

INVITATION TO TENDER

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| Project | Content development of Respectful Relationships Education introductory e-learning module |
| Deadline for submission | Midnight AEST Friday 27 April 2018 Electronic lodgement to sienna.aguilar@whiteribbon.org.au |
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| Tender information | |

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1. Introduction

White Ribbon Australia is seeking qualified experts to develop content for an introductory Respectful Relationships Education (RRE) e-learning module. The module will be for all school staff (teaching and non-teaching) and based on White Ribbon's existing *Breaking the Silence* e-learning module.

2. Background

2.1. About White Ribbon Australia

White Ribbon is the world's largest movement of men and boys working alongside women and girls to end men's violence against women and girls, promote gender equality and create a new vision of masculinity.

White Ribbon Australia (White Ribbon) is part of this global network. Our vision is 'a nation that respects women, in which every woman lives in safety, free from all forms of men's abuse'. White Ribbon engages men to make women's safety a man's issue too. It is a grassroots and community owned and driven social movement.

White Ribbon is dedicated to ensuring men are active advocates for changing the social norms, attitudes and behaviours that are at the root of men's violence against women. We engage men to stand up, speak out and act to influence the actions of men and demand change.

Through education, awareness-raising and creative campaigns, preventative programs and partnerships, we highlight the positive role men play in preventing men's violence against women and support them to be part of this social change.

This involves men and women working alongside each other, using the White Ribbon Campaign and Programs as a platform for raising awareness and creating the attitudinal and behavioural change required to end men's violence against women.

The White Ribbon movement and programs have a national footprint, including but not limited to:

- *Breaking the Silence* Schools Program
- Workplace Accreditation Program
- Ambassador and Advocates Program
- Diversity Program
- Year-long social media and marketing campaigns
- White Ribbon Day: 25 November
- White Ribbon Night: last Friday in July
- Training
- Advocacy
- Community engagement

More information on White Ribbon can be found at www.whiteribbon.org.au.

White Ribbon Australia

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2.2. About *Breaking the Silence* Program

White Ribbon's *Breaking the Silence* Program is a professional learning initiative for school principals and teachers that provides foundational knowledge, tools and strategies to implement respectful relationships and violence prevention in schools. The Program supports schools to bring about a commitment to stop violence against women. It builds on existing initiatives to strengthen a culture of respect and equality at all levels of the school community – through curriculum, role modelling from staff, policies and procedures, domestic violence education programs and strengthened family and community partnerships.

Breaking the Silence takes a whole of community approach to preventing men's violence against women. This, together with the support of departments of education and other education sector bodies in each State and Territory, contributes to the achievement and sustainability of program outcomes.

Breaking the Silence was piloted in the NSW Department of Education & Communities Sydney region in 2009. Over 560 schools across Australia have participated in the free and award-winning professional leadership initiative. To date, approximately 23,520 teachers and 311,201 students have been reached through their schools participating in the Program. *Breaking the Silence* has been independently evaluated twice (2011 and 2014) and is currently undergoing a third independent evaluation.

2.3. Project background

This tender is to develop content for an introductory e-learning module that provides foundational knowledge on Respectful Relationships Education (RRE) and the prevention of men's violence against women. It is the first stage of a broader project to design, develop, pilot, and release an e-learning module available to school staff across Australia.

White Ribbon Australia's Strategic Framework 2016-2019 outlines our role in the violence prevention sector as a provider of "tools and resources to inspire and assist communities to create gender equality, foster respectful relationships and take action to end men's abuse of women."¹ Teachers are particularly well placed to drive generational change in their local communities because of their ability to reach young people². While Australians have a high awareness that violence against women is wrong, research has shown that young people have somewhat more violence-supportive attitudes than others³. Schools play a pivotal role in breaking the cycle of violence by teaching young people how to recognise and challenge violence against women and build respectful relationships.

This project addresses the need for additional support to implement *Breaking the Silence* (BtS) by providing online learning for all school staff, as well as support teachers where the Program is

¹ https://www.whiteribbon.org.au/wp-content/uploads/2016/11/WRA_Strategic_Framework.pdf

² Research commissioned by the Australian Government Department of Social Services found that teachers have the highest level of potential influence (positive or negative) as a function of their ability to reach young people (TNS 2015). See also Flood et al (2009) [Respectful Relationships Education: Violence prevention and respectful relationships education in Victorian secondary schools](#) and Gleeson et al (2015) [Respectful Relationships Education in Schools Evidence Paper](#).

³ See [Young Australian's Attitudes towards Violence Against Women report](#) (VicHealth 2013).

not being delivered. It will take the existing e-learning that White Ribbon provides to BtS participants as a basis and adapt it to suit all school staff. It will provide introductory information on responding appropriately to disclosures, and will serve as an initial entry point to assist staff supporting RRE initiatives in their school.

