

Australia's campaign to
stop violence against women

White Ribbon

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Dear Committee

Response to Terms of Reference for the Social Development Committee

Inquiry into Domestic and Family Violence

Please find enclosed White Ribbon Australia's submission to the aforementioned Inquiry.

Thank you for the opportunity to respond to the Terms of Reference.

I am happy to elaborate on the information contained on this submission if required.

Yours sincerely

Libby Davies

CEO

White Ribbon Australia

Introduction

White Ribbon Australia (White Ribbon) appreciates the opportunity to contribute to this Inquiry into domestic and family violence.

Herein we address the Terms of Reference with particular emphasis on:

- the effectiveness of current service structures in supporting the prevention of domestic and family violence;
- the effectiveness of current initiatives in supporting the prevention of domestic and family violence; and
- how workplaces and industry can further support the prevention of domestic and family violence.

The effectiveness of current service structures in supporting the prevention of domestic and family violence

Current service structures support the prevention of domestic and family violence through the provision of primary, secondary and tertiary responses to violence against women. White Ribbon recognises and commends the contribution many services make to prevention efforts, including the work done by organisations providing services and support to women experiencing violence through, for example, women's shelters and women's health centres.

White Ribbon Australia is a national organisation dedicated to preventing men's violence against women and operates in the primary prevention end of the spectrum. The White Ribbon Campaign and Programs operate across a spectrum of activities and locations through funding that primarily comes as a result of from the broader community. Only 10% of funding to support the primary prevention work of White Ribbon Australia comes from Government.

Nationally, our work involves:

White Ribbon Campaign: a year-long marketing and awareness raising campaign across all spectrums of the media that raise awareness of men's violence against women and start the process of attitudinal change, including through the promotion of active bystander interventions (e.g. the White Ribbon *Hey Mate* and *Uncover Secrets* Campaign).

Breaking the Silence Schools Program: professional development program for school principals and teachers that supports them to embed models of respectful relationships in school culture and classroom activities. These models give students the opportunity to learn about and experience respectful relationships, preventing the perpetration of violence against women and girls. Schools are important sites for social change. Importantly, *Breaking the Silence* takes a whole-of-school approach, engaging schools, local services, Police, students and parents in violence prevention. Over 200 schools in New South Wales, Victoria and the Australian Capital Territory have participated since 2009, reaching over 110,000 students.

White Ribbon Workplace Accreditation Program: this program recognises and accredits workplaces taking active steps to prevent men's violence against women in and outside of the workplace. To date, 23 organisations, ranging from large corporates to not for profits, have achieved accreditation

by June 2014. There are currently a further 49 organisations undergoing accreditation as part of the 2015 in-take.

Ambassadors: Over 2,300 men across Australia are White Ribbon Ambassadors. Ambassadors play a critical role in speaking out and engaging with men and the broader community in awareness raising and driving attitudinal and behavioural change that perpetuates violence against women. They integrate the White Ribbon messaging and prevention activity into community events, the media and in everyday life. They are leaders in driving attitudinal and behavioural change in their spheres of influence. The role of Ambassador, namely men engaging men in violence prevention, underpins the White Ribbon Campaign and Programs and is fundamental to our theory of change.

Research: White Ribbon contributes to research in a variety of fields relevant to men's violence against women including gender equity, masculinities, legal responses to men's violence against women and youth attitudes to violence. This research is conducted with research partners, other not-for-profits and through the White Ribbon Australia Research and Policy Group. In early 2014, we undertook a youth attitudes to violence survey. This has yielded thousands of responses from young people around the country. Results are currently being analysed and will be released in March 2015

State, Territory and Regional Committees:

White Ribbon State, Territory and Regional Committees assist White Ribbon National Office to drive White Ribbon activities in their respective state and territory. Working together with the National Team these Committees assist consolidation of the Campaign, and facilitate engagement and activity at the local level. Committees represent a cross-section of the community, including members from emergency services, peak bodies, schools, community organisations, corporate and public service.

