



# White Ribbon Day 2022: Community Action Kit

*Let's Be the Change*

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#WhiteRibbonDay2022 #WRD2022

 **White Ribbon**  
Australia



# *Let's Be the Change*

## **Dear Event Host,**

I want to sincerely thank you for holding an event on White Ribbon Day.

Together, we are stronger, so on this White Ribbon Day, we are urging Australians to come together and start a conversation about practical solutions to end men's violence against women and children in our communities.

### **Our theme for 2022 is *Let's Be the Change***

Let's Be the Change and do what we can to contribute to a nation free of all forms of gendered violence, harassment, and disrespect. Our key focus will be on meeting people where they're at, including men and boys, to ask what they can do to make change in their own lives and the wider community.

This tool kit was developed to support people who have made a committed to bring about real change this White Ribbon Day. Below, you'll find a range of ideas to host meaningful events in your community, along with tips to reach your fundraising goals.

You'll also find information on how your support will help fund our primary prevention initiatives to end violence before it begins, through education, training, partnerships and community-led action plans.

Last year, Australians organised more than 200 events and this year, we're aiming for 400 events and a fundraising goal of \$500,000. The money raised will make a difference in the communities where you live, work and play.

White Ribbon Australia's vision is for a nation where every woman is free from all forms of men's violence and abuse. With your help, we are one step closer to achieving this mission.

Our team is here to support you in your fundraising journey, so please don't hesitate to email [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au) should you need any support.



Allan Ball  
Director, White Ribbon Australia

# ► Men's violence against women is at epidemic levels in Australia



59% of Australians agree that traditional ideas of masculinity contribute to high rates of suicide, depression, and anxiety in men.<sup>1</sup>



62% of Australians believe that traditional masculinity stops men from living full and happy lives.<sup>2</sup>

## This issue affects all of us. But there is a solution.

This White Ribbon Day, we are bringing communities together to foster respect, healthy relationships, and a safer environment for women and children. Reach out to members of your community and bring everyone together on White Ribbon Day, Friday, 18 November.

### This booklet includes:

EVENT IDEAS & TIPS

GET SOCIAL

EVENT CHECKLIST

HOW YOUR FUNDRAISING HELPS

KEY MESSAGES

TEMPLATES AND RESOURCES

GETTING HELP

### TIP

#### Navigating this toolkit

This is an interactive toolkit intended for digital use on a smartphone, tablet or computer. Navigate using the tabs to the left, or on the right border on the following pages.

You are welcome to print the kit, however note that many resources are embedded as hyperlinks and won't be accessible.

If you have additional questions that have not been answered in this toolkit, contact the events team at [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au) and they will respond within three working days.

### KEY MESSAGE

#### This White Ribbon Day Let's Be the Change!

This White Ribbon Day 2022 **Let's Be the Change** and do what we can to contribute to a nation free of all forms of men's violence against women.

Our key focus will be on meeting men where they're at to ask what they can do to make change in their own lives and the wider community.

Why not reach out to your local council, nearby businesses, sporting groups and emergency services to all come together on White Ribbon Day?





# Event ideas & tips

No matter where you find yourself in November, there are plenty of ways to show your support on White Ribbon Day. Below are some ideas and tips to get you started.

## Outdoor gatherings:

- Fun run
- Countryside hike
- Outdoor cinema night
- Car or motorbike convoy
- Backyard barbecue
- Sporting competition
- Town march

## Indoor gatherings:

- Potluck or cook-up
- Talent show or charades
- Escape room
- Art or fashion show
- Board game night

## Virtual events:

- Virtual trivia night
- Social media challenge (remember the Ice Bucket Challenge?)
- Virtual gala
- Zoom party
- A live Tik Tok or Facebook stream
- Online movie screening
- Virtual community walk or run
- Virtual talent show
- Online gaming tournament

## REMINDER

Make sure you register your [White Ribbon Day](#) event with us to be listed on our interactive online event map, receive an Event Kit and access ongoing support from our dedicated events team.

## Want more? Here some extra tips!

We've developed an **'In Support' logo** just for you! You can use it on any promotional print or digital material, but we kindly ask you to follow these guidelines:

- Clearly state your event is "Proudly supporting White Ribbon Australia"
- Make sure it's aligned with our [brand guidelines](#)
- Be sure to use the full title White Ribbon Australia at all times
- Email us at [marketing@whiteribbon.org.au](mailto:marketing@whiteribbon.org.au) for approval of your submission and we'll get back to you within 5 working days

**Using our In support logo** you can create banners to line the main street in your town, project a White Ribbon onto the side of a major building, install a White Ribbon garden, or a mural on a central wall in town... and much more. Email us if you want further inspiration!

**Donate to your page first** and show everyone how much this issue matters to you. Every donation gets you closer to the top of that leader board!

