

# INSIGHT EXCHANGE STRATEGIC FRAMEWORK 2021-2024

[www.insightexchange.net](http://www.insightexchange.net)



“ I feel like in a small way... we are enabling a *deeper difference*. ” (Donor 2022)



## INSIGHT EXCHANGE

Launched in November 2017, Insight Exchange was designed by Domestic Violence Service Management (DVSM), in collaboration with Dr Linda Coates and Dr Allan Wade from Centre for Response-Based Practice, Canada. Insight Exchange has been established, developed and is governed by Domestic Violence Service Management (DVSM) a registered charity (ABN 26 165 400 635).

Insight Exchange has been sustained through the generous donations of individuals and a silent donor for the benefit of many.

The Insight Exchange team work together to share insights, apply ideas and evolve resources across contexts.



Insight Exchange acknowledges the Traditional Custodians of the land on which our work and services operate and pay our respects to Elders past and present. We extend this respect to all First Nations peoples across the country and the world. We acknowledge that sovereignty of this land was never ceded. Always was, always will be Aboriginal land.

## The purpose of this document

This **Insight Exchange Strategic Framework** sets the vision, purpose, scope, inputs, outputs, outcomes and accountabilities for the Insight Exchange work. It is published on the [Strategy and Engagement](#) landing page on the Insight Exchange website and shared with stakeholders.

In complement, the **Insight Exchange team lead and implement a work plan** (hosted offline) which outlines at a detailed operational level the end to end tasks required to design, develop and review the outputs outlined in the Strategic Framework.

The work of Insight Exchange maps into the overall **DVSM Constitution**.



Insight Exchange is for all people. Insight Exchange respects the diversity of all sexualities and gender identities including but not limited to: lesbian, gay, bisexual, transgender, intersex, queer and asexual + identities as well as heterosexual and cisgender identities.

## Our shared challenge

Violence against women is in every country and culture, causing harm to millions of women and their families. United Nations Women estimates that globally, almost one in three women have been subjected to physical and/or sexual intimate partner violence (IPV), non-partner sexual violence, or both, at least once in their life. (World Health Organisation 2021).

In Australia, domestic and family violence is in every postcode and community.

## Our shared responsibility

Preventing violence, understanding violence and improving responses to violence remains a cross cutting national issue and a shared challenge that no community, sector or system can achieve alone.

Every response matters. Any time. Every time. Every person and any community.

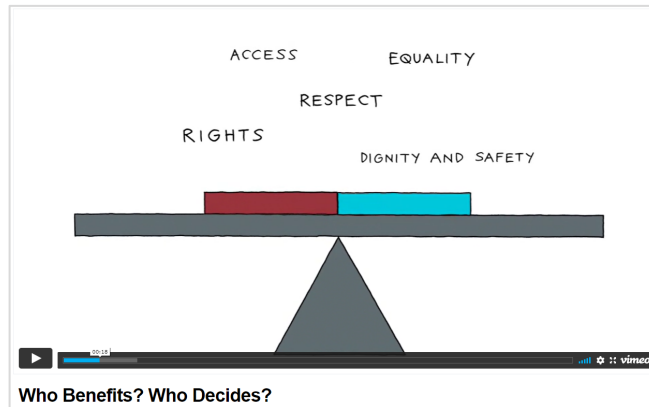
[Insight Exchange](#) exists to share in this challenge; to continuously learn, reflect and improve on how we contribute to safe, just, effective and dignified responses.

We also hold a commitment to support others in this shared responsibility.

## Who benefits from the status quo?

Violence and abuse costs us all. Lives are lost. Homicide. Femicide. Filicide. Suicide. Indignity, injury, suffering, grief, and loss extends within families, across communities and throughout our country. Poverty endures. Children's hopes and futures are sabotaged.

So, **who benefits** from the status quo? And **who decides** to keep things the same? We can all stand against violence and abuse from wherever we are in society.



View the Insight Exchange animation:  
[‘Who Benefits? Who Decides?’](#) (4mins)

## Seeing Possibilities

What we understand about domestic, family and sexualised violence informs how we respond; it influences how we **design** products, services and systems. It influences how we **communicate** about those products, services and systems.

**Seeing possibilities:** Imagine the difference it would make for victim-survivors if all workplaces, businesses, family, friends and specialist and statutory services were informed and ready to respond.



