



# White Ribbon Day 2020: Community Action Kit

This White Ribbon Day (Friday 20 November), we are asking communities all over Australia to come together, and say 'no' to violence against women. It takes all of us. This kit is a resource to support you, as you drive White Ribbon Day in your community.

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#WhiteRibbonDay

 **White Ribbon**  
Australia

# ► Violence against women is at epidemic levels in Australia



1 in 2 women have experienced sexual harassment during her lifetime<sup>1</sup>.



On average, one woman a week is murdered by her current or former partner<sup>2</sup>.

## This issue affects all of us. But there is a solution.

This White Ribbon Day, we are bringing communities together to foster respect, healthy relationships, and a safer environment for women and children. Reach out to members of your community, and bring everyone together on White Ribbon Day this Friday 20 November.

### This booklet includes:

EVENT & POST-EVENT IDEAS

HOW TO CREATE A VIDEO

SOCIAL MEDIA SUGGESTIONS

EVENT CHECKLIST

KEY MESSAGES

TEMPLATES AND RESOURCES

### TIP

#### Navigating this toolkit

This is an interactive toolkit intended for digital use on a smartphone, tablet or computer. Navigate using the tabs to the left, or on the right border on the following pages.

You are welcome to print the kit, however note that many resources are embedded as hyperlinks and won't be accessible.

If you have additional questions that have not been answered in this toolkit, contact the events team at [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au) and they will respond within three working days.

### CASE STUDY

#### The importance of White Ribbon in the community

During a community event supported by the Sunshine Coast White Ribbon Committee, a woman approached one of the members to talk about an incident of violence that had happened to her daughter the night before. The member referred her to police, and the matter was followed up that afternoon, where a domestic violence order was taken out. The survivor was safe, and the perpetrator was held to account for his actions. Having a presence in your community can make a real difference.



# Event ideas

## This White Ribbon Day you could:

- Ask everyone to wear white or a White Ribbon T-Shirt
- Organise a White Ribbon Day march – bring your community together and march through the town to raise awareness of ending violence against women, and show the world where you stand. Make sure you reach out to:
  - Council
  - Local schools and universities
  - Local businesses and organisations
  - Emergency services (Police, Fire & Rescue, SES, etc.)
  - Local sports clubs or community groups, like Rotary, or your local White Ribbon Committee.
- Include a barbeque or rally at the end of the march to mark the occasion
- Create a large White Ribbon in a public space for people to take photos for their social media.
- Organise a White Ribbon stall at your local farmers market, fete or at an open day, to sell **merchandise** and share resources like **factsheets** or our **STOP Kit**.
- Check the **A-Z of event ideas**.

### REMINDER

No matter what you're planning for White Ribbon Day, make sure you **register with us** to be listed on our event map, get an Event Kit, and receive extra support from our dedicated events team.



## Want more?

### Beyond an event, you could also:

- Create banners to line the main street using the In Support logo in this kit. Email [marketing@whiteribbon.org.au](mailto:marketing@whiteribbon.org.au) if you need help.
- Project a white ribbon onto the side of a major building, like the town hall or police station.
- Get white ribbons put onto council garbage trucks - "Violence against women is rubbish!"
- Install a white ribbon garden, or a mural on a central wall in town. Let us know at [marketing@whiteribbon.org.au](mailto:marketing@whiteribbon.org.au) if you need further inspiration.

