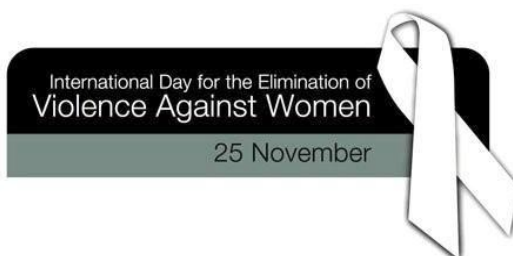


# Darebin White Ribbon Action Team Strategic Plan 2009

*A community free of violence against women*



## Vision

**A community free of violence against women.**

## Values

### **Equality**

- Everyone is treated with respect and all contributions are valued.
- Regardless of gender or position in Council.

### **Respect**

- Listening – everyone has a right to be heard.

### **Collaboration**

- Important to work together, across all levels of Council and with community.

### **Accountability**

- The group will be accountable to women.
- The group will be accountable to each other.

### **Responsibility**

- Responsibility to actively participate in the group.
- Responsibility for own actions.

### **Willingness to learn / innovation**

- Open to learning and building own capacity.
- Looking for new ways to do things and new ideas.

## International Context:

The White Ribbon Campaign began in Montreal Canada in 1991 by a handful of men in response to one man's massacre of 14 women. These men felt a responsibility to urge men to speak out against male violence against women. They did this through wearing a white ribbon as a symbol of men's opposition to violence against women.

In 1999, the United Nations General Assembly declared November 25 the International Day for the Elimination of Violence Against Women and the White Ribbon has become the symbol for the day.

The campaign has grown to be the largest effort in the world of men working to end violence against women and in 2008, is a growing campaign in fifty-seven countries around the world.

More information is available at [www.whiteribbon.org](http://www.whiteribbon.org)

## Australian Context:

In 2000, the Commonwealth Government Office for Women ran awareness activities on the International Day for the Elimination of Violence Against Women, November 25. In 2003, the Australian branch of the United Nations Development Fund for Women, UNIFEM, began a partnership with men and men's organisations to make this a national campaign. Ten thousand white ribbons were distributed in Australia in 2003. In 2008, hundreds of thousands of white ribbons were worn by men and women across Australia and the campaign continues to go from strength to strength. It now boasts more than 230 white ribbon Ambassadors Australia-wide. More information is available at [www.whiteribbonday.org.au](http://www.whiteribbonday.org.au)

## Darebin Context:

Darebin City Council has sold white ribbons at its Customer Service Centres since 2005. In 2007, thanks to a Helen Macpherson Smith Trust grant, Council employed a project worker to promote the role of local government in preventing violence against women. A White Ribbon breakfast was held for Council staff and fourteen men attended to learn more about the campaign. It was through this small event big things have grown – once awareness and interest sparked, men came forward to seek opportunities to engage in activities that enabled non-violent men to be part of the solution. The Darebin White Ribbon Action Team formed in May 2008. This Strategic Plan is testament to how far the Team, and Council, have come in building individual and organisational capacity to end male violence against women. Email: [preventing.violence@darebin.vic.gov.au](mailto:preventing.violence@darebin.vic.gov.au)

## The White Ribbon Journey at Darebin:

### 2005

- Sale of White Ribbons at Customer Service Centres for 16 Days of Action.

### 2006

- Sale of White Ribbons at Customer Service Centres for 16 Days of Action.

### 2007

- Sale of White Ribbons at Customer Service Centres for 16 Days of Action.
- 200+ people attend the launch of the Men's and Women's Family Violence Help Cards in October at Melba Spiegeltent, with White Ribbons handed out as 'tickets' on entry to the event. White Ribbon Ambassadors Leigh Gassner and Phil Cleary amongst speakers.
- Faith leaders from the Darebin Interfaith Council sign Declaration Against Family Violence on White Ribbon Day.
- White Ribbon Breakfast held for Council staff. Fourteen men attended.

