**White Ribbon Australia**

White Ribbon is the world’s largest 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.

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

White Ribbon works through a primary prevention approach understanding that men are central to achieving the social change necessary to prevent men’s violence against women. We engage men to stand up, speak out and act to influence the actions of some men and demand change. White Ribbon is dedicated to ensuring men are active advocates for changing the social norms, attitudes and behaviours that are at the root of men’s abuse of women.

Through education, awareness-raising and creative campaigns, preventative programs and partnerships, we are highlighting the positive role men play in preventing men’s violence against women and enabling them to be part of this social change.

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"Violence against women is one of the great shames of Australia. It is a national disgrace . . . Let me say this to you, disrespecting women does not always result in violence against women. But all violence against women begins with disrespecting women."

The Hon Malcolm Turnbull MP
Prime Minister of Australia
White Ribbon Ambassador
About White Ribbon

Our roots . . .
On the afternoon of 6 December 1989, a man walked into the Ecole Polytechnique University in Montreal, Canada, and massacred 14 of his female classmates. His actions traumatised a nation and brought the issue of violence against women to the forefront of Canadian collective consciousness. Two years later a handful of men in Toronto decided they had a responsibility to speak out about and work to stop men's violence against women. As a result the White Ribbon campaign in Canada was born. This was connected in 1999 to the United Nations' General Assembly declaration naming 25 November the International Day for the Elimination of Violence against Women, with a white ribbon as its iconic symbol.

The birth of White Ribbon Australia . . .
In 2003, White Ribbon was brought to Australia through UNIFEM (now UN Women). Respecting and building on the tireless work and courage of the many Australian women and gender equality organisations working to prevent and respond to violence against women, White Ribbon Australia (White Ribbon) was formed to work alongside these groups, with a particular focus on bringing men in great numbers into the campaign.

White Ribbon is a social movement that works through a primary prevention approach understanding that men are central to achieving the social change necessary to prevent men's violence against women. We engage men to stand up, speak out and act to influence the actions of those men that abuse women and demand change. White Ribbon is dedicated to ensuring men are active advocates for changing the social norms, attitudes and behaviours that are at the root of men’s abuse of women.

The story so far . . .
Since its inception, the White Ribbon Australia Campaign has grown into a nation-wide movement, supported through primary prevention programs. There are a multitude of diverse, community led actions and events designed to promote gender equality, healthy relationships and a vision of masculinity in which abuse of women is never perpetrated or tolerated.

White Ribbon Australia is supported by a great pool of individuals, organisations and communities who have committed to our work and actively participate in the Campaign. These are White Ribbon Ambassadors, Advocates, Partners and Supporters. They are the organisations that are an Accredited White Ribbon Workplace or a White Ribbon School. They are communities throughout Australia, men and women from all walks of life, including Aboriginal and Torres Strait Islander communities and other communities of diverse cultures and language. They have embraced the White Ribbon cause and are actively working locally to create gender equality and to end men's abuse of women within their community.
Our Vision
A nation that respects women, in which every woman lives in safety, free from all forms of men’s abuse

Our Purpose
Engaging men to make women’s safety a man's issue too

Our Values
We are committed to the following values and bring these to bear in all facets of what we do:

Courage: in facing challenges and finding creative and innovative solutions

Integrity: ethical, honest and accountable to all

Respect: compassionate, honouring and acknowledging difference and upholding dignity

Collaboration: working collaboratively to drive positive social change

Leadership: leaders in driving lasting, positive, normative change
The challenges and opportunities ahead

The opportunity to bring about social change has never been greater. Domestic and family violence is no longer invisible and its relationship with gender equality is more widely understood.

Understanding what constitutes the abuse of women and the link to gender inequality is gaining momentum across all levels of our society. Courageous women are speaking out about the reality of abuse and how it has impacted them and their families. Commissions of enquiry are shining a light on the problem of violence against women and children. Systemic changes are being identified to prevent and respond to this violence. New resources have been declared, new agencies formed and new alliances forged in an effort to stop this scourge. White Ribbon Australia (White Ribbon) is part of a strong social movement that is actively engaging men to be part of the social change needed to stop the abuse of women.

