

FROM
HARM TO *hope*

STRATEGIC PLAN 2025 - 2029

This Project is supported by



CUAN
An Ghníomhaireacht um Fhoréigean Baile,
Onéasach agus Insebhunaithe
The Domestic, Sexual and
Gender-Based Violence Agency

IRELAND
move
Men Overcoming Violence

A strong strategic plan is essential for every organisation. In the development of MOVE Ireland's Strategic Plan, 2025 – 2029, titled "From Harm to Hope" we must step back from the daily crisis management, and take the time to carefully evaluate what is working well, what we needed to do more of, what we need to change, and where the opportunities for growth lie.

The timing of this work, which we began in early 2024, is opportune. Within MOVE, we have a new CEO and new Board, new staffing structures and several fresh perspectives. Additionally, our new plan and collaborative perspectives coincide with the launch of CUAN, Ireland's first dedicated statutory Domestic, Sexual, and Gender-Based Violence (DSGBV) agency who have been tasked with delivering the initiatives and changes set out in Ireland's Third National Strategy on DSGBV: "Zero Tolerance". This Third National Strategy, coupled with the new EU Directive on DSGBV, that came into force on June 13, 2024, provides a solid framework for focusing our efforts and shaping our Strategic Plan for the next five years. Within MOVE, we feel the time has never been more important to focus on improving prevention and interventions with perpetrators, to ensure the safety of society and to support a zero-tolerance approach to DSGBV.

All MOVE Ireland's work keeps the survivor at its core, and I am very grateful that so many of our past and current clients contributed to this work. Our core staff, volunteers and our Board of Directors have all made valuable inputs to this strategy.

Our external partnerships, including all of the agencies and organisations we connect with, have been very generous in the time they have given to this work, for which I am very grateful. My sincere thanks to the steering committee for overseeing this work. They have been involved in every aspect of the plan's development.

Finally, thank you to Suzanne Mulholland, Catharine Brogan and all the team at Mantra Strategy. Stepping into the DSGBV world can be difficult. They have helped us to look at ourselves and our work in a very supportive way as we explored what the future may bring.

This plan will guide the work of MOVE Ireland into the future and, by consistently "Keeping the survivor at the core" of everything we do, we will bring our vision of a society where everyone lives free from DSGBV closer to reality.

Dr. Michelle Walsh
Chief Executive Officer.



An Ireland without intimate partner abuse.



Our mission is to ensure a safer future for all, by delivering effective interventions that support and protect survivors, provide accountability and rehabilitation for perpetrators, and advance policy and research on Domestic, Sexual, and Gender-Based Violence.



COURAGE

Courage to do the hard work, to consistently do the right thing, even when it isn't the easy thing. Courage to confront and intervene where abuse is taking place or accountability is lacking. Courage to address the root causes of abuse and to tirelessly advocate for the partners.

RESPECT

While focused on safety and positive outcomes for partners and families, we are committed to providing a safe, respectful, and non-judgemental space where perpetrators can face up to their actions and behaviours and find a path to positive change.

ACCOUNTABILITY

We will hold ourselves accountable to the highest standards of safety, privacy, and responsibility to service users, partners, and the community.

PROFESSIONALISM

We take pride in our work and in delivering operational excellence in everything that we do. We will develop and follow the procedures necessary to fulfil our mission while maintaining clear professional standards.

COLLABORATION

We can go further as a community. We will embrace and seek out collaboration and open communication within MOVE, with government agencies, and with other charities in our sector to achieve our vision for all of Ireland.

1. IMPACT

- To provide a quality assured, evidence informed suite of programmes for perpetrators of DSGBV, ensuring the safety of current and former partners and children.
- To demonstrate and promote the unique value of perpetrator interventions to relevant agencies and the general public.
- To guide research into DSGBV and effective responses.
- To facilitate the inclusion of the voices of all relevant stakeholders to inform MOVE in its future direction and focus.

