White Ribbon Australia

A social movement motivating men to walk beside women to build a society free from violence and disrespect towards women.
White Ribbon Australia – what do we do?

What is White Ribbon Australia?

A social movement
White Ribbon is the world’s largest social movement of men and boys working to end men’s violence against women and girls, promote gender equality, healthy relationships and a new vision of masculinity.

An Australian movement
White Ribbon Australia, part of this global movement, aims to create an Australian society in which all women can live in safety, free from violence and abuse.

A nation-wide, year-round movement
Since its inception, White Ribbon Australia has grown into a nation-wide movement, operating throughout the year and supported through primary prevention programs.

A movement focused on men as agents of change
Men are central to achieving an end to violence against women. White Ribbon Australia focuses on bringing men in greater numbers into the movement to achieve the social change necessary to prevent men’s violence against women.

A grass-roots, community funded and led for-purpose organisation
We receive less than 10 per cent of our funding from government. This means our engagement with the community and corporate Australia is particularly important. Without the financial support from donations and fundraising activities from individuals in the community and businesses, we would be unable to continue to deliver our important work.
What do we do?

We focus on violence prevention and behavioural change

White Ribbon coordinates a range of prevention activities, including behaviour change programs in schools, workplaces and the broader community.

We focus on primary prevention – preventing men’s violence and abuse of women by addressing the root causes of this behaviour.

We work in partnership with communities, individuals and workplaces

White Ribbon Ambassadors, Advocates, partners and supporters in the community, progress the movement through activities within their own networks and spheres of influence. Individuals, communities, companies, organisations, White Ribbon committees and other supporter groups are our on-the-ground voices and drivers of change, working across Australia to end violence against women. White Ribbon partners fund and support White Ribbon Australia’s core primary prevention initiatives.

We engage, educate, raise awareness, campaign, facilitate, research, develop policy and advocate

As part of our holistic approach to ending men’s violence against women, we develop creative campaigns to raise awareness about men’s violence against women and associated unacceptable attitudes and behaviours; run education and prevention programs in schools and workplaces; conduct research; provide policy advice and advocate for change.

We evaluate our approach and know that our work reduces violence towards women

All our programs are evaluated by independent experts against best-practice standards and criteria.

We systematically collect quantitative and qualitative feedback from the people who participate in our programs. Our public relations strategy and creative campaign is informed by independent research. Each year we conduct surveys and focus groups consisting of a broad diversity of men’s groups to gauge our success in getting men to engage with this issue, and to develop new messages for our campaigns.

“I feel I have become more empathetic and conscious of the fears that my female friends, colleagues, daughters and wife have on a daily basis ...”

EMPLOYEE, AFTER PARTICIPATING IN WHITE RIBBON’S WORKPLACE PROGRAM
Chair's message

White Ribbon Australia has become the leading organisation in this country for the engagement of men, alongside women, in the prevention of men’s violence against women and their children.

So it was a great honour and a challenge for me to have been elected Chair of the Board of White Ribbon in February 2016. Having spent decades as a prosecutor and in criminal justice dealing with the criminal consequences of this conduct, I have turned now to its prevention in this constructive and specialised way.

There are many actors in the field, each with their own purpose and expertise. We need to continue to find ways to work collaboratively to maximise the impact of the limited resources available to address this pernicious problem.

Again this year, White Ribbon has increased its influence by the judicious use of resources and the dedicated hard work of its small but committed and capable staff team. You can see the statistics for yourself. What is not so obvious here, unless you are among the thousands across the country who have been directly involved, is the dedication and industry behind the scenes that I have been privileged to witness.

The evidence-based and constantly evaluated programs of Ambassadors and Advocates, Workplace Accreditation and the Breaking the Silence Program for schools, are the three chief pillars of White Ribbon’s activities. They are delivered in an environment of growing community awareness of their need – and of the need to support them alongside other prevention activities.

Our new Strategic Plan sets the scene. I sincerely thank all involved in our programs, the staff team, volunteers, the Board and supporters of all kinds. Even small changes will have lasting effects – please help to identify ways of making a difference with White Ribbon Australia.

Nicholas Cowdery AM QC
Chair
White Ribbon Ambassador
What have we achieved in 2015–2016?

CEO’s message

This year our community continues to build its resolve to reduce the horrendous impact of men’s violence against women. The consequences of violence against women continues to focus the attention of the community and demonstrate the urgency of the problem. The growing community awareness gives increasing strength to White Ribbon as a vital and expanding social change movement.

In 2015–2016, more Australians than ever before have affirmed White Ribbon Australia’s stance that we must act together to end violence against women and girls and bring an end to the culture that tolerates and permits it. Our influence continues to grow, bringing us closer to our goal of creating real and lasting cultural change.

The Australian community’s drive to achieve social change is evidenced by the number of people attending and holding events, becoming Advocates and Ambassadors, acknowledging their commitment to being part of driving change, taking the Oath, transforming their workplaces into more respectful and safer spaces for women and supporting fundraising. Corporates and organisations, including schools, align with White Ribbon through sponsorship and by undertaking our primary prevention programs.

Every Australian who participates directly in a White Ribbon Australia event, activity and prevention program, takes the attitudinal change into their home, extended family, school and community.

We embed the message of violence prevention using an ecological model of cultural transformation.

This year, we saw the extension of our programs to more schools and workplaces, as follows.