The White Ribbon Australia South Australia Committee, established in 2013 has been active in engaging the SA community through awareness raising events, Ambassador recruitment, White Ribbon Program promotion and policy advocacy.¹ The Committee meets monthly and is a key facilitator in fostering and strengthening stakeholder collaboration and enhancing community engagement in the White Ribbon Campaign and other primary prevention initiatives in SA.

South Australian communities and governments have been strong supporters of White Ribbon. Our activity in the state includes:

- 331 White Ribbon Ambassadors
- 70 White Ribbon events in 2014, an increase of 19% on 2013 figures
- Vanessa Swan, Acting Director Offender Development, South Australian Department for Correctional Services, a member of the White Ribbon Australia Research and Policy Group
- 1 accredited White Ribbon Workplace.

¹ Members include: Chairman Paul Edginton (CEO, Services to Youth Council), Cintra Amos (Member and former Governor, Zonta International District 23), David Chadwick (Regional Director, Department of Education & Children's Services), Gillian Lewis (Senior Policy Officer (Bioethical Issues) Health System Development Division, SA Health), Jane Flentje (Shine SA), Ritchie Hollands (Official Secretary to the Governor), Rob Manwaring (Lecturer, Flinders University), Trevor Richardson (Secretary, Coalition for Men Supporting Non-Violence), Grant Stephens (Deputy Commissioner, SA Police), Trevor Twilley (Officer in Charge, Limestone Coast LSA).

- 2 organisations participating in the Workplace Accreditation Program.
- Notably all departments of the South Australian Government are due to participate in the Program from March 2015.
- In 2015, *Breaking the Silence* will rollout to the state of South Australia with the delivery and implementation of the program to Regions within the South Australian Department for Education and Child Development (DECD).



Figure 1: Snapshots of White Ribbon in South Australia

The effectiveness of current initiatives in supporting the prevention of domestic and family violence

Measuring the effectiveness of current prevention efforts is a challenging but important task if violence prevention organisations are to achieve long-term social change.

White Ribbon Australia is committed to working innovatively and effectively, utilising up to date research and developing the best resources to help prevent men's violence against women. We do this through:

- Scoping research to inform development and practice
- Independent evaluations of our programs to measure their impact and improve impact
- Gathering evidence of engagement across a number of platforms

We are currently developing a social impact measurement framework to track the ongoing impact of our work. Below is a summary of the indicators that demonstrate the effectiveness of our work in supporting the prevention of domestic and family violence.

Promising results

White Ribbon metrics indicate that community responses to preventing violence against women, including domestic violence, are gathering momentum:

- Over 115,000 people have taken the White Ribbon Oath since 2010, swearing never to commit, excuse or remain silent about violence against women
- 58% increase in the number of Ambassadors from 2010 to 2014
- 230% increase in the number of White Ribbon community events from 2010-2014
- Over 99,000 people engaged with White Ribbon on Facebook and Twitter
- Two million reach on social media
- Increase in brand awareness in South Australia as part of the current 78% brand awareness nationally

Annual increases in the number of White Ribbon community events demonstrate the growth of the campaign and its increasing resonance with the Australian public. There has been a 230% increase in the number of registered White Ribbon community events from 2010-2014. Events are held across the country; most events are held in New South Wales, followed by Victoria, Queensland, South Australia, Western Australia, Australian Capital Territory, Tasmania and Northern Territory.

White Ribbon Programs are also seeing evidence of attitudinal and behavioural change. A summary of the evaluation results are given below.

The White Ribbon Workplace Accreditation Program

The White Ribbon Workplace Accreditation Program formally recognises and accredits workplaces that are taking active steps to respond to, and prevent, violence against women in and outside of the workplace. To date, 23 organisations have achieved accreditation and the program has reached almost 200,000 employees. Independent evaluations of the project shows that we are increasing people's awareness of violence against women and starting to change their behaviours. The table over page gives a summary of the highlights of the latest evaluation completed in 2014.