2. COLLABORATION

- To promote a unified approach to DSGBV in collaboration with statutory and voluntary agencies in Ireland.
- To contribute and influence the evolution of DSGBV policy at national and European level.
- To build the awareness and understanding of MOVE Ireland services through thought leadership.
- To foster a culture of collaboration and co-creation with staff, facilitators and partner organisations.

3. REACH

- To consolidate our current services and make them available and accessible to all who seek them.
- To offer access to appropriate support and safety for partners and children.
- To expand the scope of the current suite of programmes to ensure inclusion and accessibility for all.
- To raise the awareness and understanding of MOVE services through promotion and education.

4. ORGANISATIONAL STRENGTH

- To continue to improve governance, risk and compliance processes to achieve and maintain the highest possible standards and transparency in our work.
- To improve internal policies, processes and systems.
- To foster an environment that supports staff well-being and career development.
- To improve data management and the use of technology for operational efficiency.
- To diversify funding streams to ensure sustainability and to enable long-term planning.



OUR OBJECTIVES

ACTIONS WE WILL TAKE

1.1 Expand and deliver a scalable, evidence-informed suite of behaviour intervention programmes for perpetrators of DSGBV.

- Audit of current programmes
- Co-produce quality assurance framework for current and new perpetrator programmes
- Build capacity in the Domestic Abuse Support Team

1.2 Develop and deliver a robust impact measurement framework to validate and support the work of the organisation.

- Improve use of CRM
- Improve our impact and evidence-based reporting

1.3 Lead research efforts into the effectiveness of perpetrator programmes.

- Quantifiable review of statistics
- Control groups
- Partner support
- Academic partnership

1.4 Build the collective evidence to advance best practice, raise societal awareness and earlier intervention.

- Evaluation of partner engagement
- Qualitative measurement
- Comparison research
- Collate crime frequency reduction data

1.5 Harness the expertise of stakeholders to implement relevant recommendations of perpetrator interventions, under Ireland's third national strategy.

- Grow the team in line with funding

2. COLLABORATION



OUR OBJECTIVES

2.1 Enhance the visibility and awareness of MOVE Ireland as a thought leader in perpetrator intervention programmes.

2.2 Foster collaboration with statutory and voluntary organisations working in the area of DSGBV.

2.3 Build relationships with relevant agencies to contribute and influence the evolution of DSGBV policy at national and European level.

2.4 Develop and implement an inclusive staff well-being programme.

ACTIONS WE WILL TAKE

- Content creation and social media engagement to raise public awareness across multiple channels

- Build strong aligned message around our vision and mission through our PR strategy
- Publish regular content and statistics

- Develop visual content
- Use story-telling for impact
- Build relationships and network with journalists for TV, radio, and podcasts

- Take a co-creation approach to the work of the organisation, both internally and externally



OUR OBJECTIVES

ACTIONS WE WILL TAKE

3.1 Review the current services provided.

- Review current services to identify and resolve issues
- Identify resource allocation for current and new service offerings
- Co-produce a plan for expansion of services

3.2 Provide a more comprehensive service to partners and ex-partners.

- Strengthen the Domestic Abuse Support Team
- Expand current supports

3.3 Implement a DEI (Diversity, Equity and Inclusion) policy for the organisation.

- Seek expert support to create a policy and implementation plan including training for all staff

3.4 Utilise evidence-informed practices when dealing with high-risk perpetrators.

- Provide training for all staff

3.5 Raise public awareness and understanding of MOVE services.

- Create and launch a campaign to increase awareness and understanding of MOVE's services, targeting new audiences via social media, community events and partnerships with local organisations



OUR OBJECTIVES

4.1 Strengthen the Governance, Risk and Compliance (GRC) framework.

4.2 Foster an environment that supports staff well-being and career development.

4.3 Enhance data management and the use of technology for operational efficiency.

4.4 Diversify funding streams for sustainability.

ACTIONS WE WILL TAKE

- Conduct a comprehensive review and update of existing policies, implementing risk management tools and relevant training for Board and staff in line with GRC best practices

