

A FUTURE WHERE AOTEAROA IS  
FREE FROM  
SEXUAL  
VIOLENCE & ITS  
HARM...

# Theory \* OF \* CHANGE

A future  
WHERE  
Aotearoa is  
**FREE**  
from sexual  
**VIOLENCE**  
& its harm

*Our Theory of Change is the strategic  
framework to reach our vision.*

It outlines the transformative journey  
our organisation is undertaking in  
partnership with our communities,  
grounded by our commitment to

**RESPECT**  
**SOCIAL JUSTICE**  
**EQUITY**



# WHO WE ARE

R.E Aotearoa is a leading voice in the movement to prevent sexual violence through Primary Prevention, using approaches that aim to prevent violence before it occurs, by addressing its root causes and risk factors.

## CENTRAL TO OUR WORK ARE A SERIES OF ESSENTIAL ACTIONS AND STRATEGIES CRITICAL TO STOPPING VIOLENCE BEFORE IT STARTS.


We are community-centred, bringing together the strengths and diversity held by communities and the lived experience of survivors to build on the best of global practice, to address the complex and interconnected drivers of sexual violence together.

Cultural responsiveness and community partnerships are driven by Te Tiriti, Anti-Oppression and a Strengths-based approach to collective action.

Our mission is to create a society where people can thrive in an environment of safety, respect and dignity, free from sexual violence and its harm. Our *Theory of Change* guides us to collectively build a safe, thriving, equitable Aotearoa for all.



**WE BELIEVE THAT THE WORLDVIEWS,  
KNOWLEDGE AND EXPERIENCES  
NECESSARY TO PREVENT VIOLENCE  
ARE HELD WITHIN COMMUNITIES.**



Our approach to primary prevention is dynamic and evolving, recognising that the journey to end sexual violence requires disruption, innovation, and practices that support behaviour change alongside meaningful partnerships.

## MEANINGFUL PARTNERSHIPS UPHOLD THE RIGHTS AND OBLIGATIONS OF TAŊGATA WHENUA AND TAŊGATA TIRITI THROUGH TE TIRITI O WAITANGI.

Our values frame how we blend emerging evidence with established methodologies, to design and implement interventions and initiatives that are context-specific, culturally relevant and effective.

As Tauīwi, we understand that Tikanga is of Te Ao Māori, and we adhere to Tikanga in alignment with our values.

**SEXUAL VIOLENCE IS DEEPLY  
EMBEDDED IN SOCIETAL NORMS,  
SYSTEMIC INEQUALITIES, AND  
GENDER AND POWER IMBALANCES.**

Addressing violence requires the transformation of behaviours, norms, and systems at multiple levels:

At an Individual level: we build skills, empowerment, resilience, and accountability to foster healthy and respectful norms and behaviours.

At a Relational level: we nurture and develop healthy, equitable norms and relationships and active bystander and peer interventions.

At a Community level: We walk alongside organisations, schools, workplaces, and communities to build

the capacity and confidence they need to lead their own prevention efforts by strengthening skills, knowledge, and pathways to expertise and support communities can take collective action and ownership.

**AT A SOCIETAL AND  
SYSTEMS LEVEL, WE  
RESIST, CHALLENGE  
AND REFORM HARMFUL  
NORMS, POLICIES,  
AND SYSTEMS THAT  
PERPETUATE VIOLENCE  
AND INEQUALITY.**

# OUR APPROACH



## FOCUS IS A RESOURCE

Our Impact Streams are the key pathways through which our organisational efforts flow working together to drive change across multiple levels of society. By aligning our work across partnerships, community initiatives, policy reform, and advocacy, we ensure that our actions are coordinated and directed.

Our *Connection-Driven Change Model* is how we deliver these actions in relationship—through Share - Learn - Build - Activate we engage communities and partners, ensuring that our work is responsive, collaborative, and sustainable.

Together, these frameworks support and channel our *Theory of Change*, creating the structure through which our vision comes to life, providing direction and focus.

## COMPREHENSIVE INITIATIVES

Implementing holistic, multi-faceted strategies across schools, workplaces, and community groups.

## POLICY & INSTITUTIONAL CHANGE

Advocating for system and organisational change by leading and influencing the development of policy, regulations and reforms that dismantle harmful norms and promote social justice and gender equity.

## ADVOCACY & STRATEGY

Engaging with people to build consciousness and influence systems and public opinion to drive sustained and intergenerational social change.

## WEAVING PARTNERSHIPS

Building and strengthening partnerships for a collaborative and comprehensive community response.

