

RESPECT BALLARAT FUND

AN AUSTRALIAN FIRST APPROACH TO
PREVENTING GENDERED VIOLENCE.



Acknowledgement is given to the Wadawurrung people, the traditional owners of the lands and waterways in our region. We recognise their diversity, resilience, and the ongoing place that Aboriginal and Torres Strait Islander people hold in our communities. We pay our respects to the Elders, both past and present, and commit to working together in the spirit of mutual understanding, respect and reconciliation.





Photo: Mark Simmonds

"I'm born and bred in Ballarat ... anywhere feels unsafe. Your own home can feel unsafe. That's unacceptable — its a community we don't want."

Rebecca, Ballarat resident
(courtesy ABC News)



About Us

Place-based approach backed by the Victorian State Government.

Respect Victoria is an independent statutory authority established by the Victorian Government to lead primary prevention of family violence and all forms of violence against women. Founded in 2018, Respect Victoria's vision is a Victoria free from violence, where all people are safe, equal and respected.

Role: Lead and support evidence-informed primary prevention and be a catalyst for transformational social change, and to guide the development and implementation of Respect Ballarat in partnership with community, underpinned by robust evaluation and good governance.

The Ballarat Foundation is a DGR1, community foundation dedicated to creating positive, lasting change across the Ballarat region. By bringing together philanthropy, partnerships, and local initiatives, the Foundation addresses critical social issues such as family violence, homelessness, food insecurity, and educational disadvantage.

Role: Management of the Respect Ballarat Fund, attract philanthropic funds, act as community connectors, grant administration and provision of place-based insights.

Together with your support we can end gendered violence in Ballarat.

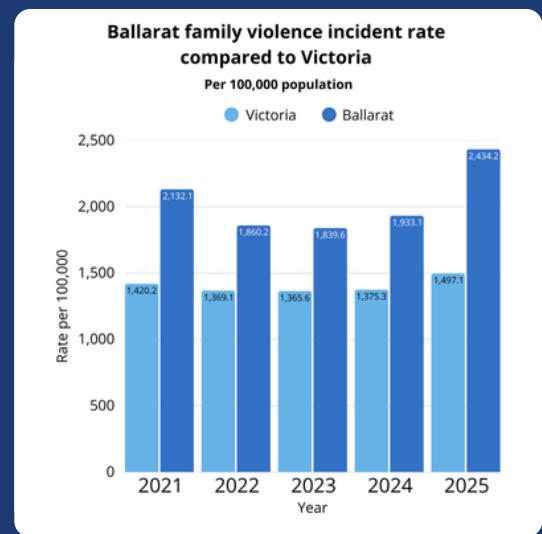


Photo: Mark Simmonds

Gendered Violence in Ballarat

EVIDENCE SHOWS A DEEP, AND ACCELERATING, ISSUE

- Family violence in Ballarat is at it's highest in 5 years **at more than 60 per cent higher than the Victorian state average***.
- Incidents are growing at a pace of 28.8% far above Victoria's average of 8.86%.
- Local services are reporting consistently high demand and community organisations are stretched beyond their capacity.



Gendered violence affects every part of community life:

- Children grow up in unsafe homes, impacting learning and long-term wellbeing.
- Women and families experience cycles of abuse, trauma, and economic insecurity.
- Communities bear the costs of policing, healthcare, housing, and lost productivity.
- Despite decades of investment, the crisis persists. Incremental interventions are not enough.

What's required is a systemic and community-wide change.

19.8%
Increase in serious assault in family violence incidents in Ballarat in the last decade.

61%
Increase in breach of family violence orders in Ballarat compared to Victoria.

19.45%
Increase in serious assault in family violence incidents in Ballarat in the last 12 months.

* Victorian Crime Statistics Agency (end March 2025)



Photo: Mark Simmonds

Ballarat Demands Action

In early 2024 Ballarat was rocked by the tragic deaths of Samantha Murphy, Rebecca Young and Hannah McGuire in a short span of time. These deaths triggered urgent calls for action on gendered violence in the region.

Ballarat's grief soon turned to anger, women no longer felt safe to take a run in the early morning or walk to their car late at night. Even worse, they no longer felt safe in their home where the majority of incidents were taking place.

A "Walk Against Gender-based Violence" was coordinated by local government, community groups and advocates with over 1,000 in attendance.

Responding to this call for change, the Victorian Government announced the development of a saturation model to prevent gendered violence in Ballarat.

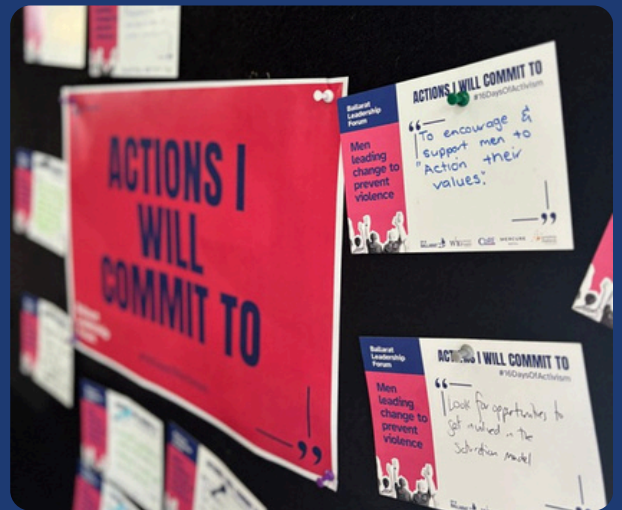


Photo: City of Ballarat



Photo: Mark Simmonds

An Australian-First Solution: Respect Ballarat Fund

In response to Ballarat's urgent need, Respect Victoria launched Australia's first Saturation Model for gendered violence prevention. This bold initiative aims to shift the dial by addressing gendered violence not in isolation, but as a whole-of-community challenge requiring coordinated and evidence informed effort.