The Workplace Accreditation Program is increasing people's awareness of violence against women

- 14% increase in awareness of support available to victims and how to access it
- 7% increase in the number of employees who understand that violence against women is common in Australia

'I didn't realise how [violence] also affects the woman's ability to perform and hold down a job.' - employee

The Workplace Accreditation Program is changing people's attitudes

- 16% increase in the number of employees who think sexually explicit jokes are 'never acceptable'
- Increase in the percentage of employees suggesting that sexist language is 'never acceptable' from 59% to 67%

'Given the stats, I worry for my daughters. I think about the role I play in ensuring they understand what they should expect from their partners' - employee

The Workplace Accreditation Program is changing people's behaviour

- 7% increase in the percentage of staff who would take action if they witnessed sexually explicit jokes
- 20% noted a change in how others in their organisation thought about or behaved towards women

'I've stopped telling sexist jokes at lunch' - employee

Participating organisations are seeing the benefits of accreditation

- 48% of managers believe accreditation will position them as employers of choice in the future
- 45% of managers believe accreditation has increased public confidence in the organisation, and 90% felt it would in the future
- 10% of managers indicated that accreditation had led to cost savings, and 29% believed that cost savings would be achieved in the future

'Telstra's involvement in the White Ribbon Workplace Accreditation Pilot Project is a natural extension of our commitment to the health and safety of Telstra employees, and a strong part of our commitment to gender equality...' - Will Irving, Group Managing Director, Telstra Business.

Breaking the Silence Schools Program

Breaking the Silence has been independently evaluated twice since the Program was introduced in 2009. The most recent evaluation was completed in July 2014.

Findings from the latest evaluation of *Breaking the Silence* indicate:

- Schools that commenced *Breaking the Silence* are more likely to have structures in place to support respectful culture, particularly counselling provision.
- Increase in awareness regarding the prevalence of violence.
- The program adapts well to the cultural needs of individual schools.
- Students were more likely to stop others who were being unfair or disruptive.
- Schools reported positive changes in the interactions between boys and girls.

We have also received feedback from stakeholders e.g. One Sydney school recorded an 80% decrease in suspensions relating to bullying and aggressive and violent behaviour following implementation of *Breaking the Silence*.

'The Breaking the Silence initiative has all the features of a successful primary prevention program for schools. It is directly linked to curriculum content; it can be delivered flexibly to suit the varying circumstances of schools; it is engaging for the whole school community; and it links well with a key school value – developing respectful relationships between boys and girls (and men and women). It has been an absolute delight observing principals, teachers, students and parents breaking the silence and making it such a key component of what it means to be contemporary, caring and responsible schools'

- Dr Phil Lambert, General Manager, Curriculum, Australian Curriculum Assessment and Reporting Authority (ACARA)

'The goals of this project were about giving young men a voice and pride in that voice. It has been about teaching them that they are of great value as members of the community and, as such, have the ability to make a positive difference. Young men with strong self-esteem, an ethic of care and consideration for others and a sense of pride, have the ability to treat others respectfully and stand up against those who do not.'

- High school teacher

'...[*Breaking the Silence*] has given us permission to talk about something that was very hard to talk about, both at school and in our community'

- School principal

'It was good to see the point of view of the bully and the victim. I have learnt how and why a female should be treated with respect'

- Student

'it will allow me to stop other people in the work place and life to treat any women like crap'

- Student

'That's the aim of education, isn't it? Start them young and then at least they've got the concept of what society expects...and that gives them a pretty good foundation'

- Primary school father

We have achieved these results through a campaign and programs based on evidence-based best practice and the World Health Organisation Model of Health Prevention. Ongoing funding for the continuous development of these campaigns and programs is essential to building on and strengthening these results.

To reach as many people as possible, violence prevention initiatives must be targeted and culturally appropriate. Over the next four years, White Ribbon will focus on expanding our reach into Aboriginal and Torres Strait Islander and culturally, linguistically and religiously diverse communities across Australia.