- Co-produce and implement comprehensive employee well-being and career development programmes to support all staff
- Co-create a succession plan for organisation sustainability and growth

- Review existing systems, identify gaps and create a plan/transformation
- Investment in data systems and training

- Audit of available grants
- Creation of funding strategy

1. OUR KEY AREAS OF ACTIVITY

- Suite of programmes and interventions for perpetrators
- Access to support for current and former partners and families
- Research perpetrator programme effectiveness
- Contribute to the development of DSGBV policy
- Collaboration with other agencies

2. WHICH RESULT IN THESE IMMEDIATE OUTCOMES

- Changed behaviours
- Peer support
- Positive impact for current and former partners and children
- Positive impact on family and friends

3. WHICH HELPS DELIVER OUR STRATEGY

- To provide a crucial and timely behaviour intervention for domestic abuse
- To be a crucial support to current and former partners in recovery
- To contribute to the safety of partners and children in Ireland

4. AND HAS AN IMPACT ON COMMUNITIES AND SOCIETY

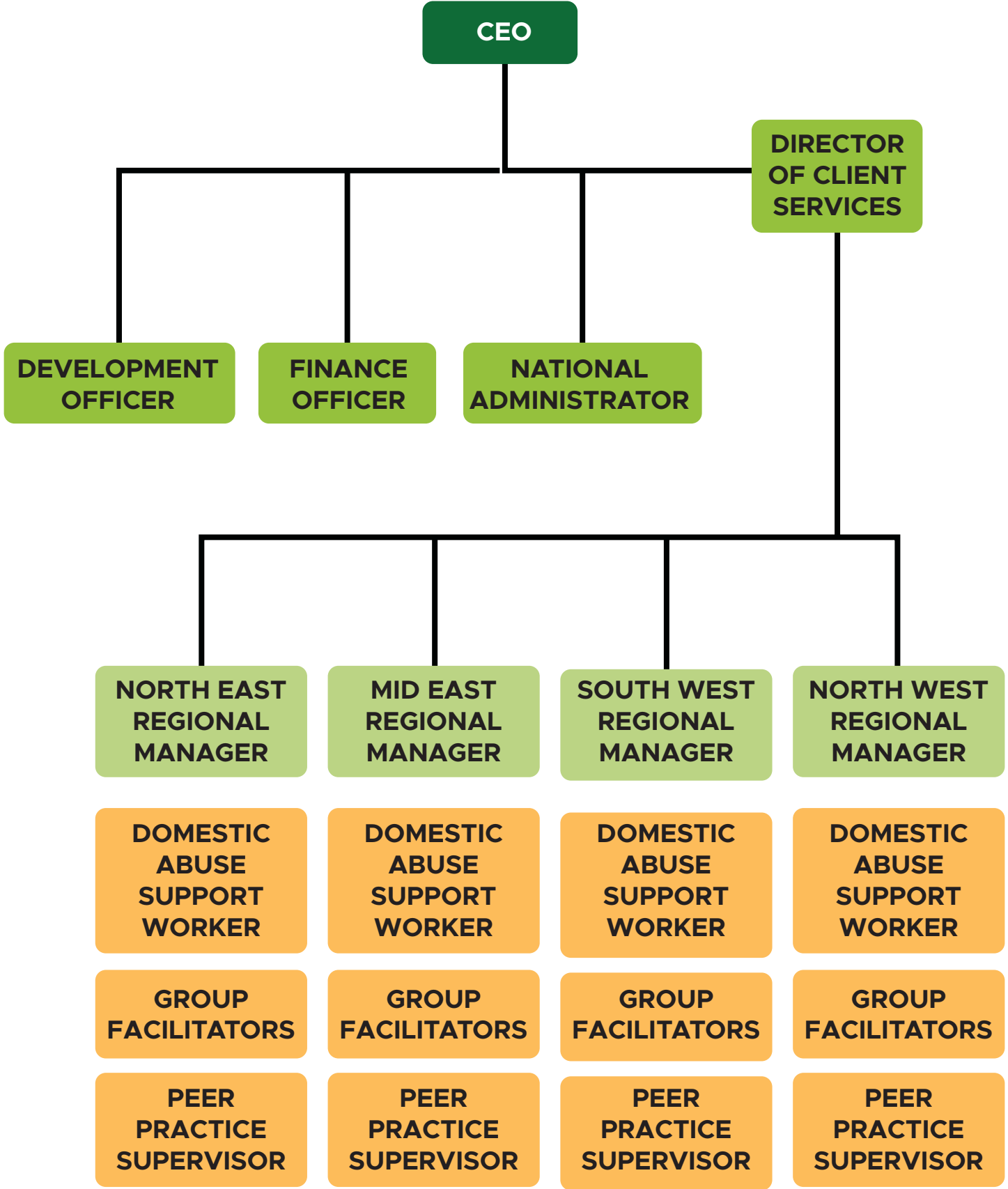
- Ensuring a safer future for all, by delivering effective interventions that support and protect survivors, provide accountability and rehabilitation for perpetrators, and which advance policy and research on DSGBV.