- White Ribbon Australia’s Breaking the Silence Schools Respectful Relationships Program expanded nationwide, making Breaking the Silence the first such program to reach school communities in metro, regional and rural locations in all states and territories.

- There was strong demand for White Ribbon workplace accreditation in 2015-2016. During the year, 64 workplaces were accredited, more than 200 worked towards accreditation and a further 800 organisations expressed interest in becoming accredited.
Community engagement strategies continued to expand, evidencing the strength and momentum of the movement built on the collective action of many across different communities all over Australia.

The Ambassador Program focused on the re-committal process as well as the appointment of new Ambassadors meeting the needs of diverse communities across Australia and reflective of a grassroots movement.

As advocates we played a critical role in advocating for both prevention action and services to support those escaping violence. We have been part of ongoing government inquiry into the issue of domestic and family violence and ensured our voice is heard through written submissions and participation in forums, roundtables and collaborative action.

The prevention work of White Ribbon is touching the lives of more and more Australians. The strength of the movement is the sum of many parts.

As CEO, I am inspired by the commitment of our partners and supporters, by the men and women committed to driving change and embracing prevention action.

As we developed our new strategic framework we consulted with and listened to what was important to them in moving this social change movement forward. In February of this year, after 12 months of consultation and development, we launched the new framework. This has informed our work for the latter part of this financial year, as well as positioning the movement for the future.

I pay tribute to all who work in this space across the community including our volunteers, our committed and inspiring Board, White Ribbon Committees, those in frontline services, other organisations working to prevent and address violence against women, the dedicated and committed staff team at White Ribbon Australia and our amazing Ambassadors and Advocates.

Thank you, I am humbled to be a part of this inspiring and effective social change movement.

Libby Davies
CEO, White Ribbon Australia
White Ribbon Australia’s vision is a nation that respects women, in which every woman lives in safety, free from all forms of men’s abuse. Now more than ever, Australia needs strong voices – men’s and women’s voices – that challenge tolerance of, and complacency and inaction in response to violence against women.

**Violence against women has reached crisis levels in Australia**

Australia continues to have high rates of violence against women. Statistics show that:

- Women are three times more likely than men to experience violence from an intimate partner
- The majority of violence against women is perpetrated by men known to them
- This violence is the biggest cause of homelessness for women and their children
- At least one woman a week loses her life at the hands of a partner or a former partner
- Indigenous women are 34 times more likely to be hospitalised as a result of domestic violence than their non-Indigenous counterparts.

“I think that’s the best thing about the White Ribbon initiative – it opens the conversations.”

FACEBOOK USER, 25 NOVEMBER
Over 12 months, on average, one woman is killed every week as a result of intimate partner violence.

Violence against women is estimated to cost $21.7 billion a year.

One in four children are exposed to domestic violence, which is a recognised form of child abuse.

One in three women have experienced physical and/or sexual violence perpetrated by someone known to them.

One in five women experience harassment in the workplace.

It is the leading cause of homelessness for women and their children.

Intimate partner violence is the leading contributor to death, disability and ill-health in Australian women aged 15-44.

One in five women over 18 has been stalked in her lifetime.


Violence comes in different forms

Violence against women is any act of gender-based violence that causes or could cause physical, sexual or psychological harm or suffering to women, including threats of harm or coercion, in public or in private life.

As this definition makes clear,

violence against women is not only or always physical.

It includes psychological, economic, emotional and sexual violence and abuse, and a wide range of controlling, coercive and intimidating behaviours.

In Australia, violence against women is called many different things, including domestic violence, family violence, intimate partner violence, sexual harassment and sexual assault.
How do we help create change?

Ending violence against women requires a whole of community approach in which men and women from diverse backgrounds, experiences and professions work in collaboration. We recognise that our work must be driven and owned by the communities we work with. Our work must be responsive and reflect community realities. We must listen and learn from communities in order to show leadership on the issues of violence against women.

Every year community led White Ribbon Australia actions and events promote gender equality, healthy relationships and a vision of masculinity in which abuse of women is never perpetrated or tolerated.

We recognise the transformative power of role models, schools, workplaces and groups

There are a great number of individuals, organisations and communities that have committed to the work of White Ribbon Australia.

These are White Ribbon Ambassadors, Advocates, Partners and Supporters. They include organisations that have committed to being an accredited White Ribbon Workplace or a White Ribbon School. They also include communities throughout Australia, including Aboriginal and Torres Strait Islander communities and culturally and linguistically diverse communities, who have embraced the White Ribbon cause and are actively working to create gender equality and to end men’s abuse of women in their community.

White Ribbon Committees are groups of passionate Ambassadors, Advocates and champions who represent and coordinate the White Ribbon social movement.
We use evidence-based best practice approaches

Ecological model of prevention
Primarily we base our work on the World Health Organisation’s Ecological Model of Prevention. This model examines the interaction between, and interdependence of, factors within and across all levels of a health problem. It highlights people’s interactions with their physical and sociocultural environment. Our work is in line with national policy frameworks and relevant to the particular settings and contexts.

Peer to peer communication style
Our approach to engaging and working with men is based on extensive research undertaken each year to determine the most effective approach for engagement of men so that they resonate with this issue.

Focus groups and research surveys with men lead to meaningful engagement. It identifies the conversation between men, as well as what individual men might say to their peers to challenge abusive behavior.

