



Picture: Cameron Board, SkyMedia Productions. An aerial view of the White Poppy Project at The Skillion, Terrigal Haven. Terrigal, located on the Central Coast of New South Wales, sits on the traditional lands of the Darkinjung People.

Prospectus

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

 **White Ribbon**
Australia

On December 6, 1989, a man armed with a rifle entered an engineering and science institute in Montréal and murdered 14 women while injuring many others.



In the wake of this tragedy, now known as the Montréal Massacre, a small group of men banded together to look for ways to oppose violence against women and gender inequality.

In 1991, the White Ribbon movement was born, inspiring men and boys to take responsibility in making violence against women a whole of community issue.

In 2007, White Ribbon Australia was established, and since then, we have been working tirelessly to stop all forms of men's violence against women and children through education, advocacy, and community-led programs.

Today, White Ribbon is the largest global social movement dedicated to ending men's violence against women and children.

The White Ribbon symbolises men giving up their arms, a commitment to never commit, excuse, or remain silent about violence against women. It stands for a vision of a violence-free world and reflects the dedication to making that vision a reality.



White Ribbon Australia is made up of a group of exceptional people who all share the same goal – a nation where every woman and child is free from all forms of men’s violence and abuse.

White Ribbon Australia utilises a primary prevention approach in communities, schools and workplaces. Through education and awareness-raising programs, we highlight the positive role men play in preventing men’s violence against women and children, and support them to actively be part of this social change.

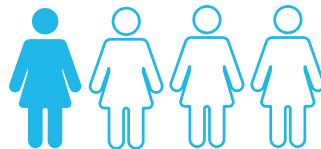


Auspiced by **Communicare**, which acquired White Ribbon Australia in 2020, we are uniquely positioned to connect primary prevention with real-world family and domestic violence (FDV) expertise. This builds on Communicare’s strong reputation as a leading FDV service provider in Western Australia, and strengthens the quality and practicality of what we deliver.

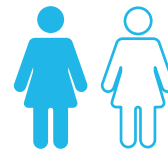
Gendered violence affects us all. By understanding the problem, you can be part of the solution to one of Australia’s most serious health and safety issues.



In 2023-24, **one woman was killed every 8 days** as a result of intimate partner violence.



Over 1 in 4 women have experienced violence by an intimate partner since the age of 15.



1 in 2 women have experienced sexual harassment since the age of 15.

Sources: Personal Safety Survey, Australian Bureau of Statistics, 2021-22, AIC National Homicide Monitoring Program 2023-24

Our Vision

An end to all forms of men’s violence and abuse against women and children.

Our Purpose

White Ribbon Australia works alongside communities to prevent violence by engaging men and boys, challenging gender norms, and promoting gender equality through education, advocacy, and social action.

Our Team



Claire Hurst
Director



Laurie Arrowsmith
Accreditation Program Lead



Adam Hynes
Products and Programs Lead



Eloise O'Dwyer
Senior Workplace Programs
Specialist



Divya Mistry
Workplace Programs Advisor



Peter Butler
Community Engagement Partner



Chris Majid
Senior Program Facilitator



Caitlin Tanham
Senior Fundraising Officer



Theresa Morrone
Client Engagement Specialist



Renae Warne
Marketing and Communications

Advocacy and Research

We advocate for evidence-based, collaborative primary prevention. Working with governments and partners to strengthen gender equality, challenge harmful norms, and engage men and boys in building respectful relationships that shift culture.

Workplace Accreditation

We work with organisations to implement clear, evidence-based standards, audit policies and practices, build understanding and capability, and integrate tailored prevention and response strategies into workplace systems. Being an Accredited Workplace enables organisations to embed gender equity, promote respectful behaviours, and respond effectively to violence and abuse. This ensures employees feel safe, respected, and empowered to speak up and take action.



Training Programs

Training supports workplaces and schools to prevent gendered violence by addressing the social and structural drivers beneath it. Guided by *Change the Story*, our learning strengthens respect, equity and accountability. From introductory, to advanced sessions and targeted modules such as technology facilitated abuse (TFA), we aim to build leadership, systems and everyday behaviours over time. In schools, we work with students and staff to challenge harmful norms and grow respectful relationships.

Educational Panels

Our “You Can Ask That” (YCAT) educational panels create a safe, structured way to start the conversations that build respect and gender equality. Through open Q&A and guided discussion, students and adults can ask real questions, challenge harmful norms, and reflect on everyday behaviours that shape culture. YCAT supports early intervention by strengthening understanding, confidence and shared responsibility to prevent harassment, abuse and disrespect.



Campaigns

In late 2024, **WeListen** brought together men and boys from diverse backgrounds. Many wanted to be part of the solution, but felt unsure about what a healthy relationship looks like in practice, how to handle conflict respectfully, and whether they could speak up while still learning and unlearning.



Not Perfect, Better was our response.

A practical call for men and boys to take small, real steps toward respect, equality and accountability. Less performing, more showing up. In conversations with mates, at work, in sport, and at home.

We keep listening to voices across the whole community, including women, victim survivors, workplaces, educators and partners, so our programs and campaigns stay grounded, responsive and focused on prevention that leads to real, measurable change.

White Ribbon Australia isn't an organisation, it's a movement. And when partners, workplaces, and the community step in alongside us, the impact is deeper, wider, and longer-lasting than any one organisation can achieve alone.

Become a Community Partner

Community Partners can be individuals or groups who take a practical role in building safer, more respectful communities by starting conversations, sharing resources, and helping shift attitudes where people live, learn, and connect. You choose how you get involved, whether that is hosting an event, sharing information through a local network, encouraging healthy conversations, or highlighting the role men and boys can play in setting the standard for respectful behaviour. Support is provided through training and practical tools to help you feel confident and connected in taking action.

Our Youth Advisory Group helps shape this work by bringing young people's perspectives into how we engage communities. They provide feedback on messaging, resources, and ideas for action that resonate with young people, helping ensure our community-led approach is inclusive, and grounded in lived experience.

Spread the Word

One of the barriers we face as a social movement is that our message is often reaching the people who already care deeply, and we need it to travel further. We need more men, women, and young people seeing it, sharing it, and using it, especially in the places where attitudes and behaviours get shaped every day. You can help by following us on socials, sharing our posts and resources, and sending people to our website.

Raise Vital Funds

White Ribbon Australia relies on the generosity of supporters to help drive lasting change. You can make a direct donation via our website, or rally your community by hosting a fundraising event, and our team can help you plan, promote, and deliver it.

Leave a Lasting Legacy

By including White Ribbon Australia in your Will, you can make a powerful and enduring impact on the future of our communities. Leaving a gift in your estate can help fund vital primary prevention programs that address the root causes of gendered violence. Whether large or small, your gift will help build a future where women and children live free from any form of abuse and violence.



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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