IN DELIVERING ON THIS STRATEGIC PLAN, WE WILL

- have demonstrated our ongoing flexibility, ability and capacity to meet the multiple and changing needs of the people we support.
- continue to be a leading organisation for quality, efficient services for people affected by DSGBV.
- have expanded our reach and worked tirelessly with our staff to achieve our vision mission.
- be an inclusive organisation providing support to those who need our services.
- have strengthened our reputation as the leading organisation working in this space.
- have used our expertise to influence policy and increase public awareness of the issues we see through all of our work.
- have a diverse and inclusive team who will play a key role in delivering consistent and effective support for those we work with.
- have strengthened our governance to sustain our organisation into the future.

AREA	OBJECTIVE	2025	2026	2027	2028	2029
1.	1.1 Expand and deliver a scalable evidence-informed suite of behaviour intervention programmes for perpetrators of DSGBV.					
	1.2 Develop and deliver a robust impact measurement framework to validate and support the work of the organisation.					
	1.3 Lead research efforts into the effectiveness of perpetrator programmes.					
	1.4 Build the collective evidence to advance best practice, raise societal awareness and earlier intervention.					
	1.5 Harness the expertise of stakeholders to implement relevant recommendations of perpetrators interventions, under Ireland's third national strategy.					
2.	2.1 Enhance the visibility and awareness of MOVE Ireland as a thought leader in perpetrator intervention programmes.					
	2.2 Foster collaboration with statutory and voluntary organisations working in the area of DSGBV.					
	2.3 Build relationships with relevant agencies to contribute and influence the evolution of DSGBV policy at national and European level.					
	2.4 Develop and implement an inclusive staff well-being programme.					
3.	3.1 Review the current services provided.					
	3.2 Provide a more comprehensive service to partners and ex-partners.					
	3.3 Implement a DEI (Diversity, Equity and Inclusion) policy for the organisation.					
	3.4 Utilise evidence-informed practice when dealing with high-risk perpetrators.					
	3.5 Raise public awareness and understanding of MOVE services.					
4.	4.1 Strengthen the Governance, Risk and Compliance (GRC) framework.					
	4.2 Foster an environment that supports staff well-being and career development.					
	4.3 Enhance data management and the use of technology for operational efficiency.					
	4.4 Diversify funding streams for sustainability.					