**Primary prevention** means preventing violence against women before it occurs, by addressing the root causes of violence.

Examples of primary prevention include public information and awareness campaigns, education programs in schools and workplaces, and government policies for preventing violence against women and promoting gender equality. White Ribbon works in all of these areas to build a society where women are free from violence and disrespect.

Ultimately, we are about men changing each other’s behaviours.
We evaluate our approach in order to speak with authority

Engaging in the national debate on violence against women requires an authoritative voice backed up by rigorous research and fact checking. White Ribbon provides definitive figures on what is a national epidemic.

We commission research into issues relating to preventing violence against women, such as the May 2016 White Ribbon Research and Policy Series Paper, 'Key issues in working with men from immigrant and refugee communities in preventing violence against women' by Dr Adele Murdolo and Dr Regina Quiazon.

White Ribbon Australia also informs policy and legislation. This year we made formal submissions to the Victorian Royal Commission into Family Violence, and the Legal Affairs and Community Safety Committee QLD into the Criminal Law (Domestic Violence) Amendment Bill (No 2) 2015.

We recognise cultural difference, respect cultural protocols and embed cultural diversity in all that we do

- Violence against women is experienced in all communities and all cultures, and so its prevention must involve people from all backgrounds.
- Our programs provide a framework of best practice to ensure prevention initiatives are culturally appropriate and meaningful.

We work with experts who help us engage effectively with multicultural and Aboriginal and Torres Strait Islander communities. We actively recruit Ambassadors and Advocates from diverse cultures, and translate our educational materials into other languages. In collaboration with our partners, we hold workshops and forums across the country.

In 2015-2016, we forged partnerships with 13 culturally distinct communities. There are 23 cultures represented in our Ambassador network and our educational materials have been translated into Chinese, Arabic, Vietnamese and Hindi.
How do we reach people?

We reach Australian men and women by engaging role models

Ambassadors

White Ribbon Ambassadors are men who use their voice and actions to influence others within their networks to spread awareness, and engage with men to challenge the cultures and attitudes that lead to gender inequality and violence against women.

In 2015-2016, 2,087 men volunteered as Ambassadors. More than 5% of our Ambassadors are from Aboriginal and Torres Strait Islander communities compared to the national average of 3% (ABS, 2016). Culturally and linguistically diverse communities make up 7.4% of our Ambassador cohort.

Since August 2015, we have strengthened our program through the Ambassador Re-committal Process, which ensures all Ambassadors take part in eLearning training, reference checks and interviews. This provides a valuable opportunity for Ambassadors to share their work and be mentored and re-educated about how to drive change in their communities.

Advocates

White Ribbon Advocates are men and women helping to drive change at the grassroots level. They are also critical influencers of change, working alongside others in the community, driving awareness of a complex and sensitive issue.

Almost 2,259 people across Australia joined the White Ribbon movement as Advocates in 2015-2016, up from 981 in 2014-2015. This number includes female survivors of violent and abusive relationships. White Ribbon relies on women continuing to share their stories and provide context to the men in their lives.
We reach Australian men and women via schools and workplaces

Breaking the Silence Schools Program

Since 2009, White Ribbon Australia’s Breaking the Silence Schools Program has been creating attitudinal and behavioural change in Australian schools, leading to generational change in preventing violence against women and girls. It is an award-winning professional development program for principals and senior teachers that supports them to promote the school as a respectful centre for education, safe workplace, and as a vehicle for community culture change.

In 2015-2016, White Ribbon Australia expanded the program nation-wide; making Breaking the Silence the first such program to reach school communities in metro, regional and rural locations in all states and territories. During this period, 115 schools started the program and another 119 schools completed their training to become ‘White Ribbon Schools’. The Breaking the Silence Schools Program reached 4,200 teachers and 52,600 students across Australia in 2015-2016.

Workplace Accreditation Program

The White Ribbon Australia Workplace Accreditation Program is our world leading violence-prevention initiative focused on providing organisations with the tools and strategies to actively prevent and effectively respond to violence against women. Organisations that demonstrate a commitment to tackling violence against women, and that meet and exceed 15 criteria across three standards, become accredited as White Ribbon Workplaces.

Organisations need to respond to and prevent violence against women, whether it occurs inside or outside the organisation, through supporting women experiencing violence, holding perpetrators to account, supporting all employees to challenge inappropriate behaviour and strengthening gender equality within the broader community.

There was strong demand for White Ribbon workplace accreditation in 2015-2016. Across the year, 64 workplaces were accredited, over 200 worked towards accreditation and a further 800 organisations expressed interest in becoming accredited.

The program has reached half a million employees across all states and territories in Australia. Organisations come from government, private and not-for-profit sectors and share a determination to stop violence against women in Australia.
We reach Australian men and women using high profile partnerships

St Kilda Festival
We collaborated with the organisers of the St Kilda Festival to reach more than 400,000 festival-goers with our message of respectful relationships. Our partnership with Australia’s largest, free music festival raised critical funds and spread the word via social media, with 108,740 unique impressions on Instagram.

Formula 1
White Ribbon partnered with the 2016 Formula 1 Rolex Australian Grand Prix, a four-day event with a predominantly male global audience of 500,000. Over the course of the event, 121 Ambassadors and Scouts engaged with attendees, 901 people took the White Ribbon Oath and funds were raised for White Ribbon’s primary prevention programs.

