



# White Ribbon Day 2020: Workplace Action Kit

This White Ribbon Day (Friday 20 November), we are asking communities all over Australia to come together, and say 'no' to violence against women. It takes all of us. This kit is a resource to support you, as you drive White Ribbon Day in your workplace.

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#WhiteRibbonDay

 **White Ribbon**  
Australia

# ► Violence against women is at epidemic levels in Australia.



**1 in 2 women have experienced sexual harassment during her lifetime<sup>1</sup>.**



**Over 60% of women experiencing violence from a current partner are working.<sup>2</sup>**

It impacts on the health and safety of employees, their wellbeing and productivity, and can impact negatively on workplace culture, organisational reputation and bottom-line profit and loss.

## But there is a solution.

By getting involved in White Ribbon Day, you will promote respectful relationships and gender equality from within the workplace, setting an example for external stakeholders and demonstrating a culture of zero tolerance of violence against women.

### This booklet includes:

**EVENT & POST-EVENT IDEAS**

**HOW TO CREATE A VIDEO**

**SOCIAL MEDIA SUGGESTIONS**

**EVENT CHECKLIST**

**KEY MESSAGES**

**TEMPLATES AND RESOURCES**

### 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 will not 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.

### GO LARGE

#### White Ribbon Day across the entire community

White Ribbon Day 2020 is about the entire community coming together to help end violence against women in Australia. Why not reach out to your local council, nearby businesses and emergency services to all come together on White Ribbon Day?





# Event ideas

## This White Ribbon Day you could:

- Ask all of your staff to wear white or a White Ribbon T-Shirt and bring \$5 to support the cause.
- Organise a White Ribbon Day march – bring your community together and march through the town to raise awareness of ending violence against women, and show the world where you stand. Make sure you reach out to:
  - Council
  - Local schools and universities
  - Other local businesses and organisations
  - Emergency services (Police, Fire & Rescue, SES, etc.)
  - Local sports clubs, both elite and grassroots
- Include a barbeque or rally at the end of the march to mark the occasion.
- Encourage staff to add the **White Ribbon email signature**, post the White Ribbon on your intranet or as a desktop image.
- Hold an event like a gala night, trivia contest or high tea.
- **Purchase a white ribbon** for every staff member to wear to work on Friday 20 November, and afterwards too.
- Deck out the office with **bunting, posters and balloons**.

### REMINDER

No matter what you're planning for White Ribbon Day, make sure you **register with us** to be listed on our event map, get an Event Kit, and receive extra support from our dedicated events team.

## Want more?

### Beyond an event, you could also:

- Stock White Ribbon merchandise in the front office during November – you could stock our Small Business Pack, and if you sell all of the ribbons and wristbands, it will be cost-neutral!
- Project a white ribbon onto the side of your office building.
- Check out our **Workplace Accreditation Program** to create lasting change in your workplace. The program provides you with tools to strengthen a culture of respect and gender equality at all levels of the organisation, supporting you to respond to and prevent violence against women - whether it occurs inside or outside the organisation.

### NEED HELP?

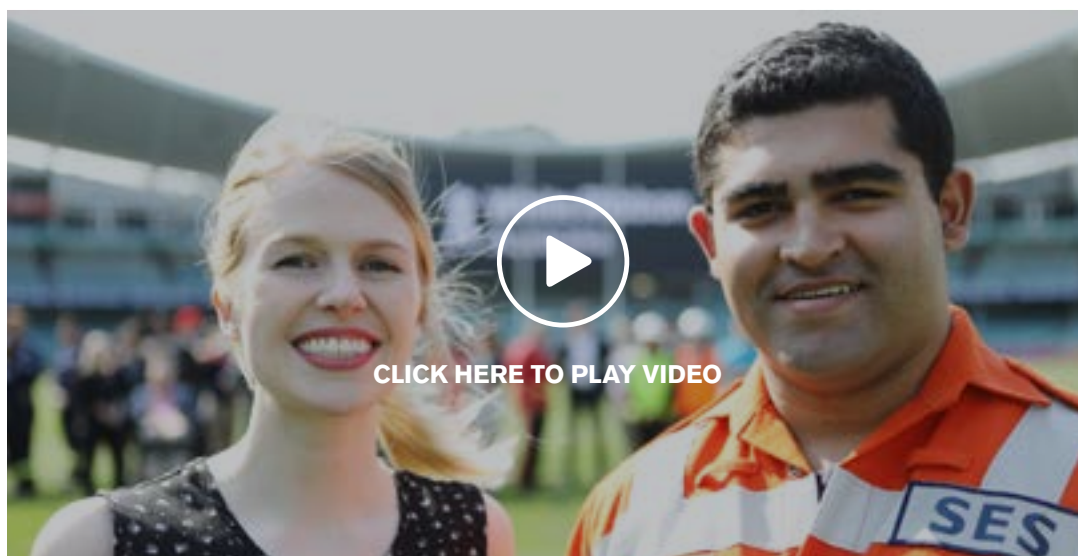
Get in touch with our amazing events team at [events@whiteribbon.org.au](mailto:events@whiteribbon.org.au).





