family Violence in Gippsland

Practitioners were joined by the Australian Federal Police and ACRATH, who provided insights into the overlap between human trafficking and family violence.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
85:37	51:31	31	3.4	4.25

### Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to apply an intersectional lens	Increased their ability to utilise secondary consultation and referrals	Would result in changes to their practice
87.2%	93.6%	96.8%	100%	48%

“ I have a particular client who I immediately thought of during one of the presentations and have looked at her case differently. I have consulted my manager and explored her story further.

“ I will be more aware of the signs to [look out for], the questions to ask and how to report any concerns to the AFP, especially when working with women from other countries on partner visas who are victims of family violence.



# NOVEMBER 2024

## Completing Risk Assessments & Safety Plans for Children & Young People (via Non-offending Parent)

We had support from Quantum Support Services, The Orange Door, Uniting Vic/Tas and Anglicare Victoria to unpack a case study focusing on safety planning for young people.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
73:46	46:20	24	3.42	4.08

Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to apply an intersectional lens	Increased their ability to utilise secondary consultation and referrals	Would result in changes to their practice
75.1%	75.1%	79.2%	83.3%	100%



*This was possibly the best forum I have attended to date with GFVA. Great information and first hand experience by members who work in the space. Thank you*

# FEBRUARY 2025

## Engaging with Adults Who Use Family Violence in the Home

A collaborative and in-depth session delivered by Gippsland Lakes Complete Health, Latrobe Community Health, and Anglicare Victoria, focused on best-practice approaches to working with men who use violence in the home.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
86:48	88:40	6	3.00	3.50

Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to apply an intersectional lens	Increased their ability to participate in collaborative risk management	Would result in changes to their practice
83.3%	83.4%	83.3%	83.3%	50%

# MARCH 2025

## Safety Planning with People Experiencing Violence

Participants worked through a case study to explore how safety planning can be applied in complex and high-risk situations.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
72:30	56:24	11	3.36	4.00

Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to utilise secondary consultation and referrals	Increased their ability to participate in collaborative risk management	Would result in changes to their practice
81.9%	91%	90.9%	81.9%	27%

# MAY 2025

## Brain Architecture: The Impact of Trauma on a Child's Developing Brain.

Jay Church and Susie Lucis, the Children's Resource Coordinators for Gippsland and Bayside presented on brain architecture.

Registered vs. Attended (Inner Gippsland)	Registered vs. Attended (Outer Gippsland)	No. of Survey Responses	Knowledge ranking pre-session	Knowledge ranking post-session
69:37	50:11	23	3.39	4.13

Percentage of survey respondents who reported confidence that the forum:

Built their connections with other sector practitioners	Increased their ability to collaborate with other sector practitioners	Increased their ability to apply an intersectional lens	Increased their ability to participate in collaborative risk management	Would result in changes to their practice
82.6%	86.9%	86.9%	78.2%	52%



The collection of resources looks amazing. The content was enjoyable.

# JUNE 2025

## How technology weaves into the cycle of DFV

The eSafety Commissioner facilitated a session on how technology weaves into the cycle of domestic and family violence. This was an online session and they did their own feedback.

Registered vs. Attended (online session)	No. of Survey Responses
93:58	25

Percentage of survey respondents who reported confidence that the forum:

I feel more informed about online safety issues	I know where to report online safety issues and to find eSafety resources
100%	100%

“Excellent training delivered well  
Very valuable information, thank you!



# MARAM Collaborative Practice

**MARAM Collaborative Practice Training is funded and developed by Family Safety Victoria, with local delivery managed by the Gippsland Family Violence Alliance (GFVA). In December, the training was adapted to better reflect the needs of Gippsland's service system. This included the integration of local GFVA resources, such as practice demonstration videos developed by Family Safety Victoria.**

MARAM Collaborative Practice aligns with the GFVA's Strategic Priority of Workforce Capacity and Capability and contributes to key results in the GFVA Outcomes Framework, including:

- 1.1.3: Practitioners report increased knowledge of referral pathways for both victim survivors and people using violence.
- 1.2.1: Practitioners report improved understanding of the service system and how to access specialist knowledge.
- 1.2.2: Practitioners are actively engaging in collaborative capacity-building initiatives.
- 4.1.4: Practitioners have increased access to training and role-relevant information.

Throughout 2024–2025, the training has primarily been delivered online to increase accessibility across the region.