OUR ORGANISATION



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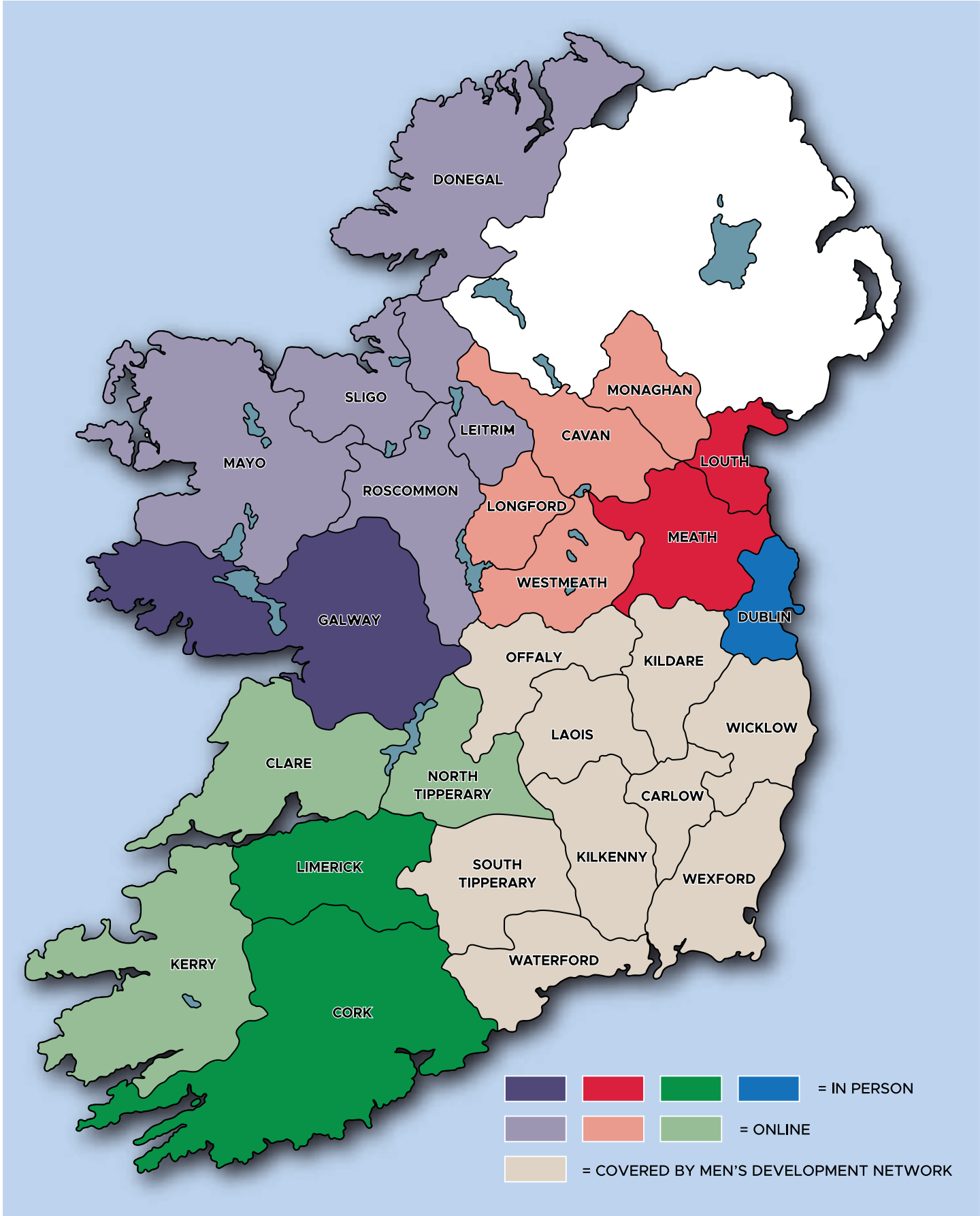
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MAP OF OUR SERVICES



A COLLABORATION



MOVE Ireland collaborated with MANTRA Strategy at this year's National Training Conference in the Anner Hotel, Thurles, Co. Tipperary

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