Football clubs
Around Australia, sporting clubs continue to show strong support for White Ribbon’s mission. The NRL, including the code’s Canterbury Bulldogs and Titans and the AFL’s Western Bulldogs and Giants, provide critical channels through their clubs, players, members and fans, allowing the message to get out to men and boys to stand up, speak out and act to end violence against women.

Corporate partners
White Ribbon partners play a vital part in helping develop and extend our prevention work. Our partners share our vision that violence against women is a serious and prevalent issue in Australia, and work with us to fund our primary prevention programs and community initiatives to engage men.

In 2015-2016, White Ribbon entered into new partnerships with two businesses. The department store chain Myer, through the Myer Community Fund, became a partner in 2015 and their support enables the Breaking the Silence Schools Program to expand and grow into 2017 and beyond.

Thorn Group also joined as a partner in 2015 with a focus on local awareness raising and fundraising opportunities across stores and businesses nationally. Thorn Group’s commitment has seen all male members of the senior leadership team becoming White Ribbon Ambassadors.

Ongoing support from national retailer Suzanne Grae has enabled White Ribbon to expand the Breaking the Silence Schools Program across the country. In 2015-2016 Suzanne Grae reached the milestone of contributing $2 million worth of funding over the nine years it has partnered with White Ribbon.

Harcourts Real Estate continues to support White Ribbon through its annual Walk a Mile event, which raises both awareness and funds for the Breaking the Silence Schools Program.
We reach Australian men and women via media and social media campaigns

White Ribbon promotes its messages via all the main social media channels: Facebook, Instagram and Twitter. Through 2015-2016, the number of social media impressions was approximately 12 million a month. Our website is also an important vehicle for engagement and information, with 632,432 individual website sessions over the year.

The Oath

White Ribbon engages men to swear an oath to stand up, speak out and act to prevent men’s violence against women. The White Ribbon Oath is a commitment to promote positive attitudes and behaviours towards women and, when needed, intervene safely to prevent violence against women. An awareness raising tool and important gesture of understanding, the oath has reached over 190,000 people, with 16,652 people taking it via the website in 2015/2016, compared to 15,597 in 2014-2015.
We reach Australian men and women via community events

With over 1,000 events held each year, community fundraisers are a vital part of the organisation, raising much-needed funds and building awareness in their communities throughout the year.

White Ribbon Day

The biggest event of the year is White Ribbon Day on November 25. In 2015, 108,325 attendees took part in events during the month of November, with more than 800 events held around the country. From the official White Ribbon Breakfast at Parliament House in Canberra, to ‘Nambucca goes White’ on the NSW North Coast, to the ‘Show’n Shine’ Motorcycle ride in WA, supporters stood up, spoke out and acted in a variety of ways to show their support. ‘Wear white to work’ days, roller discos, morning teas, BBQs and charity golf days engaged and mobilised the community, helping to draw attention to the devastating issue of violence against women.

White Ribbon Night

The last Friday in July is White Ribbon Night, a campaign motivating people to hold their own events and raise much-needed funds for White Ribbon’s ongoing work. In 2015, 500 passionate members of the community held their own events in support of White Ribbon Australia, raising $250,000 for our primary prevention initiatives.

We reach people through training and e-learning

White Ribbon delivers a range of eLearning and training to increase understanding of violence against women and how to stand up and stop it before it happens. Based on research and best practice, training is tailored to specific settings and communities to ensure its effectiveness.

In 2015-2016, 3,149 people completed White Ribbon’s free online course, ‘Understanding and preventing violence against women’. Also this year, White Ribbon developed a new eLearning module to better meet the stretched resources of schools engaged in the Breaking the Silence Program. This blended learning format has proven highly successful in supporting schools to build the foundational knowledge about the causes of men’s violence against women, the role of primary prevention and how to implement whole of school practices.
White Ribbon is committed to providing best practice in primary prevention. Each year we conduct independent research through survey and focus groups of a broad diversity of men’s groups. We aim to find out a variety of things, including:

• The ways knowledge and attitudes of bystanders have changed
• What actions they are now prepared to take
• The obstacles and barriers to engagement that need to be overcome.

Surveys conducted in 2016 suggest that the interpretation of what constitutes ‘violence’ and the ‘line of acceptability’ has shifted since 2012. For most, violence is understood to include threat and intimidation as well as physical violence.
Evaluation

We also evaluate all of our programs to ensure their quality and effectiveness. The Workplace Accreditation Program has been independently evaluated by a group of human resources, human rights, domestic violence and education professionals. Since the beginning of the program, almost 100,000 baseline surveys have been completed by employers and employees. These surveys measure their understanding of issues around violence against women, workplace policy and procedure, and the likelihood that they would safely intervene or support a colleague. Almost 50,000 follow up surveys have been completed, as more workplaces complete the program.

White Ribbon’s Breaking the Silence Schools Program is evaluated by participants before and after they complete the program, and is also independently. The 2015 evaluation report found strong quantitative and qualitative evidence of the effectiveness of the Breaking the Silence Schools Program. For example:

• 99.14 per cent of respondents agreed that the Breaking the Silence Schools Program was a valuable professional learning tool.

• 99.12 per cent of respondents agreed that the Breaking the Silence Schools Program gave them foundational knowledge of the issue of men’s violence against women.