Policy responses to domestic violence need to be cognisant of, and build on, successes such as those outlined above. This will avoid duplication, more effective use of very finite resources and facilitate joined up service delivery. The Federal Government can support this by adopting a whole-of-government approach to reducing men's violence against women that sees portfolios and governments communicating with each other and working together on proven and effective responses.

How current services could be supported by improving collaboration, capacity building and the sourcing of alternative funding to enhance programmes

Improving collaboration

In responses to other inquiries, White Ribbon has advocated for a whole-of-government approach to preventing violence against women. This will complement efforts to integrate systems, as detailed in the First and Second Action Plans of the National Action Plan, and advance achievement of the National Plan aims.

Men's violence against women is a complex issue that impacts multiple policy areas including social cohesion, health, policing, child protection, housing, social security, education and employment. Benefits from eradicating violence against women will be reflected in each of these portfolios, demonstrating a need for governments at all levels to work across portfolios. This will also be key to achieving service integration and identifying and building on what works, making long-term, positive social change possible.

Capacity building

The White Ribbon Campaign is embedded within a community development framework, advocating for stakeholder collaboration and a holistic community approach to preventing men's violence against women. White Ribbon supports communities across Australia to drive grass-roots campaign initiatives and build capacity by engaging men as leaders of change. Through the provision of resources, support for local initiatives and the implementation of effective White Ribbon programs, White Ribbon enhances mechanisms for tangible and sustainable change at the community level. The diagram over page demonstrates how this works through the *Breaking the Silence* Schools Program.

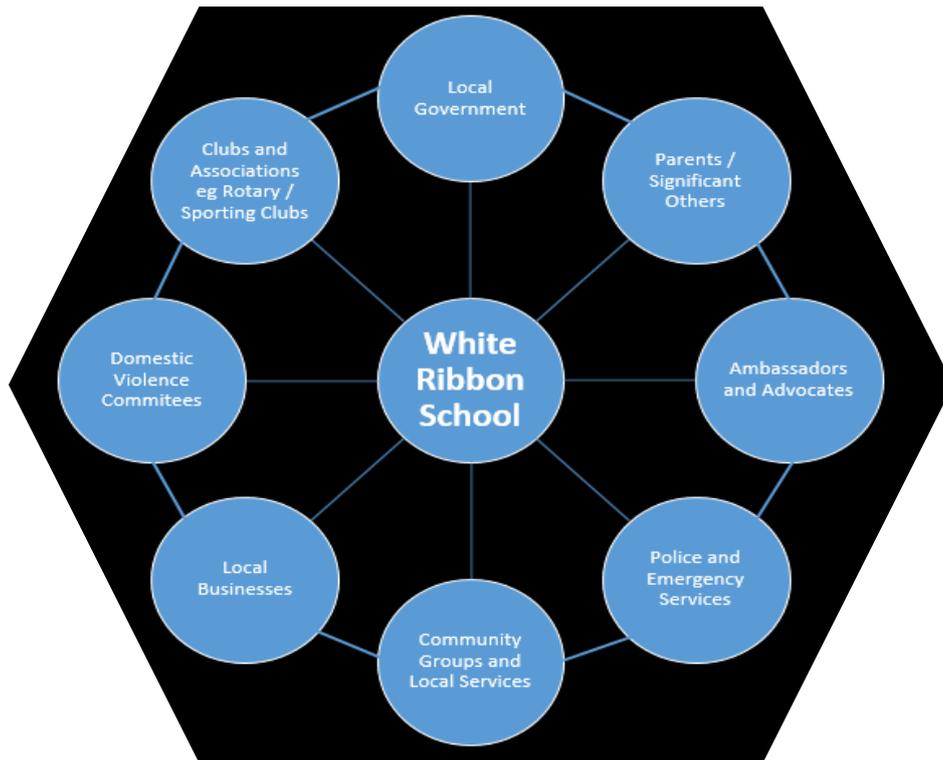


Figure 2: White Ribbon Programs take a whole-of-community approach.