View the Insight Exchange animation:  
[‘Seeing Possibilities’](#) (6mins)



Our strategic response

Insight Exchange centres on the expertise of people with lived experience of domestic and family violence and gives voice to these experiences. Insight Exchange is designed to inform and strengthen social, service and systemic responses to domestic and family violence.

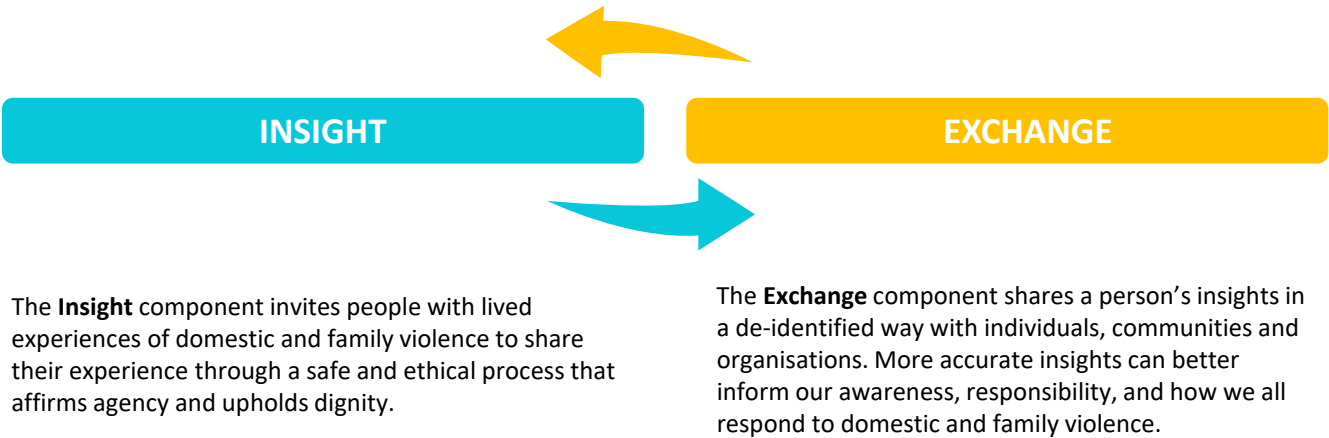
While we know violence can be committed *by* anyone, and violence can happen *to* anyone, violence and abuse is perpetrated at higher rates against some populations and communities.

These communities are sometimes described as ‘vulnerable’ populations or ‘vulnerable people’ but our attention must be on how ‘vulnerability’ is created – through the abuse of power and privilege.

Insight Exchange recognises that forms of discrimination and oppression can compound the adversity, marginalisation and costs to victims of violence.

We acknowledge and remember all First Nations people in Australia and across the world, who are disproportionality subjected to state oppression, racism, colonialism and interpersonal violence including extreme physical violence resulting in harm, injury, disability or death.

About Insight Exchange



Below is a list of the four interdependent components of Insight Exchange.

My Lived Experience	My Insights Shared	Our Social Responsibility	Our Social Action
Through Insight Exchange I have the opportunity to share my lived experience of domestic and family violence in an accurate way through a safe, ethical and supported process.	Insight Exchange shares my lived experience, highlighting my responses and resistance to violence and where ‘social responses’ were helpful, unhelpful or harmful.	Through Insight Exchange we (all) have the opportunity to gain a more accurate understanding of lived experience of domestic and family violence and the role we play as social responders.	Through Insight Exchange we (all) have the opportunity to strengthen our responses to domestic and family violence as individuals, communities and organisations.

These parts facilitate action to achieve the strategic outcomes (shown in the logic table on [page 6](#)).

Scope of work

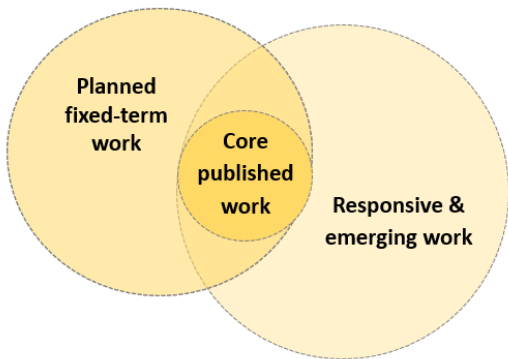
Victim-survivors of domestic, family and sexualised violence are everywhere across the ecosystem. Some silent, some turning to friends and family, to colleagues, businesses, services and have no other option than to have statutory services involved in their lives.

