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MEDIA RELEASE

White Ribbon says now is the *Time for Action*

Today the White Ribbon Foundation welcomed the Australian Government's response to *Time for Action**, the \$41.5 million immediate funding announced, and the focus on primary prevention through attitudinal change.

White Ribbon now urges both Commonwealth, and State and Territory Governments to agree at tomorrow's COAG meeting to work quickly together to provide further funding to ensure that all recommendations in the report will be implemented without delay in early 2010.

"*Time for Action* is a carefully crafted road map that can lead us away from the horrifying levels of violence many women and their children face in our society today, now all governments must take steps to begin the journey," said Isabel McCrea, Executive Director, White Ribbon Foundation.

"White Ribbon fully supports the long-term and coordinated approach to government and community action called for in the report however more significant funding will be required across all the strategies outlined in the report, if the sweeping changes necessary to eradicate violence against women are to take place."

White Ribbon also called on the federal and state opposition parties to endorse the *Time for Action* report as a bi-partisan approach will be vital to ensure the success of the 12 year plan.

"We know that during an economic downturn, poverty and unemployment – known determinants of violence against women – increase, so given the current economic climate, it is more vital than ever that Governments makes a strong, long term commitment to this issue," said Ms McCrea. "With the cost of violence against women predicted to rise to \$15.6 billion by 2021, it makes good economic sense if the scale and urgency of the problem is reflected in this year's, and future Commonwealth, State and Territory budgets."

The White Ribbon Campaign is working to end violence against women in Australia by engaging men and boys to promote culture-change.

The White Ribbon Foundation appreciates the opportunity to have a seat on the National Council which drafted *Time for Action*.

ENDS

- White Ribbon called on both Labor and Liberal parties during the last Federal election to commit to a national plan. In November 2007, the current Commonwealth Government made an election promise to implement a National Plan to Reduce Violence against Women.
- Andrew O'Keefe, White Ribbon Chair, and Libby Lloyd, White Ribbon Board Member, are both on the National Council to Reduce Violence against Women and their Children.
- For more information about White Ribbon visit www.whiteribbonday.org.au or to arrange an interview:

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**Time for Action* is the major report of the National Council to Reduce Violence against Women