



 **White Ribbon**  
Australia

STRATEGIC FRAMEWORK  
**2020-2024**

# Introduction

## THE STORY BEHIND WHITE RIBBON AUSTRALIA

White Ribbon Australia is a part of a global social movement working to eliminate gendered violence. We strive for an Australian society where all women and children are safe.

White Ribbon is the world's largest movement engaging men and boys to end men's violence against women and girls, promote gender equality and create new opportunities for men to build positive, healthy and respectful relationships.

The White Ribbon Australia movement works through a primary prevention approach in communities, schools and workplaces across the country. Through our programs and campaigns, we engage with men to become active in the social change needed to stop men's violence against women and children.

## THE ACQUISITION OF WHITE RIBBON AUSTRALIA

Communicare acquired the intellectual property and remaining assets of White Ribbon Australia in May 2020, after it went into administration in November 2019. We felt strongly about the significance of the movement as an essential part of addressing gendered violence.

White Ribbon Australia aligns with Communicare's values and reflects our long-standing commitment to eliminating violence against women and children. With a 20-year history in the provision of family and domestic violence support services, White Ribbon Australia can be harnessed as one tool among many necessary for building a broad, collaborative social campaign capable of shifting norms and ending gendered violence.





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## A MESSAGE FROM OUR

# Chairperson & Chief Executive Officer

As we embed White Ribbon Australia within Communicare's culture, we aim to harness the support the movement has generated across Australia to engage men and boys in the mission of ending gendered violence.

The acquisition of White Ribbon Australia aligns with our 20-year history in the Family Domestic Violence sector, advocating for women and children experiencing domestic violence and delivering innovative Men's Behaviour Change programs.

To begin the next chapter of this movement, we were delighted to announce the appointment of Brad Chilcott as Executive Director of White Ribbon Australia.

Brad is one of Australia's most successful campaigners for social change and justice, with close to a decade's experience leading non-government organisations. This includes being Founder and National Director of Welcoming Australia.

As a White Ribbon Accredited Workplace and school, Communicare has seen first-hand how being involved in eliminating family violence embeds a culture of respect, accountability and gender equality at all levels.

It affects the DNA of an organisation; how it empowers staff, engages partners and motivates other stakeholders to think more deeply about gender equality.

White Ribbon Australia going into administration in late 2019 came as a shock for us all; we simply could not imagine Australia without a White Ribbon movement. It made perfect sense to take on the role as the new custodian and be ambitious about our aspirations to move from awareness to real, direct action.

As a well-governed organisation, with a progressive and contemporary Board, we are ready for the challenge of redefining White Ribbon Australia at a cultural and structural level. There is a lot to learn, but we are prepared to listen and act, together.

We are intent on making a difference today, tomorrow and in the years ahead. But we cannot do this on our own. Everyone has a part to play.

*The future starts now and together, everything is possible.*

**Hon. Jim McGinty**  
Chairperson

**Melissa Perry**  
Chief Executive Officer

## Our Vision

*A nation where every woman is free from all forms of men's violence and abuse.*

## Our Purpose

*To engage men and boys and the community in mobilising a social movement to take action to eliminate men's violence and abuse against women.*

## Our History

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.

White Ribbon was brought to Australia in 2003 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 eliminate and respond to violence against women, White Ribbon Australia 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 eliminate men's violence against women. We engage men to stand up, speak out and act to influence the actions of those men who 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.

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 movement. 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 Values

## ACCOUNTABILITY

*To be transparent, responsible and trustworthy in all our activities and interactions.*

## COLLABORATION

*To work collaboratively to achieve our vision of ending men's violence and abuse against women.*

## DIVERSITY

*To respect, understand and include all forms of diversity, to honour individual uniqueness and to celebrate differences.*

## HUMILITY

*To listen, learn and treat everyone with respect.*

# Primary Prevention

*White Ribbon Australia adopts Salter and Gore's "Tree of Prevention" model<sup>1</sup> as a foundation to our primary prevention efforts. Primary prevention is the basis for our work across communities, organisations and society to address the deep, underlying drivers of violence and abuse against women, so that violence and abuse does not happen at all.*

It focuses on changing commonly held attitudes and behaviours that support and encourage gendered violence and abuse. Prevention acts to stop men's violence against women and is implemented before violence occurs and aims to stop the likelihood of men and boys using violence against women and girls. Prevention addresses the root causes of violence and abuse.

<sup>1</sup> Salter, M., & Gore, A. (2020).



