



WHITE RIBBON DAY QUEENSLAND

COORDINATED BY
AUSTRALIA'S
CHALLENGE 
workplace partners against domestic violence



"I have worked with survivors of violence: men, women and children,

from all walks of life, for almost 25 years. As a family lawyer, I have become aware of violence and abuse that I would never have thought possible.

Violence and abuse can have devastating impacts: shame on the perpetrator and shame, fear, embarrassment, and sometimes death and injury, to the victim. I decided that I would do anything I could to help stop this. That is why I became an Ambassador."

*Stephen Page,
White Ribbon Ambassador*

White Ribbon Day

White Ribbon Day is the United Nations International Day for the Elimination of Violence Against Women. It is the largest effort in the world of men working to end men's violence against women and it is celebrated internationally on 25 November every year.

It is the day where the silent majority of non-violent men can, by wearing a white ribbon, make a statement to all men that they will not commit, condone or stay silent about violence against women.

It is the day when men across Queensland, Australia and the globe unite internationally to publically say **'no' to violence against women and girls.**

White Ribbon Ambassadors

Ambassadors are men in our community who understand and advocate that violence against women will only cease when men join with women to put an end to it. They are men from different communities, backgrounds, groups, and professions who are willing to encourage other men and boys to join the global movement to eliminate Violence against Women.

Why Only Males?

Often the task of ending violence against women has fallen almost entirely on women. While the majority of men are not violent, over 90% of the violence against women and girls is inflicted by men. White Ribbon Day is an opportunity for men who care about to take a stand to promote the right of women to be free from violence and fear.

What Do Ambassadors Do?

Our White Ribbon Ambassadors are involved in many different ways:

- Wear a White Ribbon throughout November in the lead-up to White Ribbon Day and encourage others in their communities and organisation to do the same.
- Raise awareness by talking with colleagues and friends about the campaign; what it means; how important it is to change community behaviours and attitudes.
- Talk about violence against women in as many situations as possible and in particular when attending public engagements.

As an Ambassador are a man who is prepared to publicly stand up and say **'I am opposed to men's violence against women—its time to STOP IT'.**

Approach local councils, men's organizations, sports and services clubs and other groups to encourage them to:

- buy, distribute and wear white ribbons
- hold an event in November to mark White Ribbon Day
- offer themselves as guest speakers
- Talk about their role as an Ambassador and in particular when attending public engagements;
- Participate in media opportunities wherever possible (e.g. direct interviews, writing articles, utilising personal media contacts to extend the White Ribbon campaign message).

Nominate a man you respect or nominate yourself to be a White Ribbon Ambassador

Contact: CEO Challenge on 07 3119 6347 Email: whiteribbonday@ceochallengeaustralia.org

Visit: www.whiteribbondayqueensland.com.au

"Violence against women will only cease when men join with women to put an end to it."

Funded by



Australia's CEO Challenge coordinates the White Ribbon Day campaign each year in Queensland. For more information about buying or selling ribbons and getting involved in White Ribbon Day 2009 contact us on 07 3119 6347 or email whiteribbonday@ceochallengeaustralia.org