The following outlines the main reasons for the project's development:

- Teachers/principals who are participating directly in Breaking the Silence have requested White Ribbon provide an introductory online learning module to share with all staff in their school. This would greatly help to establish a common baseline of understanding about the issues at hand across all school staff. An all staff e-learning would enable schools to upskill whole staff bodies, commence a whole-of-school approach to RRE and support the sustainability of RRE initiatives.
- The implementation of RRE varies across states and territories. There are now a small number of online training options for introducing school staff to the concept of RRE, but they are state-specific.⁴ There are a growing number of longer training courses, though most are fee-based. More resources are still needed. A recent Australian Government Department of Education and Training gap analysis identified the need to provide support and training for school staff to develop confidence and expertise in violence prevention and RRE, if government priorities in this area are to be met.⁵ Introductory training is the first step towards developing confidence and expertise: it will help staff understand the issue of men's violence against women (MVAW) and RRE concepts before commencing a whole of school approach in their school.
- Disclosures of violence and abuse may occur when implementing a whole of school approach to RRE.⁶ However, some BtS participants report a lack of confidence in knowing how to handle difficult conversations of this sort, despite clarity about state-level mandatory reporting requirements.⁷ Best practice in RRE implementation includes developing school staff capacity to respond appropriately to potential disclosures of abuse.⁸

3. Project objectives

3.1. Vision, goals and objectives

This project supports strategic priority 3 of the White Ribbon Australia Schools Program: "Teachers and principals are using the quality resources they need to implement Respectful Relationships Education (RRE) in their school".

⁴ Eg the Victorian Department of Education and Training and Tasmanian Department of Education provide online learning for state specific curriculum. Partners in Prevention (VIC) one-day training is \$260, YWCA Canberra's [Teaching Respect Ed](#) two-day training is \$900 for two teachers, including license and resources for twelve months.

⁵ "Stocktake and gap analysis" based on consultation with over 70 stakeholders from 48 organisations within Australia, completed by Education Services Australia in December 2016 for Australian Government Department of Education and Training; key findings presented at the Respectful Relationships Education Expert Reference Group meeting in Canberra on 19 September 2017.

⁶ Victorian State Government (n.d.) [Respectful Relationships: A resource kit for Victorian Schools](#).

⁷ Any content related to handling of disclosures will be reviewed in consultation with Departments of Education to ensure e-learning effectively fills a gap and reinforces Department mandatory reporting and child protection requirements.

⁸ Flood et al (2009) [Respectful Relationships Education: Violence prevention and respectful relationships education in Victorian secondary schools](#)

Vision: School staff across Australia gain an initial, common understanding of RRE to support future opportunities for embedding or strengthening a whole of school approach to RRE.

Objectives:

- E-learning participants have a greater awareness of men's violence against women and the primary prevention approach
- E-learning participants critically reflect on the role of school staff in RRE and the prevention of men's violence against women
- E-learning participants have a greater understanding of and support for RRE
- E-learning participants have greater understanding of and support for addressing gendered drivers of violence
- E-learning participants have greater knowledge about how to safely manage student disclosures
- E-learning aligns with relevant DOE training and is embedded where possible

3.2. Target audience

The target audience for this e-learning module is school staff both from schools that have participated in BtS and those that have not (yet). School staff includes all adults who work at a school such as:

- teachers, principals (if they are not themselves directly participating in BtS)
- staff responsible for student well-being (eg school counsellors)
- Aboriginal Education Officers, ESL support staff
- Disability and learning support staff
- administrative staff
- other support staff (eg maintenance, canteen etc.).

4. Scope of work and activities

White Ribbon Australia seeks to contract an expert/experts in the field of adult learning and the prevention of MVAW to design content for an introductory e-learning module. This tender is this first stage of a broader project to design, develop, pilot, and release an e-learning module available to school staff across Australia.

4.1. Scope of work

1. Conduct literature review

In developing relevant and appropriate content for an introductory RRE e-learning module, the successful tenderer will conduct a literature review on existing (online or short-form) professional development on primary prevention and RRE in Australia and internationally, and appropriate online delivery methods for content. It will provide recommendations for key learning objectives, and answer the following guiding questions:

- i. What is the foundational knowledge on prevention of MVAW that needs to be put in place before a teacher can do any school-specific learning?