When a person reaches out, it may be the first, only or last time they seek support. Everyone’s response to violence matters.

Social response continuum

Insight Exchange seeks to support social responders across the response continuum from universal services, organisations and communities, right through to specialised and statutory services.

We do this work in planned and responsive ways (shown in the diagram below and outlined on [page 8](#)).



Social response continuum



# Logic

Insight Exchange centres on the expertise of people with lived experience of domestic and family violence and gives voice to these experiences. Insight Exchange is designed to inform and strengthen social, service and systemic responses to domestic and family violence.

Inputs →	Activities →	Outputs →	Outcomes
<p><b>Financial Inputs:</b></p> <p>Donation of funds to sustain Insight Exchange</p> <p><b>People Inputs:</b></p> <ul style="list-style-type: none"><li>• Board (Governance)</li><li>• Employees</li><li>• Participants</li><li>• Associates</li><li>• Collaborators</li><li>• Suppliers</li><li>• Supporters</li></ul> <p><b>IT &amp; digital inputs:</b></p> <ul style="list-style-type: none"><li>• Website platform</li><li>• Software Tools</li><li>• Social Media Channels</li></ul>	<p><b>Key interdependent streams:</b></p> <ul style="list-style-type: none"><li>• Collating, publishing and distributing insight from people with lived experience/s of domestic, family and sexualised violence</li><li>• Enabling access to participate in and engage with Insight Exchange ideas, resources and initiatives</li><li>• Supporting and influencing current and emerging leaders and teams to develop and value insight-informed design and responses to people experiencing domestic, family and sexualised violence</li></ul>	<p>The 7 categories of outputs map into the insight and exchange components.</p> <p><b>Insight Initiatives:</b></p> <ol style="list-style-type: none"><li>1. Safe ethical participation opportunities for people experiencing domestic, family and sexualised violence to share their lived experience insight</li><li>2. Lived experience insight narratives and resources shared across the social response continuum (shown on <a href="#">page 5</a>)</li><li>3. Resources developed with and published for people experiencing domestic, family and sexualised violence</li></ol> <p><b>Exchange Initiatives:</b></p> <ol style="list-style-type: none"><li>4. Provision of digital and in-person events designed to exchange insights across contexts, sectors and disciplines</li><li>5. Resources developed with and published for responders (formal and informal) across the social response continuum (shown on <a href="#">page 5</a>)</li><li>6. Sharing insights and building on the understanding of responders through planned and responsive projects and initiatives – engaging individuals, services, organisations and institutions across the ecosystem</li><li>7. Supporting industry leaders and/or leadership teams through insight informed resources and immersive learning opportunities in fixed term projects</li></ol> <p>These 7 categories of outputs are mapped against the social response continuum (See <a href="#">page 7</a>)</p>	<p>The following outcomes are the Insight Exchange <b>strategic priorities</b> and are interdependent in their function and value.</p> <p><b>My lived experience</b></p> <p>Through Insight Exchange people have the opportunity to share their lived experience of violence in an accurate way through a safe, ethical and supported process.</p> <p><b>My insight shared</b></p> <p>Insight Exchange shares participants lived experience, highlighting their responses and resistance to violence and where ‘social responses’ were helpful, unhelpful or harmful.</p> <p><b>Our social responsibility</b></p> <p>Through Insight Exchange communities, services and systems take up the opportunity to gain a more accurate understanding of lived experience of violence and the role we play as social responders.</p> <p><b>Our social response</b></p> <p>Through Insight Exchange communities, services and systems take up the opportunity to strengthen responses to violence as individuals, communities and organisations.</p>

The following table presents the outputs of Insight Exchange (listed on [page 6](#)) grouped into Insight initiatives and Exchange initiatives. These are mapped under the social response continuum.