### NEED HELP?

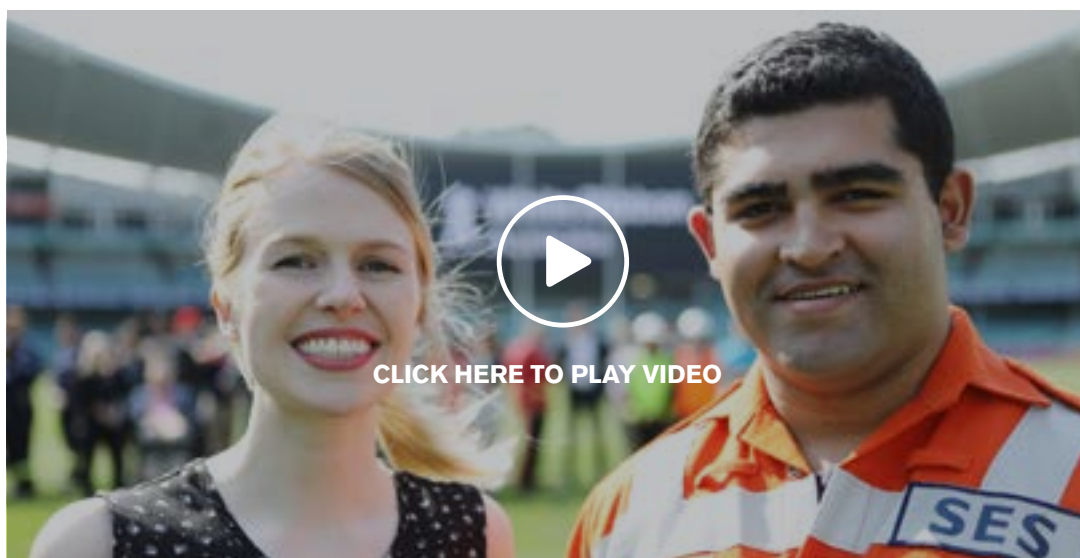
Get in touch with our amazing events team at [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au).





# Create a video

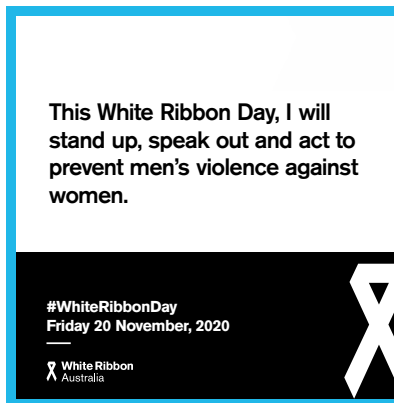
[Check out our White Ribbon Day video](#) – why not make your own version? Film staff talking about what White Ribbon Day means to them or taking the Oath, mimic our video below, or come up with your own creative version. You could launch the video on White Ribbon Day.





## Get social

Download the White Ribbon Day social media tiles below to spread the word.



## Keep in touch

Every day is White Ribbon Day. [Join the movement](#) to hear about volunteering opportunities, new resources, updated statistics about violence against women, and more ways to get involved in the movement all year round.

### Are you following us?

-  @whiteribbonaust
-  @whiteribbonaustralia
-  @whiteribbonaust
-  @whiteribbonaust
-  @whiteribbonaust

## 16 Days of Activism

The 16 Days of Activism (25 November – 10 December) is a time to galvanise action to end violence against women and girls all around the world, starting with the UN's International Day for the Elimination of Violence against Women.

Keep an eye on our [website](#) for ways to get involved, or visit the [UN Women website](#) for more information.





# Event checklist

## 6+ weeks before your event

- The first step is to **register your event**. Be sure to tick the relevant boxes if you would like to receive an Event Kit. You will receive your official Authority to Fundraise once you have registered, as well as a listing on our website and extra support from our Events team.
- Reach out to different members of the community for their support in pulling your event together. Think council, schools, businesses, sporting groups, and your local White Ribbon Committee.
- Determine exactly what the event will look like – is it a march? Is it a community day? Is it a barbeque? Will you have a speaker? Refer back to our event ideas earlier in the kit.
- Depending on the size of your event, it might help to have a small group to share the workload. Now is a great time to set this up.

## 4+ weeks before your event

- Start to advertise your event with posters, social media tiles, newsletters, and other resources provided in this kit (or feel free to make up your own using the In Support logo!)
- Purchase **White Ribbon merchandise** to sell at your event. Buy a box of white ribbons and sell them on to everyone who attends to help raise awareness.
- Coordinate any volunteers, suppliers, venues, etc.