During the third and second quarter we also made changes to how participants register for the sessions. They no longer need to enroll in three separate sessions and now only have the option to enroll in one 4.5h session.

This has made our enrollments appear lower on paper, but has increased actual completion rates of the sessions.

## Key Challenges

- **Managing the bookings** for the MARAM Collaborative Practice.
- **Attendance** – approx. 1/2 register but do not attend.
- The **administration burden** is also high, as we have to report and collate multiple metrics on those who register but do not attend for Family Safety Victoria.
- We have had a high uptake of the training in Gippsland and it is **limiting our ability** to continue to meet targets.

## Highlights

**17** Online sessions were held in the 2024 – 2025 period

**1** Face to face sessions were held in the 2024 – 2025 period.

**182** Completed a MARAM training session

**323** Attended and registered for a MARAM Collaborative Practice session

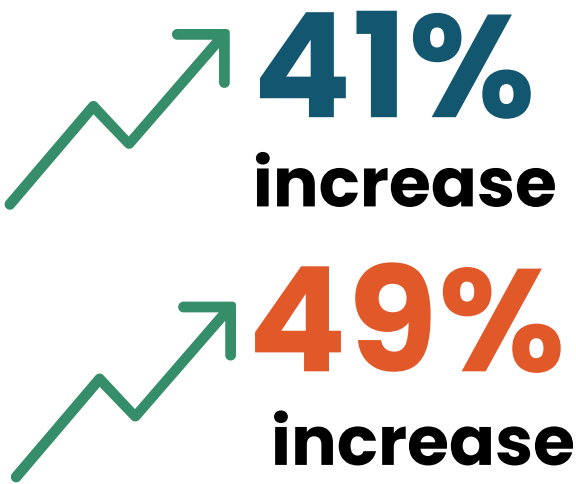


# MARAM Collaborative Practice | Feedback

We are only required to report on very minimal feedback from participants, therefore in an effort to gain further insights into the impact of our training, we have expanded on the feedback required by Family Safety Victoria.

39 practitioners completed the evaluation survey for the year. They indicated:

Knowledge of MARAM Framework pre-session	Knowledge of MARAM Framework post-session
3.13	4.42
Knowledge of collaborative practice within the Gippsland service sector pre-session	Knowledge of collaborative practice within the Gippsland service sector post-session
2.91	4.35



Percentage of survey respondents who reported the sessions increased their confidence and ability to:

Engage effectively with clients including children	94.8%
Maintain visibility of the person using violence using collaborative practice	87.9%
Utilise secondary consultations and referrals	96.55%
Identify factors which enable collaborative practice	96.9%
Participate in collaborative risk management	91.55%
Introduce change to their practice as a result of the session	92.3%



*This training was very engaging. A mixture of learning/teaching techniques for all learning styles. Lecturer was very engaging and cultivated a safe space for questions etc.*



*Very impressed with this training and in particular very happy to have learnt more about the website, as this will be a fantastic resource I will continue to utilise*



# Gippsland Behaviour Change Community of Practice

**The Gippsland Behaviour Change Community of Practice has been running for the past 8 years and serves to function as:**

- **a space where highly specialised workers can share knowledge and resources**
- **a space where workers who often work in isolated environments can gain peer support**

**Sessions are generally well attended, with five sessions operating across the year.**

The Gippsland Behaviour Change fall under the Strategic Priority of Workforce Capacity and Capability as well as align with the Key Results Areas in the Outcome Frameworks:

- 1.1.2 Practitioner report increased confidence in working with those experiencing family violence and those using violence in the home.
- 1.2.2 Practitioners are participating in collaborative capacity building activities
- 4.1.1 Practitioners have increased opportunities to understand the role each other play within the service system
- 4.1.2 Practitioners have increased opportunities to learn from one-another
- 4.1.3 Practitioners have opportunities to challenge their own perceptions, bias and privileges in a safe environment, and to be leaders in dismantling systems of entitlement
- 4.1.4 Practitioners have increased opportunities to access training and information relevant to their role

The group is largely self lead by it's members with the PSA providing administration and general guidance.

The group renewed it's sense of purpose by undertaking a Way's of Working document which outlines the key focus areas of the group.

The PSA also set up a Sharepoint site, to assist the CoP share resources, research and other important information.

