



---

15 May 2009

## MEDIA STATEMENT

### White Ribbon calls on Australian role models to create respectful relationships with women

This week's Four Corners documentary 'Code of Silence' highlights that violence-supporting attitudes are still prevalent in our society.

The White Ribbon Foundation, which aims to engage men in the campaign to end violence against women, asks all Australian men to challenge these attitudes and behaviours, so that we can begin to drive real change in our community.

"The statistics speak for themselves, one in three women will experience physical violence, and one in five will experience sexual violence over their lifetime, this is because we as a society tolerate the disrespectful attitudes that lead to these behaviours," says Andrew O'Keefe, White Ribbon Chairman.

The White Ribbon Foundation commends David Gallop, the CEO of NRL and White Ribbon Ambassador, for his public commitment to change attitudes towards women, and to positively address the culture that exists within rugby league.

"We rely on Ambassadors, like David Gallop, to act as positive role models for other men, and to lead the way in creating this change. We hope that more NRL players, and players from other codes, will join our campaign and sign up to eliminating violence against women in Australia. These men are role models, and their influence on the youth of today is incredibly impactful.

"We encourage the NRL to take further steps to drive culture change throughout the code, the education work done to date is a great step in the right direction but there has to be involvement of senior staff, management and coaching teams in all clubs if true organisational change is to be made.

"We as a society must also be examining our attitudes. White Ribbon encourages all men to use this as an opportunity to reflect on their own attitudes and behaviours. Let's not allow this issue to fade into yesterday's news without having an impact on the attitudes that allow violence to continue," concluded Andrew.

**ENDS**

For more information about White Ribbon visit [www.whiteribbonday.org.au](http://www.whiteribbonday.org.au) or to arrange an interview:

Katrina Brooks  
Marketing Manager, White Ribbon Campaign  
Ph: 02 9453 1811 / 0414 988 384  
Email: [katrina@whiteribbonday.org.au](mailto:katrina@whiteribbonday.org.au)

Niki Karlson  
Text 100 Public Relations  
Ph: 02 9956 5733  
Email: [niki.karlson@text100.com.au](mailto:niki.karlson@text100.com.au)