### 2008

- One male staff member who attended Darebin's White Ribbon breakfast in 2007 is inspired to establish the Darebin White Ribbon Action Team in May 2008.
- Two White Ribbon 'Not Violence Not Silent' breakfasts are held (August and October) in partnership with neighbouring Councils and VicHealth. Over 400 community leaders attended to learn more about the White Ribbon Campaign.
- The Darebin White Ribbon Action Team organises a Council Departmental Challenge for White Ribbon Campaign 2008, whereby all Departments were set the challenge to participate in the campaign. Activities 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 staff nominate to become White Ribbon Ambassadors and thirteen Council staff and other Darebin leaders attend premier White Ribbon event at State Parliament.
  - Northern Interfaith Leaders event held at MAYA Aboriginal Healing Centre.
  - Hugely successful White Ribbon BBQ held at the Council Depot.
  - Creation of a six foot wire White Ribbon.

### 2009

- Council funds a new initiative in the 2009-10 budget for a dedicated Preventing Violence Against Women Officer.

## **Aim 1: To strengthen Darebin City Council's capacity to end violence against women and embed prevention work in everything we do.**

### **Actions:**

- 1.1 Darebin White Ribbon Action Team (DWRAT) members to be available for advice and consultation to other staff.**
  - A. Develop DWRAT profile on Council intranet by end of June 2009.
  - B. Promote and create opportunity for Ambassadors to spread message - human face to campaign in natural networks.
  - C. Create intranet resource library and central hard-copy archive.
  
- 1.2 To lead Council participation in the White Ribbon Campaign.**
  - A. Develop White Ribbon program for Darebin for 2009.
  - B. Develop coordination strategy.
  - C. Develop resource plan.
  
- 1.3 To gain active participation in DWRAT from Council.**
  - A. Seek continued executive support for DWRAT and the Strategic Plan.
  - B. Invite male representatives from the Executive Management Team (EMT) and Councillors to join DWRAT.
  - C. Provide updates to EMT and Council twice per year.
  
- 1.4 To develop policies and procedures that builds Council's capacity to prevent violence against women.**
  - A. To include activities that help prevent violence against women in individual branch service plans.
  - B. Investigate the introduction of an E-Learning training module before the campaign period.
  - C. To include materials on preventing violence against women in new staff induction resources.
  
- 1.5 To seek and apply for funding opportunities to undertake prevention of violence against women activities across the whole of Council, including resources for projects and a dedicated Coordinating Officer.**

## **Aim 2: To develop partnerships and strengthen the community's capacity to end violence against women.**

### **Actions:**

- 2.1 To engage and recruit community Ambassadors, organisations and networks in White Ribbon Campaign activities, including:**
- A. Sports clubs and associations.
  - B. Business associations.
  - C. Faith communities.
  - D. Neighbourhood Houses and other community service organisations.
  - E. Early Years services and schools.
- 2.2 Social Marketing.**
- A. Increase awareness of support services available to men, women and children.
  - B. Hold a White Ribbon stall at the Preston Market to promote the Campaign.
  - C. Work with the local media to encourage maximum coverage of the White Ribbon Campaign.
- 2.3 To provide leadership and partnership through information, infrastructure and support.**
- A. Promote role of Ambassadors as advocates for the White Ribbon Campaign.
  - B. Provide advice and access to available resources to external groups/individuals.
  - C. Develop Darebin specific information sheets to accompany International, National and State-wide White Ribbon Campaign resources.
  - D. Encourage community organisations, sports clubs and businesses to promote White Ribbon Campaign and sell White Ribbon merchandise.
- 2.4 To identify stakeholders interested in preventing violence against women to:**
- A. Bring together people who feel strongly about the issue and build capacity to speak with one voice.
  - B. Develop network of interested partner organisations and participants.
  - C. Develop partnerships with other northern local governments to establish a regional White Ribbon Action Team.
  - D. Explore establishment of local learning networks by bringing people together to learn and build capacity around the role of men in preventing violence against women.
  - E. Coordinate a 'whole of community' event (eg. march to Preston Market) to promote whole of community responsibility to end violence against women.

## Aim 3: To build our own individual capacity to end violence against women.

### Actions:

#### 3.1 To develop strategies and confidence to help us to advocate and challenge violence supportive behaviour and attitudes.

