



Community Supporters Action Toolkit

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

 **White Ribbon**
Australia

Community Supporters Action Toolkit

Every action counts.

Preventing men's violence against women and children requires broad public support and everyday action. You do not need to run events, be an expert, or commit large amounts of time. Sharing a message, having a conversation, or showing up for a key moment all contribute to cultural change. This toolkit shows you how.

How to use this toolkit

You are already doing more than you think. If you follow White Ribbon Australia online, share content occasionally, or talk about these issues with the people around you, you are already contributing. This toolkit is here to help you do more of that, and to give you ideas for when you want to go a bit further.

Pick what feels right for you, right now. Actions are organised by effort level. Start with something light and build from there if you want to. There is no pressure to do more than feels comfortable.

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
Visibility

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.

Forward resources to people you know

When you come across a White Ribbon resource, article, or video that resonates, send it to someone in your network who might appreciate it.

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.

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.

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.

Add "White Ribbon Australia Community Supporter" to your and social media bios

Signal your commitment publicly and open conversations with people who notice it. A visible endorsement in your professional profile can prompt questions and connections you would not otherwise.

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. Ask people what they think or what they do.

Encourage others to sign up

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

Prevention messages spread through people, not just organisations. When you share, like, or forward White Ribbon content, you extend its reach into networks we would never reach on our own.

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	Forward resources in people you know.
☐	Some effort	Write a personal post.
☐	Some effort	Share resources in group chats.
☐	Some effort	Use the “Not Perfect, Better guides.
☐	Some effort	Add “White Ribbon Community Supporter” to your social media bios
☐	More involved	Start a conversation online.
☐	More involved	Encourage others to sign up.

Visibility



Light touch

Mark White Ribbon Month

Wear a white ribbon from 18 November to 13 December. Post about it. Let the people around you know why it matters. Small visible acts of endorsement build public momentum.

Display materials in your space

Put up White Ribbon posters or materials in your workplace, home, place of worship, or community space. Visibility sends a message before a word is spoken.

Some effort

Attend a White Ribbon or community event

If White Ribbon Australia or a local organisation is running an event, attend it. Your presence as a Community Supporter is a form of public endorsement.

Raise White Ribbon in your community setting

Mention White Ribbon Month at your club, faith community, workplace, or any organisation you're associated with. Suggest putting up materials or marking the month in some way.

Support a fundraising activity

Donate to White Ribbon fundraising or share a fundraiser in your networks. Even a small contribution or share makes a difference.

Provide feedback to White Ribbon

Your experience as a Community Supporter matters. Share what works, what does not, and what you need more of. This helps White Ribbon improve the program.

More involved

Help at a local event or activity

If White Ribbon or a partner organisation is running a community event, offer to help on the day. Setting up, greeting people, or distributing materials is simple, valuable work.

Connect White Ribbon to your networks

Think about organisations or individuals you know who might want to get involved with White Ribbon. A warm introduction from you has real value.



Visibility matters. When people show public support for prevention, it signals to others that this is a shared responsibility, not a niche concern. Showing up, in whatever way works for you, is an important contribution.

Your visibility action checklist.

Done	Effort Level	Action
☐	Light touch	Mark White Ribbon Month
☐	Light touch	Display materials in your space
☐	Some effort	Attend a White Ribbon or community event
☐	Some effort	Raise White Ribbon in your community setting.
☐	Some effort	Support a fundraising activity
☐	Some effort	Provide feedback to White Ribbon
☐	More involved	Help at a local event or activity
☐	More involved	Connect White Ribbon to your networks

Want to go further?

If your interest in this work grows and you want a more active role, the Community Partner pathway might be a good fit. Community Partners take action in their own settings and are part of a national network with regular learning and connection opportunities. Get in touch at info@whiteribbon.org.au to find out more.



Get in Touch

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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