



White Ribbon Advocate Role Description

August 2014

White Ribbon Advocates are a driving force of the White Ribbon Campaign. The creative and passionate work of White Ribbon Advocates is another key in the White Ribbon strategies to raise awareness and prevent men's violence against women in Australia.

What is a White Ribbon Advocate?

A White Ribbon Advocate gives expression to the White Ribbon Campaign, particularly at the local level. This role gives women and men the ability to break the silence over men's violence against women through the activation of people, networks and opportunities to make violence against women a man's issue too.

Who can be a White Ribbon Advocate?

A White Ribbon Advocate:

- Does not commit, excuse or remain silent about violence against women
- Actively practices and promotes gender equity
- Proactively contributes and is committed to the success of the White Ribbon Campaign

White Ribbon is committed to reflecting the diversity of the broader Australian community and is encouraging all Australians to become a White Ribbon Advocate.

How can White Ribbon Advocates drive the Campaign?

As a White Ribbon Advocate you'll be driving the White Ribbon Campaign through:

- Hosting/supporting/participating in *White Ribbon events*
- Encouraging local schools and education departments to become involved in *White Ribbon's Breaking the Silence Schools Program*
- Advocating for your workplace to become accredited through the *White Ribbon Workplace Accreditation Program*
- Promoting and engaging with the White Ribbon Campaign through *social media*
- Driving the White Ribbon message through your personal and/or professional *networks*
- *Fundraising* to support White Ribbon's ongoing success
- *Volunteering* with White Ribbon
- Encouraging businesses to formally *partner* with White Ribbon Australia.

How does White Ribbon support its Advocates?

White Ribbon provides Advocates with:

- Access to resources to learn more about preventing men's violence against women
- Key points of contact at the White Ribbon Australia office to help them in driving White Ribbon
- Regular updates on the progress of the White Ribbon Campaign and a variety of ways they can get involved