

Making violence against women a thing of the past.

## Identification of Need

The White Ribbon Campaign is the largest global male-led movement to stop men's violence against women, and the White Ribbon Foundation leads the campaign in Australia. It works to prevent men's violence against women through a range of strategies, including social marketing and media, efforts by campaign Ambassadors, and initiatives among communities, schools, universities, sporting codes and workplaces.

Dr Michael Flood, Social Sciences, Media and Communications, Faculty of Arts at the University of Wollongong, has had a long term relationship with the White Ribbon Foundation.

## Engagement:

Dr Flood has made a wide variety of contributions to the White Ribbon Foundation's work. He has written high-profile research reports for the Foundation, chairs a reference group for their publication series, and provides frequent media commentary.

Recently, Dr Flood was invited to write the Foundation's *Submission to the Victorian Government's "Consultation Framework for an Action Plan to Address Violence against Women and their Children"*.

Australia's campaign to  
stop violence against women

**White Ribbon**



**i swear  
never to commit, excuse  
or remain silent about  
violence against women  
this is my oath**



## The Outcome

The submission offers an assessment of and response to the consultation framework which advances the White Ribbon Campaign's agendas for and approaches to the prevention of men's violence against women.

*"Dr Michael Flood is a leading White Ribbon Ambassador, Chair of the White Ribbon Research and Policy Group and author and co-author of papers published as part of the White Ribbon Research series. He has had and continues to have key involvement in the development of the campaign in Australia, bringing to bear his extensive research, deep understandings of the field and well regarded capacity to participate in public comment and debate. He is a highly valued and respected member of White Ribbon."*

Testimonial provided by White Ribbon  
Foundation