## Share your page on social media

Spread the word! You're doing something incredible, so people need to know about it. Event hosts who share on their socials raise twice as much as others, so start posting!

**Follow us on Facebook and Instagram** to see what other amazing fundraising activities are out there.

## Personalise your profile

Add your photo, share your story and let people know why they should support your White Ribbon Day campaign.

**Ask your friends, family, colleagues for support** and to get involved on a personal level. It takes all of us working together to end violence against women.

## NEED HELP?

Contact our events team at [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au).



# Get social

Download the White Ribbon Day social media tiles below to spread the word.



## Keep in touch

Every day is White Ribbon Day. [Join the movement](#) to hear about opportunities to become a Community Partner, start a Community Action Group and find new resources and updated statistics about violence against women, along with more ways to get involved in the movement all year round.

### Are you following us?

-  [@whiteribbonaust](#)
-  [@whiteribbonaustralia](#)
-  [@whiteribbonaust](#)
-  [@whiteribbonaust](#)

## 16 Days of Activism

The United Nation's (UN) 16 Days of Activism Against Gender-Based Violence campaign works to galvanise action to end violence against women and girls all around the world, starting with the UN's International Day for the Elimination of Violence against Women.

Keep an eye on our [website](#) for ways to get involved, or visit the [UN Women website](#) for more information.





# Event checklist

## 6+ weeks before your event

- ☐ **Register your event** and be sure to tick the relevant boxes to receive an Event Kit. You will receive an official 'Authority to Fundraise' notification and your event will be listed on our website.
- ☐ Buy some **White Ribbon Australia merchandise** to sell at your event, including White Ribbons for attendees to wear. Make sure you order early (no later than mid-October) to make sure the goodies arrive in time.
- ☐ Reach out to potential supporters to help bring your event together – your local council, schools, businesses, community groups, sporting groups and your local White Ribbon Australia Committee.
- ☐ Work out what your event will look like. Is it a march, an afternoon tea, a mahjong marathon, community day, fun run or an online gathering? See our event ideas on page 4 for inspiration!
- ☐ Set up a working group to share the event management load!

## 4+ weeks before your event

- ☐ Start promoting your event using posters, social media, newsletters, flyers, or even talk to your community newspaper about running an article. All the resources are in this kit, including the In Support logo.
- ☐ Lock-in any event volunteers, suppliers, venues and other necessities.

## 1 week before your event:

- ☐ Double check suppliers and event volunteers are locked-in and follow up on RSVPs.
- ☐ Download and/or print out any material you need from your Event Dashboard, such as flyers, fact sheets, pledge forms and videos.
- ☐ Keep up the good work on social media!

## During the event

- ☐ Organise for a First Nations person to perform a Welcome to Country, or do an Acknowledgement of Country yourself, recognising the traditional owners of the lands you're gathering on and paying respects to elders past and present.
- ☐ Take plenty of photos and video to share in the moment, or post-event, using the hashtags #WhiteRibbonDay22 and/or #WRD2022. Please tag us so we can share the love.
- ☐ Ask your supporters to donate to your fundraising page.
- ☐ Make sure you get the details of any supporters who require a tax receipt so you can arrange this later.

## After the event

- ☐ Thank everyone for their support either in person, in a letter, email or on social media. This includes attendees, sponsors, donors, speakers, volunteers and organisers.
- ☐ Upload any cash donations to your fundraising page.
- ☐ Share your photos and videos on social media and remember to tag us!



**You can register your event at any time leading up to White Ribbon Day.**

**November 18 doesn't work for you?**

**No problem!**

**You can host a White Ribbon Day event any time in November, or even December.**



# How your fundraising helps

Your fundraising efforts help create the change we need in our communities. This support helps drive our primary prevention work to end men's violence before it begins, through education, workplace accreditation, advocacy, partnerships and community-led action plans.

## COMMUNITY ACTION GROUPS

[Community Action Groups](#) bring people together to develop and drive community-led response plans to end men's violence against women. They can be geographically based, or built around cultural, sporting, workplaces, schools and other communities of interest.

In the City of Brimbank in Melbourne, we funded a community of Vietnamese fathers to come together and share good parenting practices and how to respond on a personal level if they feel the need to use violence.

## COMMUNITY PARTNERS

Our [Community Partners](#) are people of any gender and all walks of life, who are invited to play a part in leading, encouraging and supporting their community to end violence against women. We support them with training, capacity building and opportunities to develop their own understanding of the drivers of gendered violence and the role they can play to end it before it begins.

You might come across them visiting a school, or at a local sporting club educating others in their community.

## RESOURCE DEVELOPMENT AND POSITION STATEMENTS

We develop and co-design resources such as tool kits, fact sheets, videos, news articles and the latest [data and statistics](#) on family domestic violence, to help educate our community to play a role in ending men's violence before it begins. These resources are free and updated regularly.

