

**Vision**



**All women live in safety free**

**from violence and abuse.**

**Goal**

**To Change attitudes and behaviours that allow all forms of men’s violence against women to occur.**

**Mission**

**To prevent men’s violence against women in Australia through a male led campaign**.

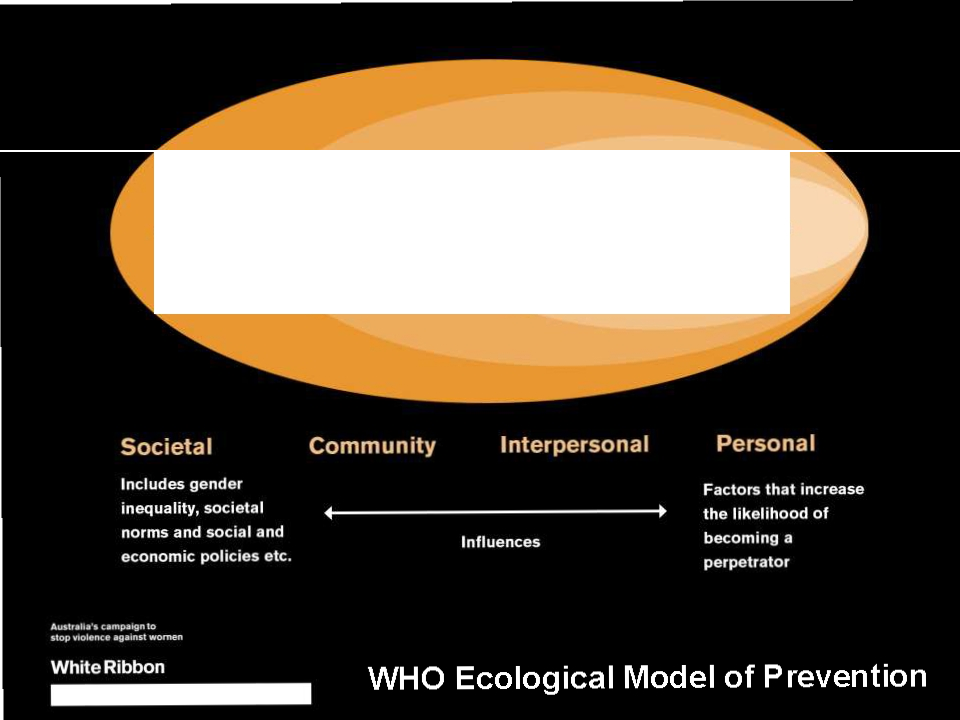
**WR has two**

**Strategic Priorities**

**1. Primarily engage men’s**

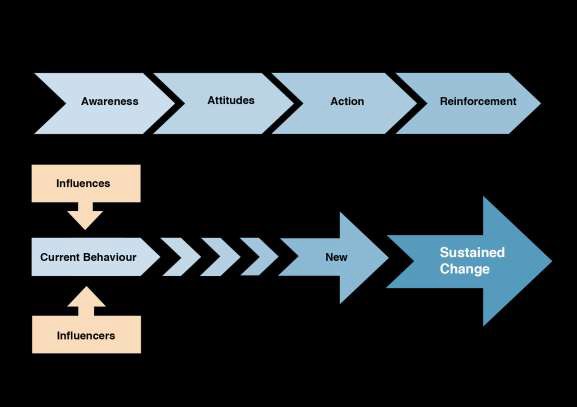
**leadership in the WRC**

**2. Continue to grow a strong and sustainable organisation**



Societal Community Relationship Individual

**Future direction informed by research**



**Normative change and social marketing drive sustainable change.**

**Identify influences and influencers that contribute to behaviours and sustainable change.**

**More Strategic 2012**

**Building on initiatives commenced**

**in 2010 and 2011…**

**WRC now**



**WRC now**

**Defined brand identity**

• Clearly defined values, positioning and emotional drivers

• Branding is clean and professional and consistent across all

channels

• Branding is Brand guidelines distributed with every logo

• Branded resources available to event organisers and supporters

• State and territory committees supported nationally in delivering brand and operational integrity

**WRC now**

**One Website, one portal**

• One national, interactive website

• National portal through which all activity is recorded

• Ambassador, Events and Volunteer forms synced with the

White Ribbon database

• Simple to capture and display national Campaign information

**WRC now**



**Merchandise reconciliation**

Consignments now tracked via the Website through

a login and unique consignment ID number

Increase in direct sales

New merchandise added to the range to appeal to young men

Business development opportunities identified and

nurtured

**WRC now**

**Database update**

• State by State approach

• Skilled database use

• Consistent data entry process

**WRC now**

**Core National Office Operational Capability**

• Reviewed and revised operational systems

• Human Resources

**WRC now**

**Ambassadors**

• Successful connection of Ambassadors through phone and email

call-outs

• National Management Team in place

• Showcasing Ambassador involvement on the Website

• More resources available on the Ambassador-only page

• Expansion of Ambassador Networking platforms

• Increased Ambassador engagement in event activity

**WRC now**

**Volunteer program development**

• Volunteer policy and procedures in place

• Interns providing useful and skilled support to the office

• Volunteers are engaged and nurtured

**WRC now**

**Policies and procedures**

• Revised strategic direction and operational framework

• Online forms established (Ambassadors, volunteers etc)