# IMPACT STREAMS

ENABLING OUR TEAM TO DELIVER  
THE PREVENTION TOOLS, KNOWLEDGE,  
AND SKILLS NEEDED TO ACHIEVE  
MEANINGFUL OUTCOMES.



## CONNECTION-DRIVEN CHANGE MODEL

### Share

We share our knowledge and expertise on sexual violence prevention and actively listen to the unique stories, needs, and aspirations of each community.

### Learn

Continuous learning is at the heart of our approach. We gather feedback and insights; we assess needs and refine our strategies to stay responsive to emerging issues and insights from those we work alongside.

### Build

We co-design and tailor initiatives that strengthen community capability, resilience, and protective factors. Leveraging primary prevention best practices, to foster environments, empowering communities to build both immediate and long-term safety and well-being.

### Activate

We empower communities to lead their own prevention efforts. By providing ongoing support and resources, we ensure that skills and knowledge are embedded, creating conditions for long-term social change.

We meet communities where they are, evolving in

partnership with their needs and strengths.

This approach enables us to continuously return to and build on the trust established, ensuring our work is community-centred and responsive over time.

We recognise that one of the key barriers to addressing sexual violence is relational, as distrust, shame, stigma, normalisation, and trauma often prevent individuals and communities from engaging in this critical work.

**BY ADDRESSING THESE RELATIONAL BARRIERS, WE CREATE A SPACE WHERE COMMUNITIES CAN BUILD TRUST, FEEL SAFE PARTICIPATING, AND RECOGNISE THE VALUE OF PRIMARY PREVENTION, PAVING THE WAY FOR COLLECTIVE EFFORTS TOWARD A FUTURE FREE FROM SEXUAL VIOLENCE.**

# MEDIUM-TERM OUTCOMES

*Building Protective Factors is critical to disrupting the root causes of sexual violence.*

Our medium-term outcomes reflect the direct impact of our work and lay the foundation for long-term systemic change

## **Driving Gender Equity and Positive Social Norms**

**Outcome:** Increased gender equity and the promotion of positive social norms around healthy relationships and non-violence in the communities we work with.

## **Strengthening Cultural and Community Connection and Identity**

**Outcome:** Strengthened cultural and community connections and identities, particularly with Tāngata whenua and diverse communities, both within community and in organisations that foster healthy social norms, organisational culture and a sense of belonging and resilience.

## **Increasing Community Support and Connectedness**

**Outcome:** Enhanced community support networks and social connectedness, leading to a greater sense of collective responsibility for preventing violence.

## **Expanding Access to Supportive Services**

**Outcome:** Improved access to and utilisation of supportive services, including sexual violence specialists, mental health, addiction services, and culturally appropriate healing practices, embodying our Trauma and Violence Informed and Victim-Centred approach.

## **Developing of Safe and Supportive Environments**

**Outcome:** Creation of safe, supportive physical and social environments that deter violence and promote well-being, consistent with our values of Equity and Community Care.





# LONG-TERM OUTCOMES

## *Collaborative Pathways to Achieve Long-Term Outcomes*

Our role is to activate collective action and build meaningful collaboration. Our long-term outcomes are ambitious because they reflect the scale of transformation needed to achieve a future free from sexual violence and its harm.

### **Equitable and Just Systems for All**

A community and society where justice and equity are lived realities, supported by inclusive policies and cultural transformation.

### **Safety, Freedom, and Restoration**

Communities that experience deep safety, freedom, and restoration supported public spaces and social policies build connection and well-being.

### **Relationally Healthy People, Families, and Communities**

Healthy relationships, capable of sharing and navigating power dynamics and contributing to a culture of mutual respect and understanding.

**THIS CHANGE  
ISN'T SOMETHING  
WE CAN  
ACHIEVE ALONE  
- IT REQUIRES  
THE SHARED  
ACTION OF ALL  
COMMUNITIES,  
ORGANISATIONS,  
AND SYSTEMS  
WORKING  
TOGETHER.**

## **MONITORING, EVALUATION, AND ADAPTATION**

Our commitment to continuous learning and adaptation is embedded in our *Evaluation Plan and Framework*. We consistently assess the effectiveness of our initiatives, adjusting strategies to stay aligned with our medium and long-term goals. Supported by three-year strategic planning cycles and ongoing evaluations, this process ensures that our work remains grounded in our *Impact Streams, Connection-Driven Model*, and *Values Framework*.

By doing so, we stay responsive to the evolving needs of the communities we serve, staying persistent in our efforts to achieve our vision.