What is a Saturation Model?

A Saturation Model is made up of coordinated and reinforcing programs, activities and public engagement and communications that collectively aim to change the social norms and address the drivers, or causes, of gendered violence.

It is not one single program—it is an ecosystem approach where:

- Schools, workplaces, sporting clubs, and community groups adopt shared prevention frameworks.
- Campaigns and messaging are seen across every corner of community life.
- Evidence-based practice is embedded and measured, with learnings captured for replication.

The Saturation Model places Ballarat at the forefront of innovation, with the opportunity to become a national blueprint for preventing gendered violence.

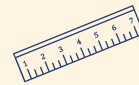
Respect Ballarat Fund

The Respect Ballarat Fund was established with an initial \$1 million contribution from Respect Victoria to the Ballarat Foundation with the vision to achieve true saturation which will require a sustained commitment. Funds will support:



SUSTAINABILITY

Supporting long-term culture change beyond initial government funding.



EVIDENCE

Supporting further research and evaluation to refine the model and prove national scalability.



GREATER REACH

Enabling every school, sporting club, workplace, and neighbourhood to be engaged.



PLACE-BASED MANAGEMENT

Move to a fully community-led approach.

Funds are invested using the services of JB Were Philanthropic Services to deliver annual revenue which will be invested into programs. A percentage split between funds available for programs now, and those invested in perpetuity, will be a discussion based on objectives of donors.

JBWere

Outcomes

A safer Ballarat where gendered violence is not tolerated.

Stronger coordinated and effective efforts that together prevent gendered violence.

Replicable frameworks that can be scaled to other regions across the state and country.

Generational change through education, prevention, and early intervention.

This is not just about reducing incidents today —it's about shifting culture for tomorrow.



RESPECT BALLARAT FUND STRATEGY

A 10-year strategy, requiring \$30m investment.

01

Foundation & Capacity Building

Build governance, local partnerships and readiness to support long-term framework.



02

Research, Community Mapping & Gap Analysis

Understand Ballarat's context across cohorts and population.



03

Co-design Programs & Pilot Implementation

Trial new and adapted interventions in key setting, evaluate and prepare for scale-up.

04

Full Implementation and Saturation

Roll-out successful models city-wide, saturating community with prevention messages and activities.

05

Evaluation, Systems Embedding & Sustainability

Assess long-term outcomes, embed and support community-led sustainability.

Join us!

An Australian-first saturation model to end gendered violence — starting in Ballarat and scaling nationwide.

Backed by an \$8 million commitment from the Victorian Government, the Fund seeks philanthropic partners to match this investment and drive lasting change.

Founding Partners– \$1M+

Be a pioneer in national change

- Establish an Australian-first saturation model to prevent gendered violence.
- Receive public and permanent recognition for your leadership in shaping the Fund's foundation.
- Gain exclusive access to a national community of changemakers driving the Respect movement across Australia.

Supporting Partners – Up to \$1M

Make a meaningful impact

- Contribute to this pioneering initiative and help shape a culture of respect.
- Receive public recognition for supporting the Fund's foundation and enduring impact.

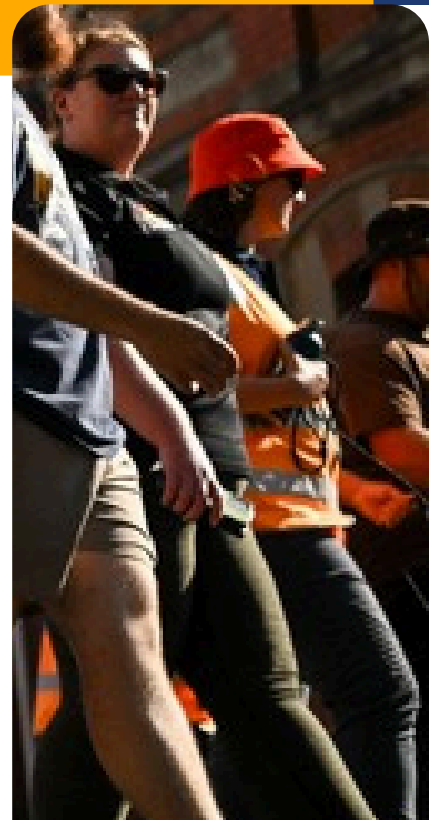


Photo: Mark Simmonds

Be part of the founding chapter. Help create lasting cultural change locally in Ballarat — and set a blueprint for communities across Australia.

For more information or to discuss partnership opportunities, please contact:

Andrew Eales, Chief Executive Officer
Ballarat Foundation

☎ 0422 831 185

✉ andrew.eales@ballaratfoundation.org.au



Photo: Mark Simmonds

