



[www.whiteribbon.org.nz](http://www.whiteribbon.org.nz)

## White Ribbon Ambassadors

### Background

The White Ribbon Day campaign raises awareness of men's violence against women – which in New Zealand is generally directed at their wives, girlfriends and other intimate partners. The campaign encourages men to get involved by helping to challenge and change men's abusive behaviour and attitudes towards women.

The campaign is aimed at men from all walks of life. Unlike other countries, leadership in New Zealand has come largely from the Families Commission and NGO organisations and has not been driven by a groundswell of concern among men and men's organisations.

It is vital that men accept responsibility for helping to change the abusive behaviour of men so that women can live free from violence and fear.

To do this, men must lead the campaign (and be seen to lead it) as well as actively support it. To build leadership, the New Zealand campaign is encouraging the nomination of suitable men as candidates for an Ambassador role. This has been a successful strategy in Australia which now has hundreds of ambassadors.

### Criteria for Ambassador

Men who are respected, influential role models in their communities, workplace, business, government, faith, cultural group, sporting group, union and so on are all potential Ambassadors.

White Ribbon Ambassadors would be chosen for their:

- support for the principles of the campaign
- willingness to challenge the behaviour of abusive men
- willingness to encourage others to do the same
- commitment to conveying the messages of the white ribbon campaign to other men within their community

### Identifying Ambassadors

Ambassadors would be identified at both a national and a local level and nominations are approved by the national campaign committee using the criteria listed above.

In the first year most of the identification and appointment of Ambassadors took place at a national level, however we are now looking to communities to nominate potential Ambassadors.

Initially Ambassadors were identified from several sectors of influence. Now is the time to 'grow' both the numbers of Ambassadors and ensure that communities have a local Ambassador.

These areas of influence could include:

Media / journalism	FV Sector	Music
Academic / research	Māori	Pacific
Ethnic	Business	Philanthropic
Local Government	Sports teams/clubs	Cultural groups
Grassroot community organisations		



[www.whiteribbon.org.nz](http://www.whiteribbon.org.nz)

### **Process for nomination**

All nominees must be informed of the nomination and sign a statement that they are living violence-free lives and uphold the white ribbon pledge not to commit, condone or remain silent about violence against women. Nomination forms are available from the Families Commission. All men would be asked to disclose any previous convictions for violent or abusive behaviour.

A member of the White Ribbon Committee will contact the nominee, nominator and referees. This information and the nomination form will be presented to the White Ribbon Committee which will discuss each nomination to ensure that the nominees represent the ethos of the White Ribbon Campaign using the 'Ambassador Criteria'. The Committee will then decide whether to approve the nomination and the nominee will be notified of the outcome.

The names of Ambassadors would be published on the website and press would be organised with each appointment.

The Families Commission would undertake to ensure that Ambassadors are fully briefed and comfortable with the role and have the information to represent White Ribbon. The form of training or briefing would be altered to suit each Ambassador.

### **Role of Ambassador**

Some of the ways in which an Ambassador can draw attention to the White Ribbon Day campaign include:

- wearing a White Ribbon throughout the year and encouraging others to do the same
- promoting public interest by talking with colleagues and friends about the campaign, ie about what the campaign is involved in, how important it is to change community behaviours and attitudes, etc
- talking about their role as an Ambassador in as many situations as possible and in particular when attending public engagements
- hosting meetings, social events, awareness raising activities to mark White Ribbon Day
- approaching local councils, men's organisations, sports and services clubs, etc. and offering to be a guest speaker and encouraging them to wear a White Ribbon
- facilitating presentations in the work place, in recreational settings, etc that address the issue
- participating in media opportunities wherever possible, eg direct interviews, writing articles, utilising personal media contacts to extend the White Ribbon campaign message.

The range of ways in which a White Ribbon Ambassador can be involved, either individually or in conjunction with others, is solely limited by our imagination.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rob McCann', written over a white background.

**Rob McCann**  
**Senior Communications and Media Advisor**  
**White Ribbon Campaign Manager**