



**White Ribbon**  
Show you're against violence towards women

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

**December 2011**

Dear White Ribbon Supporters

Thank you for making White Ribbon 2011 such a resounding success. The time, energy and passion that communities put into raising awareness through a whole range of activities was tremendous. We hope the resources and projects from the Families Commission supported your local efforts and helped create a vibrant campaign. We have been particularly excited about the widespread coverage in local and national media, and that each White Ribbon project has grown, spreading the message and inspiring change throughout the country.



White Ribbon is more than a campaign; we believe it represents a movement of like-minded people who resolutely believe that men's violence towards women can be dramatically reduced. Now more than ever we know that men are part of the solution. This was well in evidence up and down the country. Together, we can and will make a difference, one person and one family and whānau at a time.



From the team at White Ribbon and the Families Commission, Merry Christmas and a Happy New Year.

Rob McCann  
White Ribbon Campaign Manager

**White Ribbon Ride**

This year the inclusion of the South Island saw the ride reach more communities than ever. More than 80 communities participated organising a wide range of activities from tug of war, breakfasts and marches, to prison and school visits. Thousands took part as riders, organisers, sausage cookers or performers; each venue pulling out the stops to host the riders. The impact was obvious, with tissues never far away as the riders shared stories of lives with and without violence, the affect on their loved ones and their hope for a violence free future. [To read more click here.](#)



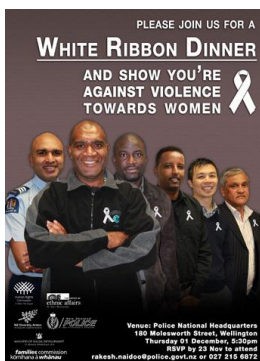
The ride was also particularly successful at generating media coverage throughout New Zealand. That reporting was significantly enhanced by the support crews who updated Facebook and Twitter throughout the week, as the three rides simultaneously progressed around New Zealand. No matter how many people were at each event - it was being read and watched all around the world.

**Prison Visits**

This year the ride also visited three prisons, allowing the men to bring in motorcycles and talk about the non-violent lives they lead. The riders spoke of the benefits of respect and living without the use of fear to create the illusion of love. These were powerful events that affected both the riders and the inmates, many of whom were inside for violent offences against women. [To read a personal account of the visits click here.](#)

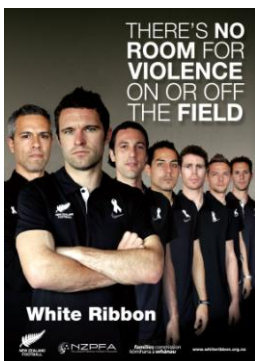
**Ethnic Dinner**

In 2011 the White Ribbon Committee set about ensuring that all New Zealanders would be able to hear the White Ribbon message. That meant working with ethnic communities on a community-by-community basis, acknowledging that each community is on a continuum towards non-violence, but not necessarily at the same point. The catch cry was that 'there is no excuse for violence including culture' and this was picked up by communities throughout New Zealand. This culminated in a White Ribbon Dinner held at Police National Headquarters with Gregory Fortuin (former Race Relations Conciliator) inspiring the audience to step up and take a stand. [For more information on the ethnic outreach click here.](#)





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### New Zealand Football – White Ribbon Cup

In November New Zealand Football and the New Zealand Professional Footballers Association (NZPFA), in partnership with White Ribbon, announced that the All Whites were adopting White Ribbon as their principal cause. “Sometimes being tough gets confused with being violent but as a team we demonstrate that that both on and off the field violence is not ok,” Ivan Vicelich, senior international and father of two, said.

“Most of us have wives now, some have daughters. But all of us, and in fact all men, have women in their lives – a friend, a sister, their mother – that they wouldn’t want to see in harm’s way. Signing up for White Ribbon is a way we can publicly show that men are the solution.” To find out more about the inaugural White Ribbon Cup [click here](#).

### Movember

On 19 August this year a dedicated White Ribbon supporter was tragically killed in Afghanistan. SAS soldier Corporal Doug Grant had been a road captain on the 2010 White Ribbon Ride and converted many a man into a White Ribbon supporter. In October his former unit began organising a Movember competition to honour Duggy, raise funds and keep his memory and passion for White Ribbon alive within the forces. To find out which soldiers were judged hairy enough by Duggy’s wife Tina and CE of the Families Commission, Paul Curry, [click here](#).



### Facebook & Twitter Coverage

We now have 4,500 facebook followers which is a massive effort. Congratulations to all those who have helped grow the site by liking and sharing items. It’s a fantastic medium for spreading news and stories from around the world, as well as mobilising New Zealanders to take part in a campaign for change. In the last half of the year we posted more than 700 news items and updates, and over the peak campaign period, the weekly total reach exceeded 70,000. If you’re not a follower, [click here for Facebook](#) and [here for Twitter](#).

### Media Coverage

What terrific coverage White Ribbon received this year! From Goodmorning, Breakfast, TVNZ News, TV3 News, Maori TV to CCTV in Christchurch. The print media also got in on the act from the largest newspapers in New Zealand to the smallest local community publications - White Ribbon was everywhere! Coverage included local events, the White Ribbon Ride and Bob McCroskie’s “Why I won’t wear a White Ribbon” guest editorial which sparked a near-universal backlash across the country. Thanks to all those who helped ensure White Ribbon was top-of-mind during 2011. [Click here for Breakfast interview](#).



### Satisfaction Survey

To ensure we keep improving the delivery of the White Ribbon Campaign we undertake a ‘satisfaction survey’. If you’ve been involved in the campaign this should arrive via email. If you are not forwarded a link and wish to take part, please [click here](#).

### 2012

Yes that’s right, after the Christmas holidays we start planning for 2012! If you wish to contribute, whether financially or with ideas, or volunteer your time, please let us know by [clicking here](#). A big thank you to our White Ribbon Ambassadors and all those who took part in this year’s campaign. Most of all, we hope you’ll keep wearing your ribbon throughout the holidays – a time when people become stressed and violence increases. Help each other out and we’ll see you next year!

[Click here for previous White Ribbon Newsletters](#)