Who are the outputs designed with and for? →  What are the outputs? ↓					
	Advertising & Entertainment Tertiary Education Institutes Public spaces Transport and Infrastructure Education & Care contexts Sport and Leisure spaces Faith-based & spiritual contexts The Arts Workplaces News Media	Human Resources EAP Providers Community and/or volunteer leadership and support roles (e.g. Faith and Cultural leaders)	Health, Family and Community Services (e.g. Relationships & Family Support, Counselling, Mediation, GP, Hospitals, Health Clinics, Helplines) Related Government portfolios/departments	Domestic, family and sexualised violence specific services (including responses to victim-survivors and to people who use violence)	Legal and Justice contexts (Mandatory/Statutory) including (e.g. Corrections, Courts, Police, Child Protection, Law and Legal practitioners)
Insight Initiatives	1. Safe ethical participation opportunities for people experiencing domestic, family and sexualised violence to share their lived experience insight				
	2. Lived experience insight narratives and resources shared across the social response continuum				
	3. Resources developed with and published for people experiencing domestic, family and sexualised violence				
Exchange Initiatives	4. Provision of digital and in-person events designed to exchange insights across contexts, sectors and disciplines				
	5. Resources developed with and published for responders (formal and informal) across the social response continuum				
	6. Sharing insights and building on the understanding of responders through planned and responsive projects and initiatives – engaging individuals, services, organisations and institutions across the ecosystem				
	7. Supporting industry leaders and/or leadership teams through insight informed resources and immersive learning opportunities in fixed term projects				

Insight initiatives and Exchange initiatives are reported on annually in the Engagement Report ending June each year.

## Our strategic approach

Our work centres from and on six key ideas which we draw from the work of Centre for Response-Based Practice:

1. ascribing and making meaning
2. understanding dignity as central
3. clarifying the use of violence involves deliberation
4. recognising resistance to violence
5. identifying that social responses can help/harm
6. and the importance of language

We work to share these ideas broadly across communities, services and systems, and to assist in seeing these ideas applied across the ecosystem.

Insight Exchange has borne the cost of developing digital resources so that any community can access these ideas without cost barriers, and so that individuals can privately access these ideas without having to first access a service or person if they are not safe enough or not wanting to do so.

We have three spheres of work:

1. Core published work
2. Planned fixed-term work
3. Responsive and emerging work

Each sphere of work centres from and serves to fulfil the purpose of Insight Exchange with a deliberate strategy to grow where and how the ideas are understood and applied without growing the cost burden of operating Insight Exchange over time.

### Core published work

The publishing of lived experience insights and the development of resources for information and reflection are hosted by Insight Exchange as a cumulative library accessible to any existing or new reader.

As the core work continues and evolves the library grows and/or is refined with new insights and learning.

### Planned fixed-term work

Through identified needs/gaps we take work forward to industries, sectors and disciplines – informed by what we learn from lived-experience insights and priorities for change.

FY 21/22

Futures Framework & Foundations

Workplace Insights and Resources

Workplace and EAP Intersection

Uplift in understanding and responses in Clubs Industry

FY22/23

Introductory modules – general, clubs, fitness, hotels and security

Understanding and responding to Strangulation

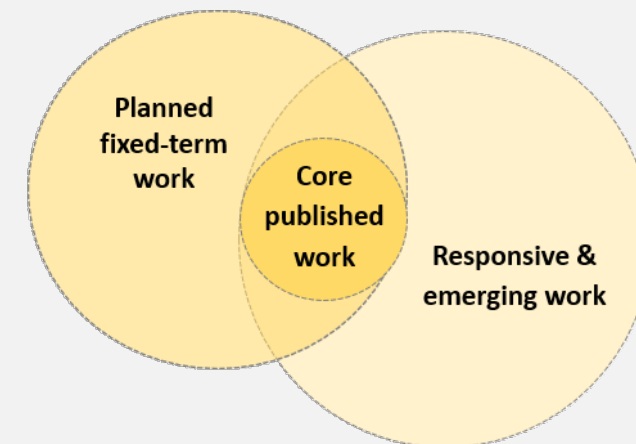
Understanding and responding to Sexual Harassment (Rurality)

Understanding and use of Language and Evidence

Understanding and responding to Economic Abuse

Uplift in understanding and responses in Hospitality Industry

Uplift in understanding and responses in Mexico



### Responsive & emerging work

Through deepening engagement in the ideas and insights shared through Insight Exchange, services, organisations and leaders may seek to collaborate with Insight Exchange for the following purposes:

- Creating trusted pathways to participation to share lived experience insights
- Co-developing new materials and resources to inform and support social, service and system responses
- Exploring new ways of working together across traditional professional/sector lines and funding boundaries
- Inviting input and reflection about ways to apply the ideas in community, sector or systems.