# Tree of Prevention

White Ribbon Australia focuses on three key prevention areas identified in the Tree of Prevention model:

## Social, economic and political conditions (the roots)

We focus on advocating and influencing Government to amend or establish policies, frameworks and standards for eliminating violence and abuse against women.

This is also about building community capacity to respond to men's violence and abuse against women and to mobilise a movement through public awareness-raising in mass media, workplaces and communities.

## Equitable structures and processes (the roots)

We advocate and influence social structures that underpins behaviours, attitudes and practices that reinforce gendered violence and abuse. This includes, but is not limited to, stereotyped gender roles in the workplace and family, equity in pay and legal systems.

## Prevention programs (the trunk)

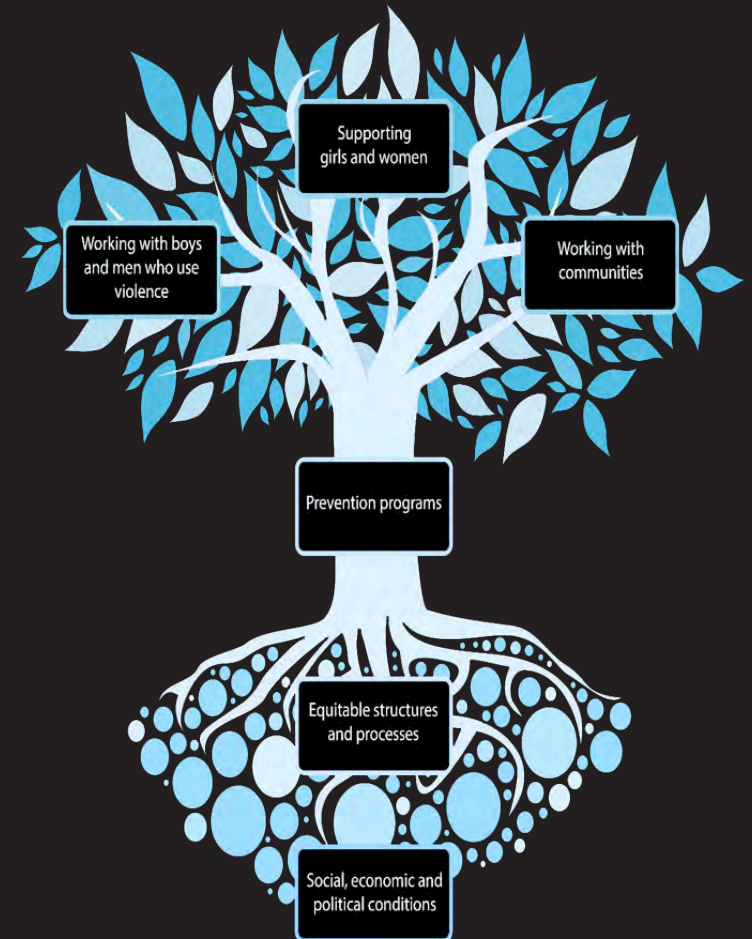
We influence and educate schools, workplaces and communities to link primary prevention activities to relationships, curriculum, policies, work practices, training and culture to eliminate and respond to violence and abuse.

Although White Ribbon Australia's core focus is primary prevention, it supports individuals and organisations that work in the secondary prevention space (the branches).

- **Working with boys and men who use violence**
- **Supporting girls and women**
- **Working with communities**

These organisations include, but are not limited to, those working with at risk girls and women, support for victims, Aboriginal and Torres Strait Islander experts, cultural and linguistically diverse communities, LGBTIQ populations, people living with a disability, regional and rural communities, disadvantaged and low-income communities, at risk boys and men, men's behaviour change programs and offender programs.

White Ribbon Australia works in partnership, supports and advocates with these organisations in the common vision of eliminating men's violence and abuse against women and children.





# Our Strategic Pillars

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



## COLLABORATION

*White Ribbon Australia will proactively seek to collaborate with a broad range of community, corporate, civil society and Government partners to eliminate the incidence of men's violence and abuse against women.*



## ADVOCACY

*White Ribbon Australia will be a powerful advocate to all levels of Government for policy, funding and legislative changes that eliminate abuse experienced by women and children.*



## SOCIAL MOVEMENT

*White Ribbon Australia will engage and mobilise a movement of supporters, community partners and allied organisations to take action that creates change at a systemic, cultural, community and individual level.*



## PREVENTION PROGRAMS

*White Ribbon Australia will build on existing prevention initiatives, activities and tools to strengthen a culture of respect and support individuals, workplaces, schools and communities to respond to and eliminate men's violence against women.*



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**Stand up  
Speak out  
Take Action**

**Eliminate men's violence against women**

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