White Ribbon Australia has been hosting "You Can Ask That" panels, featuring a range of experts discussing practical solutions to addressing the drivers of violence against women. These occur in schools, community groups like RSLs, neighbourhood meetings and workplaces.

## TARGETED SOCIAL MOVEMENT PROGRAMS

Our [Digital Barber Shop](#) resource hub was launched in September this year and is designed to educate men and boys about violence prevention and the role they can play. Barbers around Australia will be encouraged to provide free haircuts to men who are willing to listen to ways they can become a better bystander, or address violence in their communities.





# Key messages

- This White Ribbon Day **Let's Be the Change** and do what we can to contribute to a nation free of all forms of men's violence against women.
- Our key focus will be on meeting men where they're at to ask what they can do to make change in their own lives and the wider community.
- We need to take a considered approach to understanding what's going on for men and boys and support them to address the root issues that cause violence and abuse.
- In addition, we must listen and learn from those with lived experience of family domestic violence - the victims, survivors and sector workers.
- Across the country, the momentum to address the gender-based drivers of violence against women and children has never been stronger. When we work together, we progress towards an Australia that we want and hope to see.
- This White Ribbon Day we can rewrite hope, compassion, and empathy towards one another, to create an Australia free of gendered violence.
- Mateship is at the heart of the Australian spirit. It calls on communities to come together during hardship, adapt to challenging circumstances and do what's needed to provide a fair go for all.

## Healthy masculinities:

- On White Ribbon Day we encourage individuals, communities and workplaces to challenge rigid gender stereotypes, to promote healthy masculinity and respectful relationships.
- One of the four drivers of violence against women is rigid gender stereotyping and dominating forms of masculinity. A healthy masculinity is defined by the acceptance of love and compassion.
- The preconceptions about what it means to be boys and men are passed down through our role models and can often be outdated. Some of the ideas we share with our children about "how to be a bloke" may appear harmless, but they can include signals that have a long-term negative influence.

### RESOURCE GUIDE

- [Statistics about violence against women and domestic violence](#)
- [Causes of violence against women](#)
- [Where to find help](#)
- [Fact sheets about how to prevent men's violence against women](#)

## Let's Be the Change, to make this happen you can:

- **Reflect** and educate yourself about these ideas through our resources guide.
- **Connect** and talk about these ideas with friends, family members and colleagues
- **Support** everyone, including yourself, to practice being caring, vulnerable and emotionally expressive.
- **Hold an event** to bring people together, learn about gender stereotypes, and fundraise for White Ribbon Australia.
- **Donate** to White Ribbon Australia to support our primary prevention work and help end violence before it begins.





# Templates and resources

## WHITE RIBBON POSTERS

Put up posters all over your community. Use a full page, or fill your details in our 'emptybelly' poster.



DOWNLOAD

## INSTAGRAM FRAME

Get a #WhiteRibbon instagram frame printed at your local printer for a fun addition to your event.



DOWNLOAD

## SCREENSAVER / BACKGROUND

Show your support and use our White Ribbon Day screensaver/zoom call background.



DOWNLOAD

## EMAIL SIGNATURE

Use our email signature banner to share your support for White Ribbon Day.



DOWNLOAD

## OUTDOOR BANNER

Hosting your event outside? Show your support with a large outdoor banner.



DOWNLOAD

**Discover more resources on your online dashboard after you register your White Ribbon Day event.**

**REGISTER TODAY**

# Getting help

You are not alone and there are people who can help you or someone you know. You can contact the national support services below for help and advice:

## Your support services

- **1800 RESPECT - 1800 737 732** - This is a 24-hour national sexual assault, family and domestic violence counselling line for any Australian who has experienced, or is at risk of, family and domestic violence and/or sexual assault. Individuals can also access local support services and search the internet using Daisy, a free app developed by 1800RESPECT that protects user privacy.
- **Men's Referral Service - 1300 766 491** - This service from No to Violence offers assistance, information and counselling to help men who use family violence.
- **Mensline Australia - 1300 789 978** - Supports men and boys who are dealing with family and relationship difficulties. A 24/7 telephone and online support and information service for Australian men.
- **Lifeline - 13 11 14** - Anyone across Australia experiencing a personal crisis or thinking about suicide can call 13 11 14, or text 0477 13 11 14 at night (6pm-midnight AEDT). Someone will help put you in contact with a crisis service in your State or Territory.
- **Kids Help Line - 1800 551 800** - Free, private and confidential, telephone and online counselling service specifically for young people aged between 5 and 25 in Australia.
- **Elder Abuse Help Line - 1800 353 374** - Free information and support services for people who experience or witness the abuse of an older person. Operating hours vary.
- **Financial Counselling Australia - 1800 007 007** - Access free resources and advice from a private financial counsellor. Call 1800 007 007 to speak to someone in your state.