## 1 week before your event:

- This is also a great time to reconfirm any suppliers that are part of your event and finalise details such as RSVPs, timelines and volunteers etc.
- Print out/download any materials you may need from your White Ribbon event dashboard including flyers, factsheets, pledge forms and videos.

## During the event

- We encourage you to do an Acknowledgement of Country at the beginning of your event. For example, "I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today, the (people) of the (nation) and pay my respects to Elders past and present."
- Take plenty of photos so you can share them with everyone later. Don't forget to hashtag #whiteribbon, #whiteribbonday and #whiteribbonevents, and to tag us with the handles earlier in this kit.
- Ask people to add donations to your fundraising page.
- If you are fundraising at your event, ensure that you collect the details of anyone wishing to receive a tax receipt so that you can issue one later.

## After the event

- Thank everyone who came to your event, including attendees, sponsors, donors, speakers and organisers.
- If you received cash donations at your event, **deposit them on your event page**.
- Make sure you share all photos online and remember to tag us!



**You can register your event at any time leading up to White Ribbon Day.**

**November 20 doesn't work for you?**

**No problem! You can host a White Ribbon Day event any time in November, or even December.**



# Key messages

## Key Messages

- At home, at school, at work, in social settings and across our community, we can address men's violence against women and children, and put a stop to it.
- In Australia, one in four children is exposed to domestic violence.
- 1.7 million Australian women over 15 have experienced sexual violence, and 2.2 million have experienced at least one violent incident by an intimate partner.
- Across their lifetime 5 million women have experienced sexual harrassment. On average one woman a week in Australia is killed by an intimate partner.
- Domestic and family violence is the principal cause of homelessness for women and their children.
- Children often see or hear violence between their parents - 65% of women who had children in their care when they experienced violence by a current or former partner reported that the children had seen or heard the violence.
- The key root causes of violence include beliefs and behaviours reflecting disrespect for women, low support for gender equality and adherence to rigid or stereotypical gender roles, relations and identities. There is no single cause for violence against women.
- Accepting the status quo is the biggest barrier to change. People who do not believe men and women are equal are more likely to condone, tolerate or excuse violence against women.
- Change can happen when violence against women is addressed.

## Further resources

- [Statistics about violence against women and domestic violence](#)
- [Causes of violence against women](#)
- [Where to find help](#)
- [Fact sheets about how to prevent men's violence against women](#)

## EVENT KIT

If you tick the box when you register, you can also receive an Event Pack in the mail that includes posters, balloons, bunting, and a donation box to boost your event.





# Templates and resources

## WHITE RIBBON POSTERS

Put up posters all over your community. Use a full page, or fill your details in our 'emptybelly' poster.



[DOWNLOAD](#)

## EVENT BANNER

Get this banner printed to hang up at your event, on the main street, or at the front of a White Ribbon March.



[DOWNLOAD](#)

## INSTAGRAM FRAME

Get a #WhiteRibbon instagram frame printed at your local printer for a fun addition to your event.



[DOWNLOAD](#)

## NEWSLETTER TEMPLATE

Put a small snippet in your work, school or community newsletter to spread the word.



[DOWNLOAD](#)

## BUNTING

Print out and cut up White Ribbon bunting to add a decorative flair to your event.



[DOWNLOAD](#)

## MEDIA RELEASE TEMPLATE

Fill in the gaps and share with local newspapers, radio or television to gain extra exposure for your event.



[DOWNLOAD](#)

## LETTER OF SUPPORT

Reach out to local businesses for sponsorship or donations with this editable letter of support.



[DOWNLOAD](#)

## IN SUPPORT LOGO

Create your own posters, social media tiles, etc. for White Ribbon Day with the In Support Logo.



[DOWNLOAD](#)

## EMAIL SIGNATURE

Use our email signature banner to share your support for White Ribbon Day.



[DOWNLOAD](#)