

# Media Release

**Fiona Richardson MP**

Minister for the Prevention of Family Violence  
Minister for Women



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## VICTORIA'S STRATEGY TO STOP VIOLENCE BEFORE IT STARTS

The Andrews Labor Government today launched the next step to build a state free from violence, with the release of a Primary Prevention Strategy as part of the Family Violence Rolling Action Plan.

*Free from Violence: Victoria's Strategy to Prevent Family Violence and All Forms of Violence Against Women* sets out the path for all Victorians to experience equality and respect in their homes, workplaces and communities.

The Royal Commission recognised the need for a state-wide Primary Prevention Strategy to address the attitudes and behaviours that lead to violence in the home.

*Free from Violence* takes a world-leading approach to changing the attitudes and behaviours that lead to family violence, and stops the violence from occurring in the first place. An initial investment of \$38.7 million has been provided to support its implementation.

The Strategy will be supported by the establishment of a dedicated Prevention Agency to drive focus on prevention over the long-term.

With a further investment of \$12 million in the *Victorian Budget 2017/18*, the Prevention Agency will develop, support and coordinate prevention initiatives across the state.

The Strategy was developed in close consultation with victim-survivors, prevention experts and family violence service providers and in conjunction with the Rolling Action Plan to drive family violence reform.

The Strategy can be found at [www.vic.gov.au/familyviolence/prevention-strategy](http://www.vic.gov.au/familyviolence/prevention-strategy)

### Quote attributable to Premier Daniel Andrews

*"Any form of violence against women is unacceptable and will not be tolerated. We have to change the behaviours of all people who resort to violence and make Victoria a safer place for everyone."*

### Quotes attributable to Minister for Women Fiona Richardson

*"Free from Violence is our plan for creating a safer Victoria and the dedicated Prevention Agency will ensure we focus on preventing violence before it begins."*

*"Changing behaviour will not happen overnight. This Strategy will look beyond the usual whims of electoral budget cycles."*

*"What TAC has done for road accidents we want the Prevention Agency to do for family violence. By ensuring long-term behavioural change campaigns, we can change the attitudes and behaviours that lead to family violence in Victoria."*