• 97.34 per cent of respondents agreed that the Breaking the Silence Schools Program provided them with the tools and knowledge to influence and change the culture in their school.

• 92.79 per cent of respondents agreed that the Breaking the Silence Schools Program enabled them to integrate respectful relationships/violence prevention education through a whole of school approach.

• 91.15 per cent of respondents agreed that the Program enabled them to raise awareness of the issue of men’s violence against women.

“One of the positive parts of the White Ribbon Breaking the Silence Program is that it is evidence based. You feel comfortable in what you are teaching and there is flexibility with integrating into your curriculum; you’ve got support offered by White Ribbon the whole way through and you will see the change in the behaviours and attitudes of your students”

TEACHER, ON THE BREAKING THE SILENCE SCHOOLS PROGRAM
Our impact in 2016

Events

1,186
Community events in 2015-2016 / 303,446 people

30,850
People reached by Ambassadors during events in 2015-2016 (approx)

Students taking the WR Oath

16,652
People took the WR Oath via the website in 2015-2016

compared to

15,597
in 2014-2015

200,000
People (approx) who have taken the WR Oath since its inception (via all channels, including in-person and social media)

Schools (Breaking the Silence Schools Program)

119 Schools completed the Breaking the Silence program in 2015-2016

324 Schools have completed the Breaking the Silence program since it began

115 Schools began the Breaking the Silence program in 2015-2016

40 Disadvantaged schools participating in the Breaking the Silence program in 2015-2016

632,432
Number of website sessions in 2015-2016

15,000
Students with a language background other than English participating in 2015-2016

12 million
Impressions on social media per month (approx)

150,317
Facebook fans by 30 June 2016. This is a growth rate of 30.29 percent on the previous year

People taking the WR Oath via the website

30,850
People reached by Ambassadors during events in 2015-2016 (approx)
Workplaces

- 64 Accredited workplaces in 2015-2016
- 200 Workplaces working towards accreditation
- 800+ Workplaces which have expressed interest in becoming accredited
- 400+ HR and communication professionals inducted into accreditation program
- 500,000 Employees who have been reached by the WR workplace accreditation program

Ambassadors and Advocates

- 2,087 Ambassadors in 2015-2016
- 2,259 Advocates in 2015-2016

Diversity

- 16 Culturally and linguistically diverse (CALD) Ambassadors in 2015-2016
- 7 Culturally and linguistically diverse (CALD) Ambassadors in 2014-2015
- 16 Aboriginal and Torres Strait Islander (ATSI) Ambassadors 2015-2016
- 3 Aboriginal and Torres Strait Islander (ATSI) Ambassadors 2014-2015

Training and e-Learning

- 3,149 people who completed Understanding Men’s Violence Against Women eLearning
- 383 CALD Advocates in 2015-2016
- 113 CALD Advocates in 2014-2015
- 104 ATSI Advocates 2015-2016
- 20 ATSI Advocates 2014-2015
How are we funded?

White Ribbon Australia is 90 per cent financially resourced by the Australian community it serves. Money comes from a range of community initiatives including those that occur throughout the year, in locations around Australia. The Workplace Accreditation Program is a fee for service program.

Ten per cent of our funding comes from Commonwealth and State governments.

The largest source of funding in 2015–2016 was donations (27 per cent of funds). These are gratefully received from corporate and non-corporate organisations, councils, schools, community events, trade unions and individuals.

Merchandise sales were the second largest source of funds in 2015–2016, accounting for 17 per cent of our income. The well-recognised white ribbon design and its associated wrist bands, t-shirts, water bottles and caps, are distributed at White Ribbon events throughout the year. Many of the events are fundraisers in themselves, accounting for a further 16 per cent of our income.

Our committed corporate partners provide 17 per cent of the funding in 2015–2016.

We have been fortunate to be supported by two philanthropic trusts over the year. This year, trust funds accounted for 6 per cent of our funding in support of the Breaking the Silence Program in schools.

Lastly, our Workplace Accreditation Program was a meaningful source of income in 2015–2016, accounting for 7 per cent of our revenue.
Program funding

The majority of our work is funded through the community and corporate partnerships and philanthropic trusts; our Diversity Program is funded by the Australian Government Department of Social Services as well as from our own reserves, and works with culturally and linguistically diverse and Aboriginal and Torres Strait Islander communities to empower them in the prevention of violence against women. There are other small amounts of Government funding that supplement the primary prevention work of White Ribbon.

Fundraising in support of other services

We work in collaboration with many services and prevention initiatives that are taking place in the community. Some fundraising takes place at the same time in support of both prevention and crisis support under the name of White Ribbon. Communities are made aware of the intention of the fundraising effort ensuring that the purpose for which the funds are raised is clearly articulated and in accordance with legal requirements.
How is the money used?

White Ribbon Programs across the community account for a little over 60 per cent of our expenditure.

In order for the Ambassador Program to operate nationally, supporting more than 2,000 Ambassadors and Advocates, the program requires 10 per cent of our funds. Many of these Ambassadors support organisational activities such as fundraising, organising and/or speaking at events.

Advocacy, creating awareness about the issue of violence against women, is a focal activity for White Ribbon, absorbing 11 per cent of our funds in 2015–2016. Marketing and Communication is critical for awareness raising, educating and advocating to bring about social change. 15% of expenditure is allocated towards this work. It is also supplemented by the large pro bono support received through our corporate partners.

