

HISTORY OF THE WHITE RIBBON CAMPAIGN IN DAREBIN

In 2005 and 2006 Darebin City Council commenced its participation in the campaign by selling White Ribbons at customer service centres during the 16 days of Action. In 2007 Darebin City Council held a White Ribbon breakfast for staff which sparked interest to engage more with the campaign and preventing violence against women more broadly. One male staff member who attended the Darebin's White Ribbon breakfast was inspired to establish the Darebin White Ribbon Action Team in May 2008.

In 2008 two White Ribbon 'Not Violent Not Silent' breakfasts were held (August and October) in partnership with neighbouring Councils, VicHealth and Spectrum MRC. Over 200 community leaders attended each event to learn more about the White Ribbon Campaign.

The Darebin White Ribbon Action Team also organised a Council Departmental Challenge for White Ribbon Campaign 2008, whereby all Departments were set the challenge to participate in the campaign.

Activities undertaken included:

- Sale of White Ribbons and wristbands at Customer Service Centres for 16 Days of Action, plus further awareness raising through local paper advertising, Council's 'on hold' message and website, and email communications from CEO.
- White Ribbon stall and Council staff March through Preston Market.
- Council staff Morning Tea and quiz.
- 'Not Violent Not Silent' magnets attached to garbage and other Council trucks for the 16 days of Action.
- 'Not Violent Not Silent' bookmarks distributed with all library books for the 16 days of Action.
- Four Darebin Council Officers become White Ribbon Ambassadors and thirteen Council staff and other Darebin leaders attend premier White Ribbon event at State Parliament.
- Northern Interaith Leaders event held at MAYA Aboriginal Healing Centre, with two Darebin faith leaders and one Indigenous leader becoming White Ribbon Ambassadors.
- Hugely successful White Ribbon BBQ held at the Council Depot.
- Creation of a six foot wire White Ribbon.
- Staff evaluation of campaign participation and effectiveness.

In 2009 Darebin City Council was able to scale up its White Ribbon Activities resulting in its most successful campaign to date. A huge number of activities were undertaken as part of the White Ribbon Campaign, including community events, staff events and social marketing. Overall, the campaign events engaged about 700 community and staff members.



Overall:

- 300 ribbons & wrist bands sold
- 250 White Ribbon Oaths collected
- 700 people engaged in events

Community events / activities:

- Councillors participated in the 'I Swear' campaign
- Councillor McCarthy became a White Ribbon Ambassador
- White Ribbon Loudest Shout (200 community members)
- White Ribbon March to the Market (50 staff, police and community)
- White Ribbon Leaders Lunch (190 leaders from across northern region)
- Market stall
- Preston train station stall
- Animated film at Northcote Town hall
- White Ribbon Cricket Round
- Ribbons for sale at Customer Service, community venues & Koorie Night Market

Staff events / activities / promotions:

- Morning tea at Preston (50 staff)
- BBQ at Depot (40 staff)
- Information table at Men's Health Expo at Depot
- White Ribbon Quiz (40 participants)
- CEO email to staff
- Posters in staff toilets
- Post-campaign staff survey.

CURRENT WHITE RIBBON ACTIVITIES

In 2010, the Darebin White Ribbon Action Team have organised a range of activities throughout the year to continue to spread the White Ribbon message. The Darebin White Ribbon Action Team have hosted a series of guest speakers to engage staff across Darebin Council into the White Ribbon campaign. Guest speakers have included Dr Melanie Heenan from VicHealth, Prof Bob Pease from Deakin University, and representatives from the Police, Berry Street, No To Violence and Heidelberg Magistrates Court.

A White Ribbon Community Group has also been formed with the neighbouring councils of Banyule and Nillumbik. The group formed with the intention to engage interested residents from the three LGA's with the White Ribbon

Campaign. The group meets on a monthly basis and have scheduled a number of awareness raising events in the months leading up to White Ribbon Day 2010.

Other exciting events leading up to the White Ribbon Campaign include the Darebin Music Feast Awards and the Voices and Violins Against Violence. The theme award for the Darebin Music Feast will focus on Anti-Violence and calls on musicians to make a musical stand against violence. It is linked back to the Darebin White Ribbon Action Team.

In September Darebin City Council in partnership with Women's Domestic Violence Crisis Service and Victorian Women's Trust will be hosting 'Voices and Violins Against Violence'. An event with a mixture of violins, gospel, jazz and pop that supports a community that says NO to family violence.

In Darebin the White Ribbon Campaign is building more and more momentum each year, thanks to Council leadership and the strong commitment of the Darebin White Ribbon Action Team. This commitment has been formally recognised by the White Ribbon Foundation with the founder of the Action Team being nominated for the national award of White Ribbon Ambassador of the Year. 2010 is already proving to be another successful year for the White Ribbon Action Team. More information: www.darebin.vic.gov.au/whiteribbon

We're well on the way

Contact: preventingviolence@darebin.vic.gov.au