- ii. What are the key learning points that all school staff need to know in relation to RRE and prevention of MVAW?
- iii. What are the best methods of delivery of adult education in e-learning format to achieve these key learning points?
- iv. What are the key learning points that all school staff need to know in relation to managing student and staff disclosures (including but not limited to state/territory mandatory reporting requirements)?
- v. What are the best methods of delivery of adult education in e-learning format that addresses complex social issues?
- vi. What are the gaps in the current online learnings offered for teachers and school staff on RRE, and how would this e-learning address those gaps?
- vii. How would a standalone/one-off e-learning sit alongside a broader whole of school approach to primary prevention and RRE? Given this e-learning is introductory, what are the minimum expectations/recommendations for participants regarding school planning, follow up activities etc. to encourage a whole of school approach?
- viii. What are the applicable DOE frameworks and policies in each state/territory for RRE and for managing disclosures?

Estimated time: 3 days review and analysis, 2 days write up, 0.5 day revisions based on WRA review

2. Review BtS e-learning

White Ribbon Australia currently has an existing e-learning for Principals and teachers participating in BtS (approximately one hour plus access to downloadable materials), as well as a foundational knowledge e-learning for the general public. The successful tenderer will review both of these e-learnings, and provide recommendations on how they can be adapted and updated into an introductory e-learning module for all staff, based on the findings from the literature review.

Estimated time: 1.5 days including write up, 0.5 day revisions based on WRA review

3. Consultation with White Ribbon Australia Schools team and key stakeholders

White Ribbon Australia is committed to working collaboratively to drive positive social change. It is expected that the successful tenderer will liaise with the White Ribbon Schools Team and key RRE stakeholders (eg BtS facilitators, participating teachers, Departments of Education) to ensure the e-learning content meets the needs of the audience.

Estimated time: 1.5 – 2 days across the project

4. Develop e-learning content

The successful tenderer will then develop content for a one hour e-learning module. This will include key learning objectives and framework for assessing the extent to which learners achieve these objectives, sequencing, assessment activities, use of publicly available multimedia (e.g. videos etc.) if any, and recommendations for next steps to support a whole of school approach.

Estimated time if subject matter expert (SME) only and not instructional design: 1.5 days, 0.5 day revisions based on WRA review

Estimated time if SME with instructional design plus IT expertise (i.e. assessment and

interactions, multimedia, design of e-learning interface): 3-5 days, 1.5 day revisions based on WRA review

5. Expertise

The tenderer(s) will have proven expertise in the following:

- Primary prevention of MVAW within a school context (primary and/or secondary education), including RRE and addressing gendered drivers of MVAW
- Adult education and adult learning principles
- Instructional design and professional learning in online environments

6. What to include in your proposal

6.1. Content and format of proposal

Proposals must address the specific content outlined in Section 4, explain how they will carry out the work above and why they are suited to do so. Proposals must be in electronic format, no longer than six A4 pages in length (excluding appendices), and will include:

- a completed applicant information form and a cover letter no longer than one A4 page
- a proposed development plan/strategy
- budget (see 6.2 below for details)

Appendices will include:

- description of project personnel and their expertise, including a CV for each of the proposed team members
- portfolio of prior and relevant work you have done
- referee contact details.

6.2. Budget

You must provide an estimated budget for the development of this e-learning content. Please include a full breakdown of associated costs, including for research, design, development, review, and reporting. Ensure costs associated with any required materials, support staff and travel are detailed.

White Ribbon is a not-for-profit organisation. One of the key criteria deployed in evaluating proposals will be the determination of a budget that represents best value for money. However, please provide a realistic budget that accurately reflects the funds you need to complete the evaluation effectively and to the specifications outlined in this document.

7. Zero tolerance for men's violence against women

Tenderers should be aware that White Ribbon does not accept any form of men's violence against women. White Ribbon expects all contractors, including the successful tenderer, to embrace White Ribbon's zero tolerance approach to men's violence against women.

The contract between the successful tenderer and White Ribbon will include a clause to ensure

parties adopt a zero tolerance approach to men's violence against women. This is achieved through understanding that men and women are entitled to equal opportunity and behaving respectfully, safely and supportively to all organisational stakeholders. The contract will specify expectations of ethical and appropriate behaviour and communicate the consequences for breach of these expectations.

8. Submitting your tender

The closing date for submitting a proposal is midnight AEST on **Friday 27 April 2018.**

An electronic copy of the cover letter, Applicant Information Form, proposal and team member CV documents must be submitted electronically to

sienna.aguilar@whiteribbon.org.au.

All documents must be virus checked before electronic lodgement.

9. Evaluation process

Proposals will be evaluated for full compliance with any mandatory requirements identified in Sections 5, 6, 7 and 8 of this document.

The following general criteria will guide the evaluation process:

- Overall level of compliance with the instructions detailed in this document.
- Understanding of requirements and sound proposed project plan and timeline.
- Value-for-money (bearing in mind the caveats in 6.2).
- Demonstrated ability and capacity to provide the services, including expertise of proposed personnel.

Successful respondents will be notified by **Monday 14 May 2018.**