



## Q&A - ANDREW O'KEEFE

Herald Sun (Melbourne, Australia) - Saturday, November 21, 2009

The host of Channel 7's Deal or No Deal is chairman of the White Ribbon Foundation, which raises awareness of violence against women

How did you get involved in helping to promote awareness about violence against women? About six years ago, a great pal of mine was president of Unifem and was looking to establish a White Ribbon campaign in Australia. So she gave me a call.

Why did you choose White Ribbon Day as the cause to dedicate your time/profile to?

I have two beautiful young sons and it would appal me to think they could ever grow up believing it was OK to use violence against a woman. So in one sense I'm in it for them because I want them to be the best men they can be. But I'm also in it because I know we'll never have true equality in the world while women live in fear of violence. That injustice is plain wrong.

Since being chairman of White Ribbon Day, what kinds of information about the incidence of violence against women has made an impact on you?

In Australia, one in three women will be the victim of violence by a man. One in three! It outstrips breast cancer, obesity, drink-driving and smoking as the leading contributor to death, disability and illness for women in the prime of their life. And that's just the stats for the women. The effects on kids and families are just as terrifying.

Has anyone in your extended family or friendship group been affected by violence?

Yes. And that goes for all of us, whether we know it or not. With the stats the way they are, it's inevitable that at least one of our sisters or daughters, or mums, or wives, or friends or girlfriends will be a victim of violence, unless we learn how to prevent it.

What can we do to prevent it?

We can teach ourselves what respect for women really means and then demonstrate that to our mates and our sons by the way we live and act. As a first step, we can all swear to be non-violent men who stick up for women at [www.myoath.com.au](http://www.myoath.com.au)

Is there anything in common between your previous vocation (law) and hosting a game show? The outfits. Judges are just like overdressed Dealettes.

How did your studies of law prepare you for life as a celeb? When you've been mauled by a justice of the Federal Court for being a "pillion-passenger to the corporate omnivore", you develop a pretty thick skin.

What does it take to make a great host?

The chutzpah to enter a room wearing nothing but a smile and a sardine, and pretend like everything's going to plan.

You have moved to Melbourne for work. What are you enjoying?

The seasons. You don't get those in Sydney. Oh, and the traditional Sydney-Melbourne rivalry. You don't get that in Sydney either.

Q White Ribbon Day is on November 25.

[www.whiteribbonday.org.au](http://www.whiteribbonday.org.au)

**Edition:** *F - Weekend*

**Section:** *WEEKEND*

**Page:** *009*

**Record Number:** *DHS\_T-20091121-F-009-004570*

*Copyright, 2009, Nationwide News Pty Limited*