## Monitoring and Reporting

Insight Exchange monitors and measures its performance against a constellation of ten elements:

Financial and regulatory compliance, support and sustainability	Participation by people with lived experience of domestic and family violence	Participation and engagement by communities, services and systems
<ol style="list-style-type: none"> <li>1. Have we met key financial performance indicators against budget?</li> <li>2. Have we met compliance and fulfilment of regulatory, financial and funding requirements?</li> <li>3. Have we been able to source and secure support to enrich Insight Exchange through in-kind support, skilled professional advice and services? Have we been able to secure funding to sustain the work?</li> </ol>	<ol style="list-style-type: none"> <li>4. Have people chosen to participate in Insight Exchange to share their lived experience insights?</li> <li>5. How do participants describe their participation experience in engaging with Insight Exchange?</li> <li>6. Have we kept participating individuals informed of how and where their contributions of insights have been engaged with by others?</li> </ol>	<ol style="list-style-type: none"> <li>7. Have communities, services and systems chosen to participate in Insight Exchange to inform and improve responses to domestic and family violence?</li> <li>8. How do communities, services and systems describe their participation experience in engaging with Insight Exchange?</li> <li>9. Have individuals as responders and leaders responded to and engaged in participation opportunities offered?</li> <li>10. Have responding organisations, services and systems shared their application of the ideas and resources with the broader exchange community?</li> </ol>

## Key Monitoring Reports and Publications

Public	Internal	Report/publication description
		The Insight Exchange Strategy maps to DVSM's Constitution.
		The Insight Exchange Team report bi-monthly to the DVSM Board.
		Insight Exchange financial performance is submitted to relevant regulatory and reporting bodies withing DVSM's reports e.g. ATO, ACNC.
		The Insight Exchange <a href="#">Engagement Report</a> is updated every 12months (at a minimum). This Engagement Report maps against the 7 output categories and the response continuum.
		The Insight Exchange <a href="#">Updates</a> are published throughout the year when new initiatives or new content is made available.
		People who have lived experience of domestic and family violence in their childhood, and/or adulthood, and/or who are responding, are invited to give feedback about and provide insight into the development of Insight Exchange resources and initiatives. <a href="#">Feedback Reports</a> are published when the resources are released.
		Participants sharing their lived experience insights are asked about their participation experience in Insight Exchange.
		Responders engaging in Insight Exchange initiatives and resources are asked about their engagement experience and the value of engaging.
		The Insight Exchange <a href="#">Ideas Applied</a> Resource is updated every 6 months where new content is provided. <i>*In FY21/22 this has been broadened to include review comments, reflections from Associates, Dear Participant Collection of messages and other engagement summaries</i>

## Sample of mid-point reporting (end 2022)

### Monitoring and Reporting

Insight Exchange monitors and measures its performance against a constellation of ten elements:

