



Community Partners Action Toolkit

Working together to end all forms of men's
violence against women and children.

 **White Ribbon**
Australia

Community Partners Action Toolkit

This is where we need your help

Preventing men's violence against women and children does not only happen through formal programs or within large organisations. It happens in everyday conversations in workplaces, sporting clubs, faith communities and families. You are already part of those spaces so this toolkit can help you figure out what and how you can do it.

How to use this toolkit

Start with one action that feels achievable, then come back and choose another when you are ready. Actions are grouped by category and effort level so you can find something that suits your time, capacity and confidence right now.

You do not need to do everything in this toolkit. Prevention work is sustained by many people taking small, consistent actions over time. Choose what feels realistic for your availability, your setting and your schedule.

Categories

Awareness and sharing
Conversations
Community action
Sustainability

Effort Level

Light touch

Some effort

More involved

Awareness and sharing



Light touch

Follow and engage with White Ribbon

Follow White Ribbon Australia on social media. Like, comment and share posts. Algorithms reward engagement, so small interactions matter.

Share campaign content during key periods

On White Ribbon Day and other days of significance, share White Ribbon content through your own channels. A post from a real person carries more weight.

Change your profile photo or add a frame

During key campaign periods, update your profile photo or add a White Ribbon frame to show your support publicly.

Share resources in group chats

If you are in community groups, workplace chats, or neighbourhood forums, share relevant White Ribbon resources when the moment is right.

Add your Community Partner status to your profiles

Add “White Ribbon Australia Community Partner” to your LinkedIn profile, social media bios, or email signature. It signals your commitment publicly and opens conversations with people who notice it.

Tag White Ribbon when you post about prevention

When you share content related to gender equality, respectful relationships, or violence prevention, tag White Ribbon Australia. It helps connect your post to a broader conversation and grows the visibility of the movement.

Some effort

Write a personal post

Share your own perspective on why this work matters in your own words. A personal post is far more powerful than resharing an organisation's content.

Respond to misinformation or harmful content

When you see something online that minimises violence or blames the person harmed, consider responding calmly with accurate information.

More involved

Start a conversation in your online networks

Post a question, share a resource, or invite your network to engage with prevention content around a key date or event.

Contribute to an online discussion or session

If White Ribbon runs online events or forums, participate actively. Your presence as a Community Partner strengthens the network.

Your online networks are real communities. Sharing the right message at the right moment reaches people you would never meet in a room. Small consistent actions online add up.

Your awareness and sharing action checklist.

Done	Effort Level	Action
☐	Light touch	Follow and engage with White Ribbon.
☐	Light touch	Share campaign content during key periods.
☐	Light touch	Change your profile photo or add a frame.
☐	Light touch	Share resources in group chats.
☐	Light touch	Add Community Partner status to your profiles.
☐	Light touch	Tag White Ribbon Australia when you post.
☐	Some effort	Write a personal post.
☐	Some effort	Respond to misinformation or harmful content.
☐	More involved	Start a conversation online.
☐	More involved	Contribute to an online discussion or session.

Conversations



Light touch

Use the language of prevention

How we talk about violence shapes how people understand it.

Name who is responsible clearly and avoid language that shifts focuses onto the person harmed.

Share White Ribbon content

Post, forward or share White Ribbon messages, articles or campaign content through your personal networks or social media.

Acknowledge key dates

Mark Prevention Month, White Ribbon Day, and other days or months of significance in your networks. A simple post or message can spark a conversation.

Stay informed

Keep building your own knowledge. Follow White Ribbon Australia and other prevention organisations to stay across research and resources.

Subscribe to our newsletter

White Ribbon Australia publishes a quarterly newsletter with program updates, prevention research, resources and opportunities to get involved.

Join your state-based WhatsApp group

Connect with other Community Partners in your state. Share what you are doing, ask questions and stay connected between sessions.

Some effort

Have an intentional conversation

Choose one person in your network and have a purposeful conversation about respect, equality, or the drivers of violence.

Gently challenge harmful comments

When you hear something that does not sit right, find a way to respond. Saying "I see it differently" is enough to plant a seed.

Use the 'Not Perfect, Better' guides

White Ribbon's Not Perfect, Better guides are designed for men to use in everyday conversations. Share them with someone you think would find them useful. You can find them on our website.

Join monthly Community of Practice

Our monthly CoP brings Community Partners together online for an hour of learning and connection. Each session includes a training topic and space to share what you are doing in your community.

More involved

Facilitate a small group conversation

Host an informal discussion with a group you are already part of. Use White Ribbon resources to guide the conversation.

Public Speaking

If you are comfortable sharing your perspective or personal connection to prevention, let White Ribbon know. Speaking opportunities occasionally arise and your story has value.

Prevention happens in everyday moments. The conversations you have with the people around you are one of the most powerful tools you have. You do not need to be an expert to use them. Prevention happens in everyday moments. The conversations you have with the people around you are one of the most powerful tools you have. You do not need to be an expert to use them.