Fundraising and merchandise account for 14 per cent of our costs but also raised 33 per cent of our revenue in 2015–2016. Our fundraising activities are important to the advocacy and awareness raising work of White Ribbon and incorporates some advocacy expense.

Finally, any organisation of the size and complexity of White Ribbon requires services to support the daily running of business. These costs have been contained to 14 per cent of the cost base, which is within the range of best practice.

In addition, 8 per cent of our revenue was recorded as a surplus in 2015–2016. These funds are invested into ongoing prevention program development to support realising an Australia free from violence against women.
$-

We use it for

- White Ribbon Ambassadors
- White Ribbon Schools
- Community Engagement
- White Ribbon Workplaces
- Policy and Advocacy

Which results in

- Safer happier homes
- Public understanding and awareness
- Attitudinal and generational change
- More respectful workplaces
- Positive role models
Wear this ribbon to show your committement to stopping men's violence against women.

White Ribbon
Australia

Australia's campaign to stop men's violence against women.
White Ribbon
Financial Report 2015-16
Information on Directors

No Director has an interest in any existing or proposed contract into which the company has entered or may be considered.

Victor John Rosewarne
Qualifications: Master of Business (Banking)
Experience: A Board member since June 2011
Special Responsibilities: Mr Rosewarne is a member of the Audit, Risk and Procurement, Remuneration, and Governance Committee
Chair (non-executive) until meeting of 18 February 2016

Nicholas Cowdery
Qualifications: BA, LLB, University of Sydney
Experience: Board Member since February 2016
Special Responsibilities: Mr Cowdery is a member of the Governance and Remuneration Committee
Chair (as of meeting of 18 February 2016)

Rosemary Vivian Calder
Qualifications: Bachelor of Arts (Hons), Doctor of Laws (Honoris Causa)
Experience: Board member since incorporation
Director until 28 January 2016

Murray Victor McInnis
Qualifications: B. Juris, LLB
Experience: Member since June 2011
Special Responsibilities: Mr McInnis was a member of the Governance Committee
Director until 8 February 2016

Chiu-Hing Chan
Qualifications: Masters in Journalism, BA Law and International Relations Graduate Diploma in Legal Practise, Bond University
Experience: A Board member since 14 September 2013
Director

Carole Molyneux
Qualifications: BA Hons, University of Liverpool, UK, MAICD - Member of the Australian Institute of Company Directors
Experience: A Board member since 14 September 2013
Special Responsibilities: Ms Molyneux is a member of the Audit, Risk and Procurement and the Remuneration Committee
Treasurer

Dan Gregory
Qualifications: BA Communication, University of Western Sydney
Experience: A Board member since 14 September 2013
Special Responsibilities: Mr Gregory is a member of the Creative Committee
Director
# Directors Report

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<tr>
<th>Name</th>
<th>Title</th>
<th>Qualifications</th>
<th>Experience</th>
<th>Special Responsibilities</th>
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<tbody>
<tr>
<td>Ian Carter</td>
<td>Director</td>
<td>BA Arts (Social Science), Curtin University and Postgraduate Diploma in Education WA</td>
<td>Board Member since May 2014</td>
<td></td>
</tr>
<tr>
<td>Paul Edginton</td>
<td>Director</td>
<td>BA Communication, CDC Dip, FAICD</td>
<td>A Board Member since 15 January 2015</td>
<td>Mr Edginton is a member of the Governance Committee</td>
</tr>
<tr>
<td>Nick Mazzarella</td>
<td>Director</td>
<td>BE, Victoria University; MEng, Monash; MBA, Deakin</td>
<td>Board Member since February 2016</td>
<td>Mr Mazzarella is a member of the Audit, Risk and Procurement Committee</td>
</tr>
<tr>
<td>Bernie Pearce</td>
<td>Director</td>
<td>BSW, GCPA, GDPH (MAASW)</td>
<td>Board Member since February 2016</td>
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## Directors' Meetings Held During the year ended 30 June 2016:

<table>
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<tr>
<th>Name</th>
<th>Meetings Eligible to Attend</th>
<th>Number Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Rosewarne</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Carole Molyneux</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Paul Edginton</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Chiu-Hing Chan</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Dan Gregory</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Ian Carter</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Bernie Pearce (elected 11 Feb 2016)</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Nicholas Cowdery (elected 11 Feb 2016)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Nick Mazzarella (elected 11 Feb 2016)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Rosemary Vivian Calder (resigned 28 Jan 2016)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Murray Victor McInnis (resigned 8 Feb 2016)</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
Directors Report

Guarantee
The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee. If the company is wound up, the Constitution states that each member is required to contribute a maximum of $20.00 each towards meeting any outstanding obligations of the company. At 30 June 2016 the collective liability of members was $100 (2015: $100).

Auditor’s Independence Declaration
A copy of the auditor’s independence declaration as required under section 60.40 of the Australian Charities and Not-For-Profits Commission Act 2012 is set out on page 6.

Signed in accordance with a resolution of the Board of Directors.

______________________________
Carole Molyneux
Treasurer

13 October 2016
Auditor’s Independence Declaration Under Section 60.40 Of The Australian Charities And Not-For-Profits To The Directors Of White Ribbon Foundation Australia

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2016 there have been no contraventions of:

(i) the auditor independence requirements as set out in the Australian Charities and Not-For-Profits Commission Act 2012 in relation to the audit; and

(ii) any applicable code of professional conduct in relation to the audit.