But much more work is needed and there are many challenges ahead for all who are dedicated to a world free from the abuse of women in all its forms. Global and regional estimates of violence against women tell us that:
Over the period of this plan, we dedicate ourselves to continuing with vigor and determination to ensure that men are part of the solution to prevent men’s abuse of women, working alongside women across Australia, to drive positive social change.
The focus of our forward strategy 2016 - 2019

This Framework builds on the strengths of the White Ribbon primary prevention social movement and our programs, detailing how we will continue to grow so that we reach more men and engage more people in more communities across Australia.

The plan highlights our intention to shift our work in some significant ways over the next period, including as follows:

- The heightened level of awareness of men’s abuse of women enables us to focus more in this Framework on inspiring and supporting ongoing community action and accountability
- Furthering proactive engagement of men in ending the abuse of women as central to the White Ribbon Oath: *Stand up, speak out and act to prevent men’s violence against women*
- Diversifying and tailoring a range of tools to educate and enable communities to act
- Enhancement of the Ambassador and Advocate Programs and the Supporter journey.
- Enhancing structures, mechanisms and collaborative alliances to enable the White Ribbon Workplace Accreditation Program and the Breaking the Silence Schools’ Program to broaden their reach
- Diversifying and intensifying our activities with young people
- Embedding new work with Aboriginal and Torres Strait Islander communities and culturally and linguistically diverse communities, including with partner organisations
- Progressing research and evaluation of the social impact of our work and packaging our findings so that they inform community practice everywhere
- Advocacy for effective violence prevention laws, services and supports, and champion the role of men as an integral part of the effort to end men’s abuse of women.
## The four pillars of our work

White Ribbon champions and supports community engagement and action in four critical and interrelated ways, which we refer to as pillars:

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Community engagement and action</th>
<th>Collaborative influence</th>
<th>Organisational agility</th>
</tr>
</thead>
<tbody>
<tr>
<td>We support and enable men and women to use the platforms of leadership and influence that they have, wherever they have them, to engage men to speak out and take action to prevent men’s abuse of women in all its forms – <strong>our leadership pillar</strong>.</td>
<td>We drive widespread action to accelerate community change to end the abuse of women. This involves promoting the critical role that men must play, and facilitating and supporting communities across Australia to take action to bring about needed cultural change. We will continue to develop tools and resources to inspire and assist communities to create gender equality, foster respectful relationships and take action to end men’s abuse of women – <strong>our community engagement and action pillar</strong>.</td>
<td>We work alongside and with other organisations and groups, to demand gender equality and the right of every woman, everywhere, to live in safety, free from the abuse of men in all its forms – <strong>our collaborative influence pillar</strong>.</td>
<td>We will drive exceptional organisational agility and capacity to deliver innovative, responsive and highly effective prevention programs in a rapidly changing environment – <strong>our organisational agility pillar</strong>.</td>
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Leadership: inspiring men to drive change

We inspire, engage, support and resource men and women to use their spheres of influence to engage men to stand up, speak out and act to prevent men’s abuse of women in all its forms.
**Strategic Objectives**

- Enhance the White Ribbon Ambassadors’ pool, ensuring our Ambassadors are visible and effective, and committed to using their time, resources and positions to model respect and gender equality, to speak out against and act to prevent male abuse of women
- Resource and support White Ribbon Ambassadors as key drivers of the White Ribbon Campaign
- Support the role of White Ribbon Advocates in the White Ribbon Campaign
- Implement mechanisms for Ambassadors and Advocates to connect in driving the White Ribbon Campaign, and support them with information, tools and development activities.

**Key Performance Indicators**

- Engaged, trained and supported Ambassadors from a diverse range of backgrounds from across Australia including:
  - Men from different sectors, eg: education, politics, corporate, community, health, professions and trades
  - Young men
  - Men from culturally and linguistically diverse communities
  - Men from Aboriginal and Torres Strait Islander communities
- Formation of expert panels of Ambassadors and conduct of regular forums to share best practice and research
- Recruitment, engagement and support of Friends Of White Ribbon.
Community engagement and action: accelerating community action and accountability

Spread the reach and impact of our community engagement, empowering diverse communities to own, enable, implement and drive social change.