Case study: Mount Gambier

The community of Mt Gambier have, through the engagement and collaboration of local services and stakeholders, collectively driven cross-sectoral, whole of community Campaign activity for many years. Through high Campaign engagement, in conjunction with a range of local initiatives spearheaded by emergency and support services, Mt Gambier has effectively embedded the White Ribbon message and enhanced male engagement in the prevention of violence against women.

This activity is highlighted by:

- 20 White Ribbon Ambassadors in Mount Gambier and surrounds
- Year round male engagement through the monthly meeting of the White Ribbon Ambassadors Group
- Ambassadors working collaboratively the Limestone Coast Domestic Violence Action Group, Inc. and other key stakeholders and services
- The coordination of formal and informal White Ribbon events, both around White Ribbon Day and throughout the year
- Agreed Implementation of *Breaking the Silence* across the region in 2015, made possible only through corporate support

Sourcing alternative funding to enhance programmes

Funding is an ongoing issue for most services and organisations working in prevention and tertiary responses to domestic and family violence. Recent funding cuts to the tertiary sector by the Federal Government and a lack of investment in prevention undermine their policy response through the National Plan.

Government funding constitutes less than 10% of White Ribbon Australia revenue. The White Ribbon Campaign and Programs are funded through the generosity of the Australian public and our corporate partners. White Ribbon merchandise and our fee-for-service program contributes to our sustainability. The breakdown of our revenue is given below:

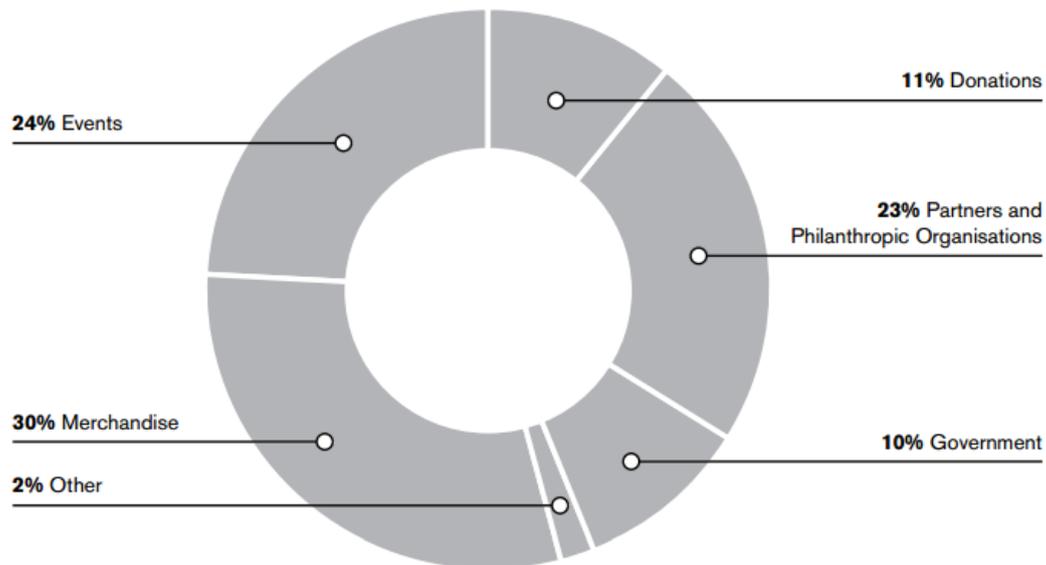


Figure 3: White Ribbon Australia revenue sources

While we are proud of our ongoing efforts to build a sustainable organisation, we take this opportunity to emphasise the ongoing importance of government funding for prevention work. Across services, government funding has been essential to pioneering new programs and expanding the scope of proven programs, including derisking ventures to encourage philanthropic investment.