Financial and regulatory compliance, support and sustainability	Participation by people with lived experience of domestic and family violence	Participation and engagement by communities, services and systems
<p>(1) Have we met key financial performance indicators against budget?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>✓ Budgets approved and governed by the DVSM Board</li> </ul> <p>(2) Have we met compliance and fulfilment of regulatory, financial and funding requirements?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>✓ Externally audited annually as part of DVSM and financial reports published with ACNC</li> <li>✓ Insight Exchange was established as a fund with a dedicated charter</li> </ul> <p>(3) Have we been able to source and secure support to enrich Insight Exchange through in-kind support, skilled professional advice and services?</p> <p>FY20/21 – FY21/22</p> <ul style="list-style-type: none"> <li>✓ In-kind hours (CSIRO) + Probono Design &amp; SEO support</li> <li>✓ Probono skilled support (LEK Consulting + Vol Copy Support)</li> </ul> <p>Have we been able to secure funding to sustain the work?</p> <p>Individual donations received to sustain Insight Exchange to</p> <ul style="list-style-type: none"> <li>• to end Dec 2022 (donated in FY20/21) - core work</li> <li>• to end June 2024 (donated in FY20/21) – core work and industry leadership</li> </ul>	<p>(4) Have people chosen to participate in Insight Exchange to share their lived experience insights?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• Be a Participant interview participation</li> <li>• Resource development</li> </ul> <p>(5) How do participants describe their participation experience in engaging with Insight Exchange?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• Be a Participant - interview feedback survey</li> <li>• Review comments from people with lived experience</li> <li>• Collaboration with USyd re research on the perceptions and experiences of engaging with Insight Exchange (Due to publish in FY22/23)</li> </ul> <p>(6) Have we kept participating individuals informed of how and where their contributions of insights have been engaged with by others?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• Resource development feedback reports published</li> <li>• Insight Exchange updates published on website</li> <li>• Engagement Reports published annually on website, in updates and on social media – supporting self-service</li> <li>• <i>Dear Participants</i> Collection of messages from responders established in FY20/21</li> </ul>	<p>(7) Have communities, services and systems chosen to participate in Insight Exchange to inform and improve responses to domestic and family violence</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• See Engagement Report end Jun 2021 &amp; end Jun 2022</li> <li>• See sample of digital engagement end June 2022</li> </ul> <p>(8) How do communities, services and systems describe their participation experience in engaging with Insight Exchange?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• Review comments from responders using Insight Exchange materials</li> <li>• Collaboration with USyd re research on the perceptions and experiences of engaging with Insight Exchange (Due to publish in FY22/23)</li> </ul> <p>(9) Have individuals as responders and leaders responded to and engaged in participation opportunities offered?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• See Engagement Report end Jun 2021 &amp; end Jun 2022</li> <li>• See sample of digital engagement end June 2022</li> </ul> <p>(10) Have responding organisations, services and systems shared their application of the ideas and resources with the broader exchange community?</p> <p>FY20/21 &amp; FY21/22</p> <ul style="list-style-type: none"> <li>• See Engagement Report end Jun 2021 &amp; end Jun 2022</li> <li>• <i>This area needs further exploration (FY22/23 – FY23/24) to illicit examples of application that can be shared with broader community of responders</i></li> </ul>

Sample of engagement reporting  
(end FY21/22)

INSIGHT EXCHANGE

Insight Exchange hosts insights, information and resources for people experiencing domestic, family and sexualised violence and people who are responding.

Insight Exchange resources (including public events, publications, animations and videos) are designed to be free for anyone to ensure cost is no barrier to access.

Engagement has been built through a range of in-person and digital participation opportunities.

Since inception

Unique Participants

1,117 people with lived experience of domestic, family and sexualised violence who shared their insights and/or voiced their feedback into Insight Exchange resources.

