
**MM29/14 WHITE BALLOON DAY - The Mayor, Councillor Roy
Maggio****File Number:** MYR/07/10/20 - BP14/919

White Balloon Day will be held on 12 September 2014, and aims to raise vital awareness and funds for Australian children affected by sexual assault.

#whoRUprotecting is a national campaign encouraging Australians to act for the protection of the children in their lives.

I recommend that the City of Ryde become a White Balloon Day supporter and show its support for child protection by aiming to raise awareness of this day within schools, businesses, sporting groups, and individual service providers.

Groups in the community can show support for this cause by following Braveheart suggestions such as:

- **Hosting an event** - hold a 'white' morning tea, organise a 'wear white' day at your child's school or at your workplace or encourage your community to take part in a 'white walk' while raising funds for Aussie kids.
- **Social media selfie** - snap a #whoRUprotecting selfie: the selfie requires you to answer the question 'who are you protecting' and display the answer in a photograph.
- **Protect Kids photo** - purchase a Bravehearts 'protect kids' T-Shirt, snap a picture of you in the shirt and share on all social media.
- **Tell your story** - do you have a story to tell? Bravehearts can work with you to inspire others in the community to act for child protection.
- **Social media** - positively promote Bravehearts and White Balloon Day on your social media accounts using the hashtags #whoRUprotecting and #whiteballoonday

RECOMMENDATION:

- (a) That Council support the initiative of Bravehearts by promoting the White Balloon Day event in the local community through its normal media channels.
- (b) That Council provide the sum of \$200.00 to the staff social club to host a White Balloon Day morning tea event.
- (c) That Councillors be invited to attend the morning tea event.

Council, dated 12 August 2014, submitted on 12 August 2014.

MM29/14 (continued)

ATTACHMENTS

There are no attachments for this report.

Report Prepared By:

Councillor Roy Maggio
The Mayor