Weston Woodley & Robertson

Ian M Cooper
Partner

13 October 2016
Sydney
## Statement of Comprehensive Income

<table>
<thead>
<tr>
<th></th>
<th>2016 $</th>
<th>2015 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>4,114,176</td>
<td>3,602,358</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>(253,733)</td>
<td>(108,943)</td>
</tr>
<tr>
<td>Change in work in progress - projects</td>
<td>188,230</td>
<td>21,844</td>
</tr>
<tr>
<td>Employee benefit expense</td>
<td>(2,115,646)</td>
<td>(1,895,145)</td>
</tr>
<tr>
<td>Depreciation and amortisation</td>
<td>(85,749)</td>
<td>(63,458)</td>
</tr>
<tr>
<td>Advertising and marketing</td>
<td>(170,973)</td>
<td>(141,397)</td>
</tr>
<tr>
<td>Information technology</td>
<td>(69,487)</td>
<td>(102,991)</td>
</tr>
<tr>
<td>Fundraising expense</td>
<td>(149,613)</td>
<td>(305,924)</td>
</tr>
<tr>
<td>Rent expense</td>
<td>(103,460)</td>
<td>(87,583)</td>
</tr>
<tr>
<td>Staff recruitment</td>
<td>(2,437)</td>
<td>(2,643)</td>
</tr>
<tr>
<td>Travel and accommodation</td>
<td>(197,397)</td>
<td>(124,796)</td>
</tr>
<tr>
<td>Other expenses</td>
<td>(846,277)</td>
<td>(728,937)</td>
</tr>
<tr>
<td>Surplus before income tax</td>
<td>307,634</td>
<td>62,385</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>307,634</td>
<td>62,385</td>
</tr>
</tbody>
</table>

**Other comprehensive income, after tax**

| Other comprehensive income for the year, after tax | -       | -       |

**Total comprehensive income for the year**

| Total comprehensive income for the year | 307,634 | 62,385 |
## Statement of Financial Position

### Assets

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>1,338,393</td>
<td>435,173</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>173,096</td>
<td>172,281</td>
</tr>
<tr>
<td>Inventories</td>
<td>310,989</td>
<td>149,991</td>
</tr>
<tr>
<td>Other financial assets</td>
<td>70,988</td>
<td>383,609</td>
</tr>
<tr>
<td>Other assets</td>
<td>72,017</td>
<td>43,722</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>1,965,483</strong></td>
<td><strong>1,184,776</strong></td>
</tr>
<tr>
<td><strong>Non current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>11,391</td>
<td>11,391</td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>30,988</td>
<td>33,958</td>
</tr>
<tr>
<td>Intangible assets</td>
<td>97,990</td>
<td>73,392</td>
</tr>
<tr>
<td><strong>Total non current assets</strong></td>
<td><strong>140,369</strong></td>
<td><strong>118,741</strong></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>2,105,852</strong></td>
<td><strong>1,303,517</strong></td>
</tr>
</tbody>
</table>

### Liabilities

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>222,676</td>
<td>186,100</td>
</tr>
<tr>
<td>Provisions</td>
<td>53,839</td>
<td>41,854</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>998,145</td>
<td>520,285</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>1,274,660</strong></td>
<td><strong>748,239</strong></td>
</tr>
<tr>
<td><strong>Non-current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provisions</td>
<td>15,668</td>
<td>11,244</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>11,477</td>
<td>47,621</td>
</tr>
<tr>
<td><strong>Total non-current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>1,301,805</strong></td>
<td><strong>807,104</strong></td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>804,047</td>
<td>496,413</td>
</tr>
</tbody>
</table>

### Equity

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accumulated surplus</td>
<td>804,047</td>
<td>496,413</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td>804,047</td>
<td>496,413</td>
</tr>
</tbody>
</table>
### Statement of Changes in Equity

<table>
<thead>
<tr>
<th></th>
<th>Accumulated Surplus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Balance as at 1 July 2014</strong></td>
<td>$434,028</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>$62,385</td>
</tr>
<tr>
<td>Other comprehensive income for the year</td>
<td></td>
</tr>
<tr>
<td><strong>Balance as at 30 June 2015</strong></td>
<td>$496,413</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>$307,634</td>
</tr>
<tr>
<td>Other comprehensive income for the year</td>
<td></td>
</tr>
<tr>
<td><strong>Balance as at 30 June 2016</strong></td>
<td>$804,047</td>
</tr>
</tbody>
</table>
## Statement of Cash Flows