## Key Challenges

It has been increasingly difficult to find a day which is convenient to meet. We are currently rotating between Tuesday, Wednesday and Thursday to provide all members and opportunity to attend throughout the year.





Gippsland  
Family Violence  
Alliance

# Horizontal and Vertical Leadership



## Annual Report 2024 – 2025 27

**The Statewide Family Violence Integration Advisory Committee (SFVIAC) meet for our own collective impact, to share resources and to collaborate on group projects. The SFVIAC is provided with \$30k to support it's operations, which for the 2024 – 2025 period was expended on a FVRIC Outcomes Framework.**

Participation in the SFVIAC falls under the Strategic Priority of Effective Cross Sector Governance for System's Leadership. They also align with the Key Results Areas in the Outcome Frameworks:

- 5.1.1 Gippsland Family Violence Alliance has access to information from Peaks and Funding Bodies needed to support Regional Integration.
- 5.2.3 Gippsland Family Violence Alliance has access to the resourcing needed to undertake it's role

The Gippsland PSA is an active member of the committee, currently leading or participating on working groups for the following pieces of work:

- SFVIAC Budget Proposal
- Family Violence Regional Integration Outcomes Framework
- Creation of a SFVIAC Sharepoint site

## Key Challenges

SFVIAC has was initially designed to support Stakeholder engagement. However, the Gippsland PSA has found that it is easier to engage and build relationships with stakeholders individually, to ensure Gippsland's needs are articulated and understood at a statewide level.

## Highlights

- 10** Meetings with PSAs throughout the year
- 6** Additional meetings with funding partners
- 1** Additional meetings with funding partners



# Comms and Marketing

# GFVA Website

Now in its second year of full operation, the GFVA website continues to function as a central hub for regional family violence information. It provides a single, easily accessible location for all GFVA resources, enabling timely updates as new tools, guidance, or initiatives are introduced. The website also supports and amplifies our other communication channels—including social media, email newsletters (eDMs), and presentations—ensuring consistency of message and broad reach across both community and sector audiences.

The GFVA website directly contributes to the Strategic Priority of Leading initiatives that support service integration and system improvements. By improving access to information, it enhances system navigation for practitioners, strengthens collaboration across the sector, and helps community members better understand how to seek support.

## The website aligns with several Key Results Areas in the GFVA Outcomes Framework:

- 1.1.6 Community members know how to access family violence services.
- 1.2.1 Practitioners report increased knowledge of the service system and where to access information.
- 1.2.2 Practitioners are participating in collaborative capacity-building activities.
- 3.2.3 Community members have increased awareness of the GFVA.
- 4.1.1 Practitioners have increased opportunities to understand the role each service plays within the system.
- 4.1.5 Community members and practitioners have more opportunities to learn about working in the family violence sector.
- 5.1.2 The GFVA is increasing community awareness of its advocacy positions and regional presence.
- 5.2.1 The GFVA is sustaining participation that is representative of both family violence and broader service systems.

**As the site evolves, it will continue to play a key role in amplifying sector voices, building public awareness, and strengthening regional integration efforts.**

We have a review scheduled for the 2025–2026 period, therefore only minor changes were made over the 2024 – 2025 period.



## Highlights

14,500	Total visits to the website in the 2024 – 2025 period
3781	Views of the Events and Training page
1500	Views of family violence statistics in Gippsland
1333	Used the Service Directory
1072	Visited the Find Help Page
973	Users visited the Information Sharing Hub
763	Accessed the website directly
638	Accessed the website through Google



# STOP Family Violence Resources

The STOP resources are designed to support agencies in educating the community about family violence and where to access help. These resources remain widely accessed and actively utilised across the region, reflecting their ongoing relevance and value.

Feedback continues to highlight that the STOP cards are effective tools for community engagement – providing accessible, easy-to-understand information about what family violence is, how it can present, and where individuals can seek support.

Requests are regularly received for an additional resource specifically tailored for use by frontline services as a “cold referral” tool – something discreet and practical that can be handed to individuals without initiating a full conversation. While this feedback is valued and aligns with identified service needs, current capacity and resourcing constraints mean we are unable to develop this resource at this time.