We will enhance our tools and resources to inspire and assist communities to create gender equality and foster respectful relationships.
**Strategic Objectives**

- Continue to roll out White Ribbon Prevention Programs and initiatives reaching an ever-wider network of communities and in specific, prioritised settings
- Increase the reach of the Campaign, through events and all communication channels, sharing broad proliferations of campaign messages and engagement
- Embed the White Ribbon symbol to represent individuals, workplaces, schools and communities dedicated to gender equality and to the ending of men’s abuse of women
- Encourage uptake of the Workplace Accreditation Program across all sectors
- Expand the delivery of the White Ribbon Breaking the Silence Program in schools in each state and territory
- Continue to develop strong and enduring collaborative working relationships with: corporate Australia, youth, Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities, national gender equality and violence prevention agencies and not-for-profit organisations
- Advocate for effective violence prevention laws, services and supports, and champion the role of men as an integral part of the effort to end men’s abuse of women
- Develop new, well researched and comprehensive White Ribbon Prevention Programs and initiatives to reach and engage a wider network of young people.

**Key Performance Indicators**

- Increase in community events organised by and with increased participation of men
- Increase in community events engaging with and targetting men taking place across Australia, reaching all areas of the Australian community including increased engagement with Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities and youth
- Increased visibility in the media that reaches our target groups
- Development of tailored resources to support young people to be active bystanders
- Evaluation embedded in all programs and feeding into organisational social impact measurement framework
- Enhanced national reach of workplaces participating in the Workplace Program, with engagement across a diverse range of sectors, organisational type and size
- Enhanced national reach of schools engaged in the Breaking the Silence Schools’ Program covering all states and territories across urban, regional and remote Australia
- Increase in merchandise distributors in key campaigns
- Specific prevention programs in place across priority settings.
Collaborative influence: working with others to accelerate change

We are part of the bigger effort, working with other organisations and groups, to demand gender equality and the right of every woman to live in safety, free from all forms of men’s abuse.
Strategic Objectives

• Strongly link the work of White Ribbon with the National Action Plan to Reduce Violence against Women and their Children and build collaborative partnerships stemming from initiatives under the Plan

• Develop strong and enduring collaborative working relationships with people and communities to ensure that White Ribbon activities in these communities are grounded in the local knowledge and experience, and are sustainable

• Ensure White Ribbon has strong partnerships with the key national gender equality and violence prevention agencies, corporates and not for profit organisations, which deliver effective joint activities for social change

• Work in collaboration with organisations across different sectors to drive a holistic and intersectional approach to the prevention of men’s abuse of women, eg: mental health, drug and alcohol

• Hone our capacity to work individually and collectively to advocate for effective violence prevention laws, services and supports, and champion the role of men as an integral part of the effort to end men’s abuse of women.

Key Performance Indicators

• White Ribbon is a central part of the National Action Plan to Reduce Violence against Women and their Children

• White Ribbon is integrated into local and state/territory action plans

• Significant, viable, robust partnerships with other key players

• Thriving relationships with research and academic communities

• Enhanced engagement with diverse range of community groups at local and state/territory level to ensure community capacity building and sustainability

• Collaborations with agencies to increase connectivity between prevention and services/tertiary response

• Working with professional bodies/networks to enhance standards that drive social change.
Organisational agility

Drive exceptional organisational agility and capacity to deliver innovative, responsive and highly effective prevention in a rapidly changing environment.
**Strategic Objectives**

- Evolve governance to provide strategic leadership with vision and courage, responsive and steering swift adaptation to a changing environment
- Continue to apply the highest principles of good governance, ensuring that we regularly review our effectiveness and improve our practices
- Board members use their collective and individual profile and influence reflecting a composite skills mix, to leverage opportunities for partnership, public profile and sustainability
- Increase our public fundraising efforts and diversify our funding sources, targeting and profiling sources of funds and exploring new avenues of funding
- Investigate whether and how we will respond to requests from other countries for our products and services and, where appropriate, diversify to international markets
- Recruit and nurture the potential of our exceptional and highly motivated workforce
- Conduct research and evaluate our activities, and use the evidence to inform and amplify the best practice of violence prevention activities.

**Key Performance Indicators**

- Best practice, leading edge governance
- Strong White Ribbon brand promoted as a symbol of men taking action to end men’s abuse of women
- Evaluations and data collection informing the organisational social impact measurement framework
- Regular surveys conducted to understand levels of awareness and engagement
- Robust and financially viable organisation delivering a surplus that is invested into research, community engagement and action
- Sound and pertinent operational systems, policy and procedure, supporting organisational agility and integrity.
"The standard you walk past is the standard you accept."

Lieutenant General David Morrison AM (Rtd)
Australian of the Year 2016
White Ribbon Ambassador