• Style guide and media policy in place

• Campaign embedded in robust operational framework

**WRC now**

**Relationships**

• Strengthened relationships old and new partners

• New funding opportunities and support streams

• Many new relationships, including with Army, Telstra, FFA…

• Further developing partnerships strategy

**WRC now**

**LGA Relationships**

• Links to *National Action Plan*

• Many doing great PVAW work, some with links to White

Ribbon National Office

• Handful of formalised partners (e.g. City of Melbourne)

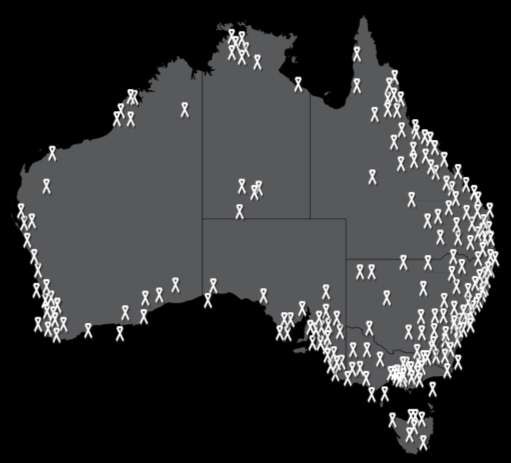
• Handful of informal partners in regular contact (e.g. City of

Darebin)

• A few involved in Workplace pilot (Moreland, Golden Plains

Shire, City of Sydney)

**WRC going forward**



**WRC going forward**

**Sustainable organisation**

• Enhanced business development pathways

• Sustained funding

**WRC going forward**

**Leading social marketing campaign**

• Online communities mobilised

• Constant conversation online

• Youth engaged in the Campaign

• Extensive online resource base

• Broader online connectivity

**WRC going forward**

**Events**

• Major fundraising events replicated in every state

• Fundraising event packaged up and run nationally

• A clear event theme and purpose

• New partners and networks engaged

• Youth engaged through innovative events

**WRC going forward**

**Engaged Ambassadors and Champions**

• Established State and Territory Committees

• Committed and supportive Ambassadors

• Quality over quantity

• Participation in online and offline forums

• Female Champions recognised

**WRC going forward**

**Youth engaged**

• National expansion of *Breaking the Silence*

• White Ribbon in all major universities in each state

• More youth oriented events

• Greater breadth of online resources

**WRC going forward**

**Workplaces engaged**

• Implementing a best practice accreditation framework

• Developing a pilot pool

• Achieving workplace buy-in

**WRC going forward**

**Becoming a household name**

• Increased brand recognition and recall

• National brand integrity

• A valuable brand – one that companies want to be associated with

• Integrated in communities, workplaces, clubs and

educational institutions

**WRC going forward**

**Integrated partnerships**

• Enhanced connectivity across the partner organisation

• Individual needs of every partner met

• Campaign integrated into partner business model

• Key sector involvement

• New partners engaged

• Relationship longevity

The White Ribbon Cities



Initiative\*

• **Bottom-up/Top-down**

• **Engage LGAs, Local Government peak bodies, other stakeholders**

• **Develop joint, national activities**

• **Link these to the local level**

• **\*Working title**

**Cities Initiative**

Overview

• National office engagement of LGAs across Australia

• Supporting the White Ribbon work already underway

• Spark further local government and community involvement in the campaign

• Forms own distinct project for White Ribbon, and is based on a

partnerships model

• Over time, aim is to have a large proportion of 565 Australian LGAs endorse and participate in the initiative.

**Cities Initiative**

**Potential benefits to engaged LGAs**

• Acknowledgement of work already underway

• Access to event and communications support

• Access to ambassadors

• Support in campaign messaging

• Access to national office initiatives

• Access to work of other LGAs

• Access to work with other LGAs (including those that are far-flung)

• Increased brand integrity

• Sharing of best practice from across the country

• Involvement in the national conversation/agenda

**Cities Initiative**

**But, what is it??**

• A consultative model

• Important that we build an approach that :

• 1) Meets your needs

• 2) Provides benefit and achieves outcomes

• 3) Works in with the way that you work

•Work with you on the potential outputs

**Cities Initiative**

**Potential outputs (pending consultation)**

• Formalised relationships between engaged LGAs and White Ribbon

• Inclusion of the LGA in activities of the “Cities Collaboration”

• Tagging and branding of White Ribbon Cities/Towns/Communities

• Platforms for sharing best practice and learnings such as

– A web portal to share and communicate

– A national conference

• Community based events that are nationally oriented/ linked to a national campaign

• Mentor/Mentoree councils

**Initial targets**

• **Engage key stakeholders (current partners, peak bodies)**

• **Consultation**

• **Further develop projected outputs**

• **Engage at least 1 LGA in each State and Territory by June**

**2013**

• **Engage at least 30 LGAs across Australia by June 2013**

• **Build the program exponentially from there.**

**Next steps**

1. Q&A/Discussion (today)

1. Timeframe discussion

2. A questionnaire to complete (completely voluntary)

3. An MOU to consider

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