**The STOP Resources fall under the Strategic Priority of Leading initiatives that support service integration and system improvements, as well as align with the Key Results Areas in the Outcome Frameworks:**

- 1.1.6 Community members know how to access the family violence services
- 3.2.4 Community have increased knowledge around their role in supporting those who experience family violence

**To date we have created:**

- STOP Family Violence [Card](#)
- STOP Family Violence [Poster](#)
- Concerned about your behaviour? [Poster](#)
- Need Help? Young people and family violence [Poster](#)
- Need Help? Young people and technology abuse [Poster](#)
- Concerned about a child or young person in your care? [Poster](#)
- [Information](#) about family violence
- 30min STOP Family Violence [Presentation](#)
- 60min STOP Family Violence [Presentation](#)

Scan to view or order  
STOP FV Resources



## Key Challenges

Feedback has highlighted that a number of services, including local councils, are drawing on our resources for their accurate and accessible content – but are rebranding or rewriting the material to suit their own organisational style.

While we understand the intent (to align messaging with local communication strategies), this approach poses a risk of inconsistent or inaccurate information being shared with the community. In particular, there is concern that messages may unintentionally misrepresent the roles or capabilities of family violence services when developed by those outside the specialist system.

To address this, we will continue to collaborate with partners wherever possible to co-design and promote consistent, evidence-based messaging.

## Highlights

5,090

STOP Family Violence  
Cards sent out

724

STOP Family Violence Posters  
sent out

114

Early childhood education centers  
received STOP resources



# GFVA eDMs & Newsletters

The GFVA currently communicate to four audience groups as detailed below, with the News & Updates and Governance groups receiving regular newsletters to communicate GFVA's work, events and updates. These have been operating for differing lengths of time, which has resulted in some being more progressed than others and are continuing pieces of work.

The GFVA Newsletters fall under the Strategic Priority of Leading initiatives that support service integration and system improvements. They also align with the Key Results Areas in the Outcome Frameworks:

- 1.2.1 Practitioners report increased knowledge of the service system and where to access knowledge
- 1.2.2 Practitioners are participating in collaborative capacity building activities
- 3.2.1 GFVA members have increased opportunity to participate in cross sector collaborative working groups for the shared benefit of members
- 5.1.2 Gippsland Family Violence Alliance increased community knowledge about it's advocacy positions and presence in the Gippsland region

## GFVA News & Updates

A monthly practitioner focused email, designed for agencies to share information about programs and resources and receive the most up-to-date information about what is occurring in the sector.

### Key Challenges:

Receiving contributions without reminders.  
Embedded process for contributions needs to be developed.

### 2024-25 Subscribers

1277

### Average Click Rate

25.1%

### Average Open-Rate

49.2%

### No. of eDMs Sent

61

## GFVA Governance

A bi-monthly newsletter for the Governance Group, which includes agenda papers, information and updates on GFVA projects.

### 2024-25 Subscribers

67

### Average Click- Rate

25.4%

### Average Open-Rate

48.8%

### No. of eDMs Sent

22



## Media Updates

Media releases are sent to key media contacts throughout Gippsland as needed to communicate major GFVA updates, campaigns and events.