<table>
<thead>
<tr>
<th>Cash flows from operating activities</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeds from sales of goods and workplace accreditation program</td>
<td>$2,305,043</td>
<td>$1,210,438</td>
</tr>
<tr>
<td>Grants received</td>
<td>$320,000</td>
<td>$453,580</td>
</tr>
<tr>
<td>Donations received</td>
<td>$1,194,863</td>
<td>$1,020,866</td>
</tr>
<tr>
<td>Proceeds from fundraising and other receipts</td>
<td>$842,740</td>
<td>$750,970</td>
</tr>
<tr>
<td>Payments to suppliers and employees</td>
<td>$(3,984,588)</td>
<td>$(3,625,373)</td>
</tr>
<tr>
<td>Interest received</td>
<td>$19,918</td>
<td>$26,305</td>
</tr>
<tr>
<td><strong>Total cash provided by (used in) operating activities</strong></td>
<td>$697,976</td>
<td>$(163,214)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash flows from investing activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of property, plant and equipment</td>
<td>$(24,864)</td>
<td>$(18,206)</td>
</tr>
<tr>
<td>Purchase of intangible assets</td>
<td>$(82,513)</td>
<td>$(52,450)</td>
</tr>
<tr>
<td>Proceeds from redemption of investments (bank term deposits)</td>
<td>$312,621</td>
<td>$181,391</td>
</tr>
<tr>
<td><strong>Total cash provided by investing activities</strong></td>
<td>$205,244</td>
<td>$110,735</td>
</tr>
</tbody>
</table>

| Net increase (decrease) in cash and cash equivalents                      | $903,220 | $(52,479) |
| Cash and cash equivalents at beginning of year                           | $435,173 | $487,652 |
| **Cash and cash equivalents at end of year**                             | $1,338,393 | $435,173 |
Independent Auditor’s Report
To The Members of White Ribbon Australia

We have audited the accompanying financial report of White Ribbon Foundation Australia (the company), which comprises the statement of financial position as at 30 June 2016 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the directors’ declaration.

Directors’ Responsibility for the Financial Report
The directors of the company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the Australian Charities and Not-for-profits Commission Act 2012 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility
Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Independence
In conducting our audit, we have complied with the independence requirements of the Australian Charities and Not-for-profits Commission Act 2012 and any applicable code of professional conduct in relation to the audit.

Basis for Qualified Audit Opinion
Funds received from fundraising activities are a significant source of revenue for the company. Due to the nature of the operations of this type of organisation, it is impractical for the company to establish and maintain a more effective system of internal control over the collection of all fundraising proceeds prior to their entry into the financial records. Accordingly, as the evidence available to us regarding revenue from these sources was limited, our audit procedures with respect to fundraising proceeds was restricted to the amounts recorded in the financial records. We therefore are unable to express an opinion whether the fundraising proceeds that may be received by the company during the year ended 30 June 2016 are complete.
Independent Auditor’s Report
To The Members of White Ribbon Australia

Qualified Opinion
In our opinion, except for the effects on the financial report of such adjustments, if any, as might have been required had the limitation on our audit procedures referred to in the qualification paragraph not existed, the financial report of White Ribbon Australia is in accordance with the Div 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:

(a) giving a true and fair view of the company’s financial position as at 30 June 2016 and of its performance for the year ended on that date; and

(b) complying with Australian Accounting Standards - Reduced Disclosure Requirements and the Australian Charities and Not-for-profits Commission Regulation 2013.

Report on Other Legal and Regulatory Requirements
We also report that except for the effects on the financial report of such adjustments, if any, as might have been required had the limitation on our audit procedures referred to in the qualification paragraph not existed:

(a) the financial report shows a true and fair view of the financial result of fundraising appeals conducted during the year;

(b) the accounting and associated records have been properly kept during the year in accordance with the Charitable Fundraising Act 1991 and the Regulations;

(c) money received as a result of fundraising appeals conducted during the year has been properly accounted for and applied in accordance with the Charitable Fundraising Act 1991 and the Regulations; and

(d) at the date of this report, there are reasonable grounds to believe that the company will be able to pay its debts as and when they fall due.

Weston Woodley & Robertson

Ian M Cooper
Partner
13 October 2016
Sydney
Corporate governance

White Ribbon Australia, a company limited by guarantee, is a well-established, national not-for-profit organisation governed by a skilled, voluntary Board and dedicated, professional operational team. We invest at least 85 per cent of our income in primary prevention initiatives focusing on developing community leadership and capabilities to drive positive social change to prevent men’s violence against women.

White Ribbon Australia’s organisational structure and governance framework reflect core capabilities to deliver operational competency against the strategic plan. The Chief Executive Officer and staff bring expertise from law, criminology, academia, business development, project management, financial and risk management and analysis, social policy, social enterprise, community development and social impact measurement.

White Ribbon Australia is supported by the White Ribbon Research and Policy Group and Board committees that cover governance, procurement, audit and risk.

Pro bono support

White Ribbon could not operate without the ongoing support of expertise from across the community that is provided on a pro bono basis covering legal, risk, taxation, creative and design, public relations, marketing and media. Our special thanks to: Gilbert and Tobin; Allens; McCullough Robertson; Corrs Chambers and Westgarth; More Strategic; Archibald Williams; and Sculpt Communications.

Board of Directors

The Directors on the Board provide expert advice and give of their time in a voluntary capacity to support White Ribbon Australia. Thank you to those who formed the Board throughout this Financial Year:

Bernie Pearce
Carole Molyneux
Chiu-Hing Chan
Dan Gregory
Ian Carter
John Rosewarne
Murray Mclnnis
Nick Cowdery
Nick Mazzarella
Paul Edginton
Rosemary Calder
What you can do

- Become an Ambassador or an Advocate
- Get your workplace involved
- Get your school involved
- Take part in an event
- Take the Oath
- Donate or fundraise
- Become a partner
- Register an event
- Get your sports club involved
- Get your university or TAFE involved

whiteribbon.org.au