Your conversations action checklist.

Done	Effort Level	Action
☐	Light touch	Use the language of prevention.
☐	Light touch	Share White Ribbon content.
☐	Light touch	Acknowledge key dates.
☐	Light touch	Stay informed.
☐	Light touch	Subscribe to our newsletter.
☐	Light touch	Join your state-based WhatsApp group.
☐	Some effort	Have an intentional conversation.
☐	Some effort	Gently challenge harmful comments.
☐	Some effort	Use the Not Perfect, Better guides.
☐	Some effort	Join monthly Community of Practice.
☐	Some effort	Facilitate a small group conversation.
☐	Some effort	Use the Not Perfect, Better guides.
☐	Some effort	Join monthly Community of Practice.
☐	More involved	Facilitate a small group conversation.
☐	More involved	Public speaking.

Community action



Light touch

Display White Ribbon materials

Put up White Ribbon posters, or resources in your workplace, staffroom, club, or community space. Visibility alone helps raise awareness and educate.

Mention White Ribbon Day

Let people in your workplace or community know about White Ribbon Day on 25 November. A message in a team chat or on a noticeboard takes two minutes.

Some effort

Raise it in a team meeting

Bring up the topic of respectful workplace culture in a team meeting. You do not need to present anything. Flagging it is enough.

Distribute resources at your club or community group

Share White Ribbon materials at a sporting club, faith community, or neighbourhood group. Ask the organiser if you can put them out.

Some effort

Support a local awareness moment

If your organisation or community group is running an event, offer to include a White Ribbon element. A table, a display, or a mention can be enough.

Identify a champion in your setting

Think about who else in your workplace or community might be interested in this work. A conversation with one other person can double the impact.

More involved

Host a toolbox talk or short session

Use White Ribbon resources to run a 20-to-30-minute conversation in your workplace or community setting. White Ribbon can provide materials and guidance.

Encourage your organisation to get accredited

If your employer or club is not already a White Ribbon Accredited Workplace, raise this with leadership. White Ribbon can provide information to support that conversation.

Support a council or local body

If you have connections to a local council, library, or community service, explore whether they would include prevention work in their programming.

Run a small community activity

Organise a small event or activity at a community gathering. Use WRA resources as a framework. We can help you plan it.

You spend time in settings where prevention messages can land. Your workplace, club, faith community, or neighbourhood are places where you already have relationships and credibility. That matters.

Your community action checklist.

Done	Effort Level	Action
☐	Light touch	Display White Ribbon materials.
☐	Light touch	Mention White Ribbon Day.
☐	Some effort	Raise it in a team meeting.
☐	Some effort	Distribute resources at your club or community group.
☐	Some effort	Support a local awareness moment.
☐	Some effort	Identify a champion in your setting.
☐	More involved	Host a toolbox talk or short session.
☐	More involved	Encourage your organisation to get accredited.
☐	More involved	Support a council or local body.
☐	More involved	Run a small community activity.

Sustainability



Light touch

Refer someone to White Ribbon

If you know someone who would be a strong Community Partner or Supporter, tell them about the program. A personal recommendation is the most effective form of recruitment.

Provide feedback to White Ribbon

Your experience as a Community Partner is valuable. Share what is working, what is not, and what you need more of.

Some effort

Connect White Ribbon to your networks

Think about organisations or individuals you know who might want to work with White Ribbon. A warm introduction is a high-value action that costs little time.

Support a fundraising effort

Donate to or help promote White Ribbon fundraising activities. Sharing a fundraiser in your networks broadens reach beyond the organisation's own following.

Not all action looks like organising an event or posting on social media. There are quieter but equally valuable ways to contribute.

Your sustainability action checklist.

Done	Effort Level	Action
☐	Light touch	Refer someone to White Ribbon.
☐	Light touch	Provide feedback to White Ribbon.
☐	Some effort	Connect White Ribbon to your networks.
☐	Some effort	Support a fundraiser.

Finding your own way

There is no single path through this work. Some Community Partners focus on conversations and quiet influence. Others take on more visible roles over time. All of it counts. Pick one action from this toolkit. Just one. Do it this month, then come back and choose another.

If you want support, have an idea, or want to connect with an opportunity, email us at info@whiteribbon.org.au.





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White Ribbon Australia acknowledges Aboriginal and Torres Strait Islander peoples as the First Peoples of this land, and recognises their continuing connection to Country, culture, and community. We pay our respects to Elders past and present, and extend that respect to all First Nations peoples.

We also acknowledge victim-survivors of violence and abuse.

We honour your strength, listen to your experiences, and recognise the impact violence has on individuals, families, and communities.

We are committed to prevention, accountability, and creating safer, more respectful futures for everyone. accountability, and creating safer, more respectful futures for everyone.

 **COMMUNICARE**
CREATING FUTURES

 **White Ribbon**
Australia