

## DID YOU KNOW...

### In Australia

- Every day, 1 000 women are violently assaulted across Australia on average
- Over their lifetimes, almost one in five Australian women will be sexually assaulted
- Over their lifetimes, almost one in three will be physically assaulted.
- Over their lifetimes, almost one in four children in Australia will witness violence against their mother or stepmother
- Less than one-third of the victims will report it
- Domestic violence is a major cause of death and disability in women aged 15 to 44
- Over 30 000 children and young people accompany their mothers to a refuge

### In Queensland

- Queensland Police handle more than 30 000 confirmed domestic violence incidents each year
- There are 20 940 applications for Protection Orders every year
- Seven women are placed in domestic violence refuges every day
- More than 50 000 Queenslanders contact DVConnect for support each year



Funded by

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.**

## The history

White Ribbon Day was first introduced in Canada in 1991 after the shooting of 14 female students at the University of Montreal. White Ribbon Day is active on every continent and has the support of UNIFEM and Amnesty International.

## Take action—make a stand

- Wear a white ribbon
- Become an ambassador
- Sign the White Ribbon Oath and pledge to be "Not Violent, Not Silent"
- Organise an event at **your school**
- Organise an event in your **workplace or local community**
- Sell White Ribbons

The White Ribbon Campaign seeks to raise awareness about the epidemic of violence against women and girls in our society. Many prominent men have agreed to be White Ribbon Ambassadors—from the Prime Minister Kevin Rudd to high profile military and sports men.

Thousands of communities across Australia hold breakfasts, barbecues and gatherings to highlight the issue and bring it into the light. Violence against women is a hidden pandemic that most of us are either not aware of, or find too uncomfortable to discuss.

Schools, sporting clubs, boys and girls and men and women across the country discuss the issue and challenge violent supporting attitudes and violent behaviours with their friends, teachers, colleagues, and family.

## Take the oath

**Men**—publically show you care about the women in your life—your daughter, sister, mother, lover and friend—and all women, that you do not tolerate violence against them. Join hundreds of Queensland blokes and swear to:

- never commit violence against women
- never excuse violence against women
- never remain silent about violence against women

**Women**—talk to the boys and men in your life and encourage them to wear a white ribbon and sign the pledge at [www.myoath.com.au](http://www.myoath.com.au)

*"Wearing a white ribbon is a personal pledge never to commit, condone or remain silent about violence against women."*

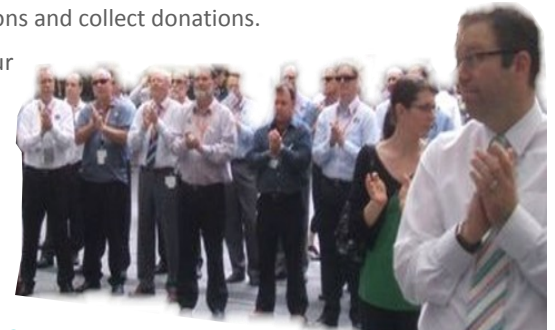


# HOW TO BE INVOLVED

## Workplaces

There are many ways for your workplace to be involved. Organise an event and getting your clients involved.

- Organise a morning tea where you sell white ribbons and collect donations.
- Invite a White Ribbon Ambassador to speak at your morning tea.
- Register your organisation to be involved in a larger community event (see website).
- Nominate a White Ribbon Ambassador from your workplace.



Department of Main Roads—Not Violent, Not Silent in 2008

For a Workplace Coordinator Support Kit visit  
[www.whiteribbondayqueensland.com.au](http://www.whiteribbondayqueensland.com.au)

## Schools and community groups



- Run empowered communications activities in your classrooms (you can download our White Ribbon School Kit from [www.whiteribbonday.org.au](http://www.whiteribbonday.org.au)).
- Sell white ribbons and setup a stall at your school or in your local community.
- Run a poster competitor with your school or local youth groups.
- Organise a community event where all the local men can take the White Ribbon Oath.

- Organise a BBQ and raise money for the White Ribbon Foundation (why not invite a White Ribbon Ambassador to speak at your BBQ?).
- Nominate a White Ribbon Ambassador from your community.

Visit [www.whiteribbondayqueensland.com.au](http://www.whiteribbondayqueensland.com.au) for more ideas

## Be a White Ribbon Ambassador

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. 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 your communities and organisation to do the same.
- Promote public interest by talking with colleagues and friends about the campaign; what it means; how important it is to change community behaviours and attitudes.
- Talk about being an Ambassador in as many situations as possible and in particular when attending public engagements.

Tell your colleagues, family and friends that by wearing a White Ribbon you 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'**.

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](mailto:whiteribbonday@ceochallengeaustralia.org)

Visit: [www.whiteribbondayqueensland.com.au](http://www.whiteribbondayqueensland.com.au)

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



*“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



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](mailto:whiteribbonday@ceochallengeaustralia.org)