- A. Attend and contribute to the Darebin White Ribbon Action Team meetings.
- B. Take ownership of being personally informed of the resources and tool kits available.
- C. Develop scenario / role playing.

#### 3.2 To identify opportunities to increase our awareness of the process of reporting and dealing with violence against women.

- A. Invite guest speakers to address the Darebin White Ribbon Action Team.
- B. Arrange site visits by nominated members of the Darebin White Ribbon Action Team to institutions that deal with violence against women.
- C. Be alert to reported incidents of domestic violence and negative representation of women in the media.

#### 3.3 To participate in opportunities to understand the dynamics and effects of violence against women.

- A. Play an active role in the Darebin White Ribbon Action Team.
- B. Attend workshops / functions that raise awareness of violence against women and bring back key information to the Darebin White Ribbon Action Team.
- C. Attend seminars and strategic presentations as appropriate.

#### 3.4 To adopt and apply the principles of the White Ribbon Campaign in our daily lives, leading by example as men, brothers, fathers, sons, partners and friends.

- A. Promote the principles of the Darebin White Ribbon Day campaign within Council and to key stakeholders and the community.
- B. Encourage members of the Darebin White Ribbon Action Team to become Ambassadors.
- C. Encourage ambassadors to make themselves available and play an active role within Council and the community.

# Governance Framework

Whilst aiming to remain an organic group, the Darebin White Ribbon Action Team acknowledges the need for a governance structure that will support White Ribbon Campaign initiatives and opportunities to seek appropriate resources as needed.

## **Role of Darebin White Ribbon Action Team:**

- Provide strategic direction to Darebin City Council (Council).
- Promote the vision and principles of the White Ribbon Campaign.
- Lead the White Ribbon Campaign for Darebin.

## **Membership:**

Membership of the Darebin White Ribbon Action Team is open to everyone. The White Ribbon Campaign is driven by men, for men, who are a critical part of the solution to ending male violence against women. Men are strongly encouraged to join as it is these non-violent men who have an important voice that needs to be heard and will make a real difference in ending violence against women.

Membership requires commitment to the values in this strategic plan and implementation of the actions. Members are strongly encouraged to attend all meetings and inform themselves of the meeting outcomes if they are not able to attend. Individuals are welcome to attend and observe on a casual basis and are also encouraged to join as members.

## **Leadership and coordination:**

The Coordination Group is to provide executive support and leadership to the Darebin White Ribbon Action Team. Representatives from the Coordination Group will convene and chair meetings as required and report to EMT and Council.

Current members of the Coordination Group are:

Michael Ballock

Kellie Nagle

Nick Mazarella

The Coordination Group will be accountable to:

- Convene and chair meetings
- Arrange meeting places, agendas and meeting notes
- Be the Council liaison for the White Ribbon Campaign
- Coordinate events and programs

The Acting General Manager, City Development will be the EMT sponsor for the Coordination Group.

**Decision Making:**

Decision making will be by consensus. Any difference of opinions will be discussed by the Darebin White Ribbon Action Team to reach a common position. Unresolved issues will be taken to the Coordinating Group and / or EMT for final resolution.

**Meetings:**

The Darebin White Ribbon Action Team will meet monthly or as required. Meetings will be generally held the first Monday of the month at midday and will start on time. Attendees to the meetings are to respect confidentiality where appropriate.

**Resources:**

Attendance and involvement in the Darebin White Ribbon Action Team is by volunteering. Costs incurred by these meetings will be nominal.

**White Ribbon Ambassadors:**

White Ribbon Ambassadors are men who have made a personal commitment through signing a pledge to not commit, condone or remain silent about Violence Against Women. The following members of the Darebin White Ribbon Action Team are current White Ribbon Ambassadors:

Michael Ballock

Nick Mazzarella

Barney Wilson

Dean Griggs

More information regarding White Ribbon Ambassadors and how to apply to become an Ambassador can be found at [www.whiteribbonday.org.au/Ambassadors-33.aspx/](http://www.whiteribbonday.org.au/Ambassadors-33.aspx/).

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