### Key Challenges:

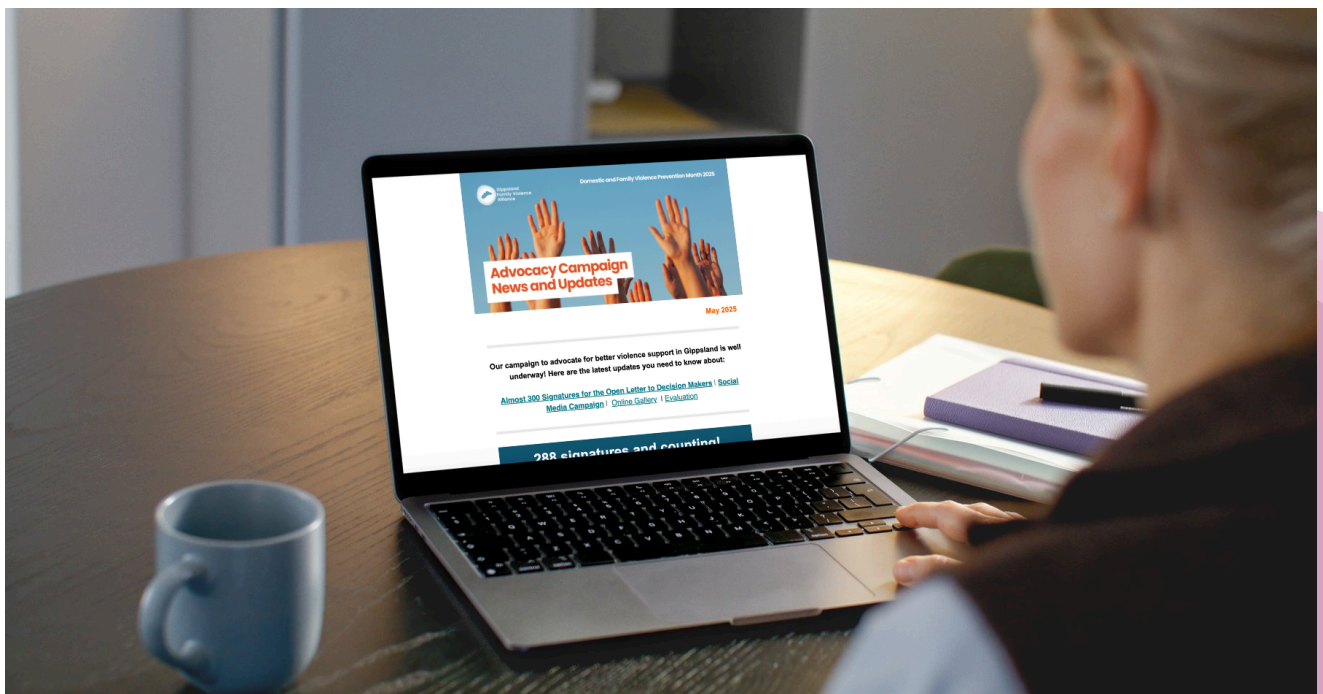
GFVA currently do not have long-running relationships with media contacts, so engagement with our updates is often low.

2024-25 Subscribers	Average Click Rate	Average Open-Rate	No. of eDMs Sent
45	1%	8.7%	8

## Community News

This audience group was developed primarily for the May 2025 Domestic and Family Violence Awareness Month campaign.

2024-25 Subscribers	Average Click- Rate	Average Open-Rate	No. of eDMs Sent
217	3.9%	19%	5



# GFVA Social Media

Over the past year, GFVA social media platforms have performed strongly given majority of the content shared is organic without paid spend or promotion. LinkedIn continues to perform strongly in regards to engagement, which can be attributed to our key partners and practitioners being active on this platform.

Due to the increase in content for the May 2025 campaign for Domestic and Family Violence Awareness Month, we achieved our strongest results to date. Strategic paid posts on Instagram, experimenting with a mix of static posts, reels and stories, employee-generated content and collaborating with partner agencies helped drive engagement, interactions and following during this period. This also resulted in a flow on effect to the GFVA website where we saw an increase in site visits and views.

Moving forward, we will continue to aim for regular, quality content that is informative and helps promote the work of GFVA, whilst using paid promotion strategically. Content featuring employees and partners is often favoured across both platforms. A Pinterest account will also be developed as we attempt to diversify our audience and reach, and share our content in a way that meets the needs of viewers.

## Key Challenges

- Limited budget for frequent paid promotion of content to build engagement and reach
- Limited budget for paid accounts – e.g. LinkedIn Premium, LinkTree subscription – which would allow for greater audience engagement as well as in depth insights and analytics
- World events and major issues overtaking algorithms and newsfeeds, which means our content can often get lost without paid spend
  - Alternatively, audience are experiencing fatigue from 'heavy' content, and are opting to engage with more light-hearted, feel good content



### Instagram Highlights

**93%** increase in followers  
**59589** impressions  
**406** interactions  
**61** posts



### LinkedIn Highlights

**71%** increase in followers  
**22852** impressions  
**2473** interactions  
**72** posts

**359**



**new followers in total across LinkedIn and Instagram**



# Meet the



# GFVA team



## Peta Speight

**Program Manager – Family Safety and Children, Anglicare Victoria / Chair of the Gippsland Family Violence Alliance**



## Kim Adams

**Principal Strategic Advisor**



## Sam Foat

**Communications Advisor**



## Kris Cousins

**Administration Support Officer**



## Rachel Williams

**Workforce Capability Coordinator**



## Barb Eason

**MARAM Specialist Coordinator**





# Gippsland Family Violence Alliance



**Visit our website**

[www.gippslandfamilyviolencealliance.com.au](http://www.gippslandfamilyviolencealliance.com.au)

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