Breaking the Silence is fully funded by our corporate partners and revenue raising activities. We receive no support for this program from any level of government yet it has been endorsed by all jurisdictions and recognised through primary prevention awards². While we have been able to launch and deliver the program since 2009, to expand the program we need additional resources. The program approach and design have been continuously evaluated and, as outlined above, demonstrate we are making a difference. Government support for this program would be an investment in a proven program and the future of Australian young people and communities.

² Breaking the Silence Awards: National winner of the NAPCAN National Play Your Part Awards 2014, State and Territory winner of the Australian Crime and Violence Prevention Awards 2013 and finalist in the 2013 HESTA Community Sector Awards. The Workplace Accreditation Program was awarded 2013 ACT Partners in Prevention Award.

How workplaces and industry can further support the prevention of domestic and family violence

Workplaces and industry are important sites of social change. Most women experiencing intimate partner violence are in paid work³. Whether happening in a person's private or professional life, violence against women impacts on women's health, safety, productivity and capacity to do their work⁴. Violence against women in the workplace has also been shown to impact on the organisational climate and employees' sense of wellbeing⁵.

The statistics below further demonstrate the link between workplaces, industry and prevention of domestic and family violence:



To harness the power of workplaces to be agents of change, White Ribbon developed the Workplace Accreditation Program. We commend the South Australian Government for recognising their role as a workplace in preventing men's violence against women and the commitment of multiple departments to participating in the Workplace Accreditation Program.

The Workplace Accreditation Program is a world-first violence prevention initiative. It recognises and accredits workplaces taking active steps to prevent violence against women. Independent

³ McFerran, L (2011) *Safe at Home Safe at Work? National Domestic Violence and the Workplace survey*, Centre for Gender Related Violence Studies, UNSW p.11

⁴ Murray, S. & Powell, A. (2008). *Working it out: Domestic violence issues and the workplace*. Sydney, Australia: Australian Domestic and Family Violence Clearinghouse. Retrieved from: <http://bit.ly/1sfroKv> p.4

⁵ Chung, D., Zufferey, C., & Powell, A. (2012). *Preventing violence against women in the workplace (An evidence review: full report)*. Melbourne, Australia: Victorian Health Promotion Foundation. Retrieved from: <http://bit.ly/1oFVPWV> p.22

evaluations demonstrate the Workplace Accreditation Program is changing the attitudes and behaviours that lead to violence against women.

White Ribbon launched the Workplace Accreditation Program in 2012, with support from the Australian Government Department of Social Services. It was rolled out as a fee-for-service program in August 2014 and there are currently 49 organisations undergoing accreditation.

The Workplace Accreditation Program supports workplaces to adapt organisational culture, practices and procedures to promote safe workplaces for women and respectful relationships. It helps organisations address this complex issue in a structured and safe way.

The award-winning Program is about:

- **Leadership and Commitment** and **focuses on the positive role men play in making women's safety a man's issue too.**
- **Prevention** of violence against women
- **Response to violence** against women in the workplace

The key objectives of the Workplace Accreditation Program are to:

- Increase the knowledge and skills of staff and managers to address issues of violence against women in the workplace
- Enhance the capacity of workplaces to respond to the issue of violence against women
- Change attitudes and behaviours that allow violence against women to occur
- Accredite workplaces taking active and effective steps to stop violence against women.

Twenty three organisations have been accredited as White Ribbon Workplaces and 49 organisations have commenced the program since August 2015. Almost 200,000 staff have been reached through the program, the majority of which are male.

See Appendix 1 for a full list of organisations that have achieved accreditation and those that are working towards accreditation.

How current Federal Government legislation, initiatives and measures could affect the provision of domestic and family violence services and, women and children escaping domestic violence

There is a strong relationship between Federal Government policy and the provision of domestic and family violence services and support for women and children escaping domestic violence. This issue was included as a term of reference in the recent Finance and Public Administration References Committee Inquiry into Domestic Violence in Australia. Many submissions to this inquiry addressed this issue and we recommend the present Committee consider these responses. A full list of submissions can be found here:

http://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Finance_and_Public_Administration/Domestic_Violence

As part of its commitments under the National Plan, the Australian Government has substantially funded Australia's National Research Organisation for Women's Safety (ANROWS) and Our WATCH to deliver research and prevention programs. While White Ribbon welcomes additional investment in these areas, we urge all governments to also consider funding existing programs and organisations where there is clear evidence they are effective at engaging the community in prevention of men's violence against women. This will minimise duplication, ensuring effective

allocation of resources and also recognises the contribution existing organisations and programs have made to prevention.