# Create a video

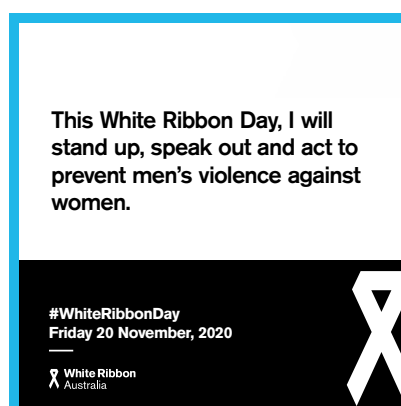
[Check out our White Ribbon Day video](#) – why not make your own version? Film staff talking about what White Ribbon Day means to them, mimic our video below, or come up with your own creative version. You could launch the video on White Ribbon Day.





## 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 volunteering opportunities, new resources, updated statistics about violence against women, and more ways to get involved in the movement all year round.

### Are you following us?

-  @whiteribbonaustralia
-  @whiteribbonaustralia
-  @whiteribbonaust
-  @whiteribbonaust
-  @whiteribbonaust

## 16 Days of Activism

The 16 Days of Activism (25 November – 10 December) is a time 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

- ☐ The first step is to **register your event**. Be sure to tick the relevant boxes if you would like to receive an Event Kit. You will receive your official [Authority to Fundraise](#) once you have registered, as well as a listing on our website and extra support from our Events team.
- ☐ Reach out to different members of the community for their support in pulling your event together. Think council, schools, sporting groups, and your local White Ribbon Committee.
- ☐ Determine exactly what your event will look like – is it a gala? Is it a community day? Is it a morning tea in the office? Refer back to our event ideas earlier in the kit.
- ☐ Depending on the size of your event, it might help to have a small group to share the workload. Now is a great time to set this up.

## 4+ weeks before your event

- ☐ Start to advertise your event with posters, social media tiles, newsletters, and other resources provided in this kit (or feel free to make up your own using the In Support logo!)
- ☐ Purchase **White Ribbon merchandise** to sell at your event. Buy a box of white ribbons and sell them on to everyone who attends to help raise awareness.
- ☐ Coordinate any volunteers, suppliers, venues, etc.
- ☐ The topic of men's violence against women may be distressing for some people - now is the time to notify wellbeing staff about your event and ensure referrals are in place if anyone feels the need to talk to someone.

## 1 week before your event:

- ☐ This is a great time to reconfirm any suppliers that are part of your event and finalise details such as RSVP's, timelines and volunteers etc.
- ☐ Print out/download any materials you may need from your White Ribbon event dashboard including flyers, factsheets, pledge forms and videos.

## During the event

- ☐ We encourage you to do an Acknowledgement of Country at the beginning of your event. For example, "I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today, the (people) of the (nation) and pay my respects to Elders past and present."
- ☐ Take plenty of photos so you can share them with everyone later. Don't forget to hashtag #whiteribbon, #whiteribbonday and #whiteribbonevents, and to tag us with the handles earlier in this kit.
- ☐ Ask people to add donations to your fundraising page.
- ☐ If you are fundraising at your event, ensure that you collect the details of anyone wishing to receive a tax receipt so that we can issue one later.

## After the event

- ☐ Thank everyone who came to your event, including attendees, sponsors, donors, speakers and organisers.
- ☐ If you received cash donations at your event, **deposit them on your event page.**
- ☐ Make sure you share all photos online and remember to tag us!



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

November 20 doesn't work for you?

No problem! You can host a White Ribbon Day event any time in November, or even December.

# Key messages

## Key Messages

- At home, at school, at work, in social settings and across our community, we can address men's violence against women and children, and put a stop to it.
- In Australia, one in four children is exposed to domestic violence.
- 1.7 million Australian women over 15 have experienced sexual violence, and 2.2 million have experienced at least one violent incident by an intimate partner.
- Across their lifetime 5 million women have experienced sexual harassment. On average one woman a week in Australia is killed by an intimate partner.
- Domestic and family violence is the principal cause of homelessness for women and their children.
- Children often see or hear violence between their parents - 65% of women who had children in their care when they experienced violence by a current or former partner reported that the children had seen or heard the violence.
- The key root causes of violence include beliefs and behaviours reflecting disrespect for women, low support for gender equality and adherence to rigid or stereotypical gender roles, relations and identities. There is no single cause for violence against women.
- Accepting the status quo is the biggest barrier to change. People who do not believe men and women are equal are more likely to condone, tolerate or excuse violence against women.
- Change can happen when violence against women is addressed.

## Further resources

- **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**

### EVENT KIT

If you tick the box when you register, you can also receive an Event Pack in the mail that includes posters, balloons, bunting, and a donation box to boost your event.





# 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](#)

## EVENT BANNER

Get this banner printed to hang up at your event, on the main street, or at the front of a White Ribbon March.

[DOWNLOAD](#)

## INSTAGRAM FRAME

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

[DOWNLOAD](#)

## NEWSLETTER TEMPLATE

Put a small snippet in your work, school or community newsletter to spread the word.

[DOWNLOAD](#)

## BUNTING

Print out and cut up White Ribbon bunting to add a decorative flair to your event.

[DOWNLOAD](#)

## MEDIA RELEASE TEMPLATE

Fill in the gaps and share with local newspapers, radio or television to gain extra exposure for your event.

[DOWNLOAD](#)

## LETTER OF SUPPORT

Reach out to local businesses for sponsorship or donations with this editable letter of support.

[DOWNLOAD](#)

## IN SUPPORT LOGO

Create your own posters, social media tiles, etc. for White Ribbon Day with the In Support Logo.

[DOWNLOAD](#)

## EMAIL SIGNATURE

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

[DOWNLOAD](#)