



White Ribbon Australia Consultation Paper



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Communicare affirms the valuable role of White Ribbon Australia (WRA) to engage men in promoting gender equality and ending violence against women and children.

White Ribbon: The Movement

On December 6, 1989, a man walked into the École Polytechnique University in Montreal, Canada. With a semi-automatic weapon, he massacred 14 of his female classmates in his engineering classroom.

Two years later a handful of men in Toronto decided they had a responsibility to work to end men's violence against women. With white ribbons that symbolise a pledge to never commit, condone or remain silent about violence against women, the White Ribbon campaign was born. It has since become a global movement, reaching across 60 countries.

In 2003, White Ribbon Australia was formed to ensure men are active advocates for changing social norms, attitudes and behaviours that are at the root of men's abuse of women. Since its inception, White Ribbon Australia has carried out a multitude of diverse, community-led actions and events designed to promote gender equality, healthy relationships and a masculinity in which abuse of women is never perpetrated or tolerated.

Our Vision

A nation in which every woman is respected and lives safely, free from all forms of men's abuse.

Our Purpose

Engaging men to make women's safety a man's issue too.

Our Values

Courage: Finding creative and innovative solutions in the face of challenges.

Integrity: Remaining ethical, honest and accountable to all.

Respect: Reflecting compassion and honour, acknowledging difference and upholding dignity.

Collaboration: Working collaboratively to drive social change.

Leadership: Driving leadership in lasting and positive, normative change.



Communicare Inc. *Creating Futures*

Since 1977, Communicare has delivered holistic, integrated services across Perth & regional Western Australia.

About Communicare

Our diverse service portfolio includes 30 programs in the areas of family and domestic violence, education, employment and training, child development, family support and settlement services for migrants and refugees. As an innovative for-purpose organisation, we are committed to assisting people participate to their full potential by creating strong, safe and inclusive communities.

We aim to create community safety by working with individuals and families to develop non-violent, more equal and respectful family relationships.

All our family and domestic violence support services have the primary focus of maximising the safety of women and children. In June 2003, Communicare Breathing Space, the first residential men's behaviour change program in the southern hemisphere, commenced operations as an alternative to removing women and children from their family home. Communicare Breathing Space now operates from two Perth metropolitan locations.

In 2011, Communicare Tuart House opened as a regional WA crisis accommodation and support service for women and their children who were homeless or at imminent risk of homelessness as a result of family domestic violence. Communicare Tuart House is a safe place for women and their children to be empowered to create new safe and positive futures.

So, for over 16 years we have sought to disrupt the cycle of violence against women by delivering services that advocate for women and children and engage perpetrators of violence.

The Acquisition of White Ribbon Australia

As White Ribbon Australia went into liquidation in November 2019, we felt strongly about the significance of the White Ribbon movement as an essential part of addressing gendered violence. WRA aligns with Communicare's values and reflects our long-standing commitment to eliminating violence against women and children.

With over 16 years' experience in the provision of family and domestic violence support services, WRA can be harnessed as one tool among many necessary for building a broad collaborative social campaign capable of shifting norms and ending violence against women.



White Ribbon Australia Stakeholder Engagement

As Communicare progresses in the strategic planning process for WRA, we recognise the many contributions WRA stakeholders provided prior to liquidation related to the attainment of key achievements and the identification of ongoing critical challenges. Subsequently, we have drawn upon strategic planning activities, consultations and documents completed prior to the end of 2019.

Examples of prior activities, consultations and documents include (but are not limited to):

- Strategic Plan Workshop, 2019
- Interviews and surveys with Board members, senior leadership and key stakeholders, 2019
- Survey of Board members and senior leadership, 2019
- Evaluation of Breaking the Silence Schools Program, 2019

We have further engaged in numerous consultations and discussions with White Ribbon Canada, former WRA staff, schools, businesses, partners and other key stakeholders. We were heartened by the input provided as it demonstrated how meaningful for many the movement continues to be.

While opinions vary and experiences diverse, several key themes have consistently emerged as being critical to the vision and success of WRA going forward.



Consultation Paper

This consultation paper details several key themes to shape the direction of WRA and provides opportunity for stakeholders to offer feedback. Clarifying these themes enables a clear refocus of WRA core priorities on which all future activities may extend, forming part of the first phase in drafting the White Ribbon Australia Strategic Plan 2020 to 2023 (scheduled for release June/July 2020).

Theme 1

Enabling Communities to cultivate local systems and networks that raise awareness and address local drivers of male violence against women and children.

This may involve building local resources to both educate the community and encourage collective community responses to violence against women and children. Communities may be considered in broad terms to include environments such as schools and workplaces.

Theme 2

Engaging Men and Boys as essential to driving changes in social norms that perpetuate violence against women and children and to supporting behaviour change.

This may involve utilising men and boys as role models.

Theme 3

Activating the Movement to facilitate a grassroots coalition around a shared purpose to promote gender equality and eliminate violence against women and children.

This may involve equipping regional committees and other interested groups to self-organise and inspire involvement in promoting the WRA message. Emphasis may also be placed on enhancing collaboration across WRA.

Communicare invites input on these themes related to the vision of ending violence against women. Given the uncertain future of WRA over the past few months, we appreciate stakeholders may have additional queries. As a result, feedback on broader areas of interest is also welcome. Input can be provided through the Consultation Paper Feedback Survey.

White Ribbon Australia Strategic Plan Consultations Timeline:

- May 4, 2020: Consultation Paper feedback survey opens
- May 29, 2020: Consultation Paper feedback survey closes

A 35 Adelaide Street,
Fremantle WA 6160

P PO Box 730,
Cannington WA 6987

T +61 8 9251 5777

E wra@communicare.org.au