For example, market research demonstrates that a record number of Australians correctly identify what White Ribbon stands for. Awareness rates have increased considerably among men, our target audience; 70% of men can accurately identify what White Ribbon stands for, an increase of 12% on 2013 figures. South Australia had one of the largest increases in awareness by location, with 77% of South Australians correctly identifying that White Ribbon is concerned with the prevention of men's violence against women.

This data demonstrates the great inroads White Ribbon has made in Australia. Scarce government resources could be used very efficiently to further shore up these positive results.

Conclusion

Coordinated and integrated approaches to prevention of domestic and family violence is promoted in the National Plan and will be of most benefit to women, families and communities. This approach needs to build on what has already been achieved to avoid duplication and ensure scarce resources are used efficiently. The mechanisms through which to achieve this must be underpinned by a cross-portfolio, whole-of-government commitment to reducing violence against women. This approach is key to achieving sustainable social change by directly addressing gender inequity, a key issue underpinning domestic violence.

Appendix 1: White Ribbon Workplace Accreditation Program participants

White Ribbon Workplaces

- Anglicare Western Australia
- Baptist Care South Australia
- Child and Family Services Ballarat
- Council of the City of Sydney
- Coordinator General for Remote Indigenous Services
- Department for Community & Social Inclusion South Australia
- Fair Work Ombudsman
- Macquarie University
- Maritime Employee Training Ltd
- Monash University
- Moreland City Council
- National Rugby League
- Northern Territory Police, Fire and Emergency Services
- Pat Thomas House Inc
- Quantum Support Services Inc
- Royal Military College of Australia
- Royal Australian Navy
- Suzanne Grae
- Telstra Corporation Ltd
- Together Queensland Industrial Union of Employees
- UnitingCare Corporate Office and the UnitingCare Ageing Head Office
- University of Canberra
- Victorian Government Department of Justice – South East Metropolitan Region

Organisations working towards Accreditation

- Adelaide to Outback GP Training
- Australian Civil-Military Centre
- Anitua Ltd (Papua New Guinea)
- Australian Defence Force Academy
- Belgravia Leisure (Victoria Park Pool, Prince Alfred Park Pool and Andrew (Boy) Charlton Pool only)
- Blacktown Workers Club
- Bundaberg Eye Clinic
- Central Highlands Legal Service
- Cowra Community Information and Neighbourhood Centre Inc
- Department for Child Protection and Family Services Western Australia
- Department of Community Services Northern Territory
- DP World
- Endeavour Sports High School
- Gadens Brisbane
- Grampians Community Health
- iiNet (HR department)
- Kornar Winmil Yunti Aboriginal Corporation

- Maari Ma Health Aboriginal Services
- Mission Australia
- Northside Community Services
- Shire of Campaspe
- The Australian Army
- Thiyama-li Family Violence Services
- Baptist Care NSW/ACT (Support Services & Community Services Division)
- Berry Street
- Blacktown City Council
- Department of Aboriginal and Torres Strait Islander and Multicultural Affairs (DATSIMA)
- Department of Correctional Services NT
- EACH Social and Community Health
- Greater City of Dandenong
- Mildura Rural City Council
- Northparkes Mines
- P&O Maritime
- Pensar Construction Group
- RAAF AMGHQ
- Relationships Australia SA
- Southern Cross Care Victoria
- The Department of the Treasury
- Uniting Care Community
- Woolworths Liquor Group
- Cardinia Shire Council
- Curtin University
- NSW Department of Family and Community Services
- University of Sydney
- Victorian Department of Justice
- Randstad