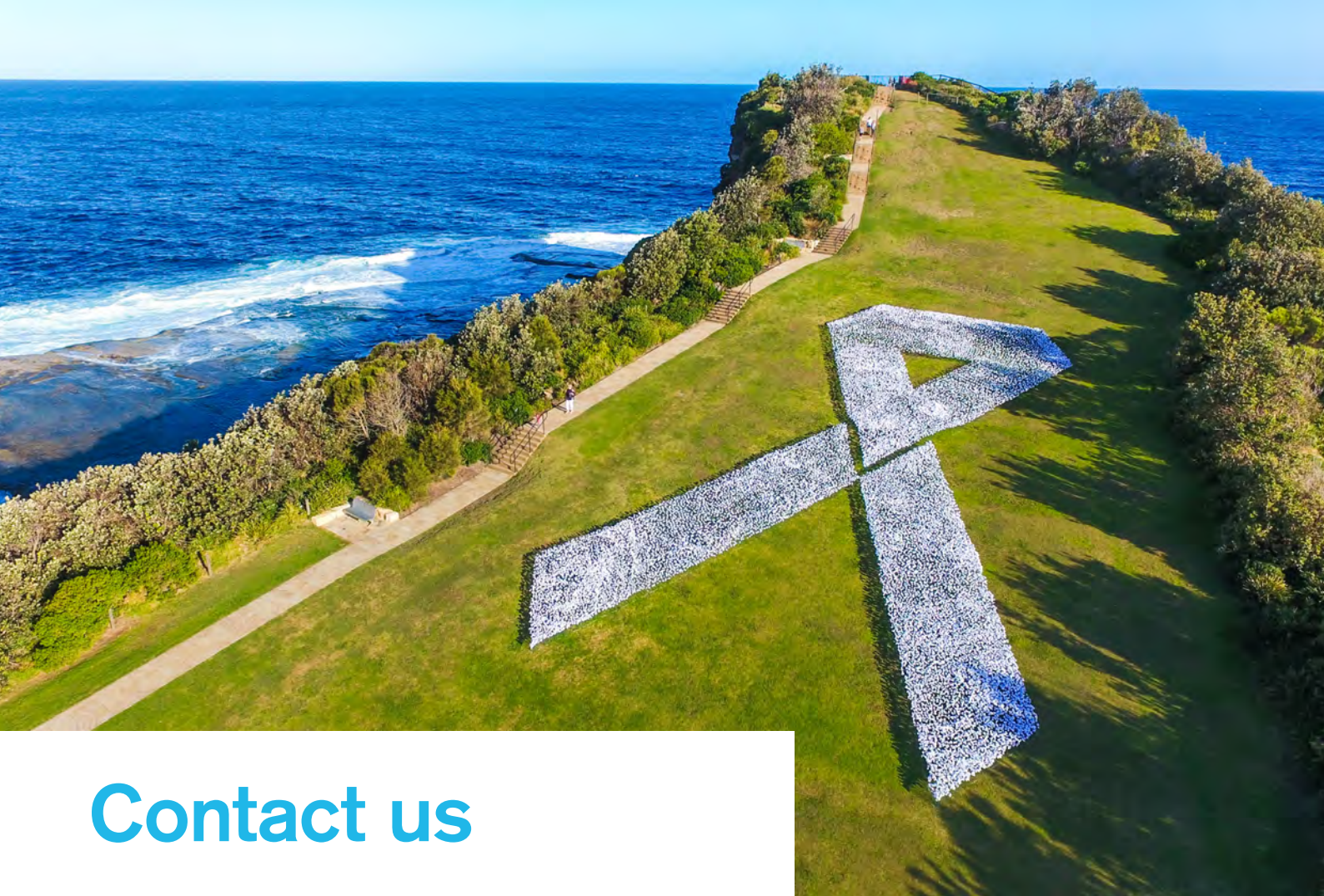
### FIND HELP

For details of individual state and territory services, please visit [whiteribbon.org.au/Find-Help](http://whiteribbon.org.au/Find-Help)



If you or someone else you know is experiencing distress or is in immediate danger, we encourage you to call the emergency services on 000.





## Contact us

**T** 08 6370 0600

**E** [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au)

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Cannington, WA, 6987

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 [@whiteribbonaustralia](https://www.linkedin.com/company/whiteribbonaustralia)

 [@whiteribbonaust](https://www.instagram.com/whiteribbonaust)

 [@whiteribbonaust](https://www.youtube.com/whiteribbonaust)

**Taking action to end  
all forms of men's  
violence and abuse  
against women.**