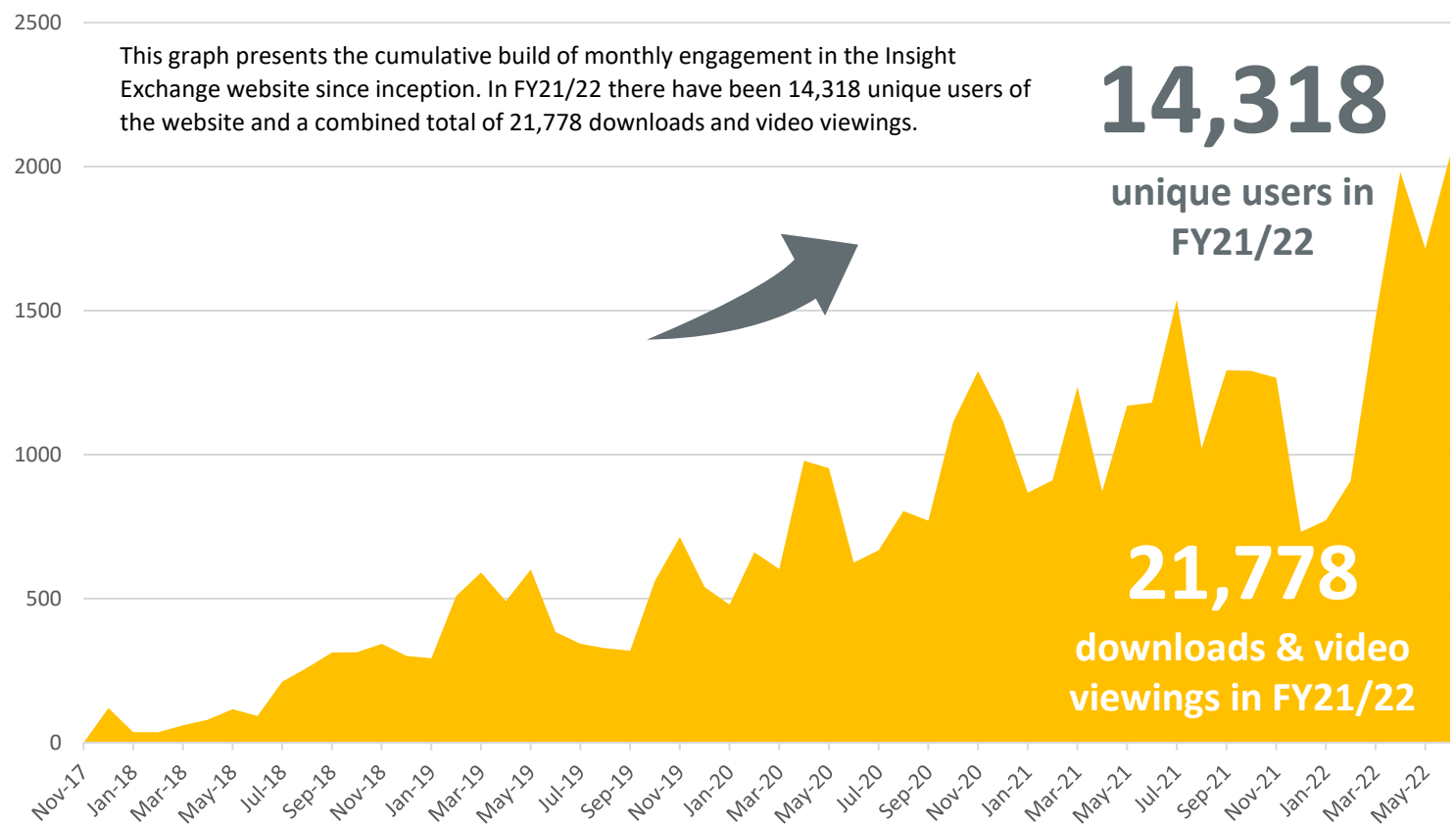
Unique Users

35,355 unique users have accessed the Insight Exchange website since inception (Nov 2017 – end June 2022).

Downloads and video viewings

From the 35,355 unique users who have accessed the Insight Exchange website since inception (Nov 2017 – end June 2022), there have been 33,258 downloads. Additionally there have been 30,168 video viewings.

In focus: FY21/22



Top five countries using Insight Exchange website:

- 1. Australia
- 2. United States
- 3. Canada
- 4. New Zealand
- 5. United Kingdom



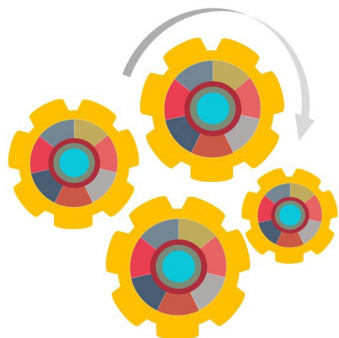
In FY21/22 of the combined total of 21,778 downloads and video viewings, 9,350 were downloads and 12,428 were video viewings.

Website Downloads

9,350

Video Viewings

12,428



## Governance and Leadership

Meet the DVSM [Board](#)

Read about Registered Charity DVSM on [Australian Charities and Not for Profit Commission](#) (ACNC)

The Insight Exchange '[Team](#)' includes **Associates, Supporters and Collaborators.**

## Acknowledgements and thanks

We would like to thank all contributors, critical friends and communities, who have engaged directly or indirectly with Insight Exchange.

We would like to thank Dr Linda Coates and Dr Allan Wade and their colleagues at the Centre for Response-Based Practice, Canada for their visionary and pioneering work on social responses, resistance, language, and the upholding of dignity.

**Most significantly, our thanks go to all people with lived experience of domestic and family violence who have generously shared their insights for the benefit of others.**



Read the Insight Exchange [Engagement Report](#)



To find out more about participating in Insight Exchange visit the [Participate](#) page.



[Sign up](#) for Updates

### Explore the website

[www.insightexchange.net](http://www.insightexchange.net)

### Explore our video channels and social media



### Start a conversation with the Insight Exchange Team

**Sal Dennis** (Director)  
Insight Exchange  
[contact@insightexchange.net](mailto:contact@insightexchange.net)