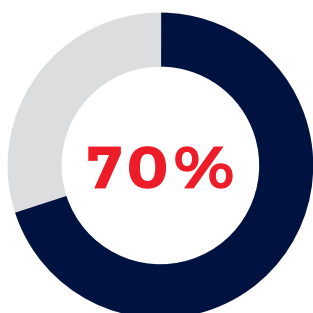
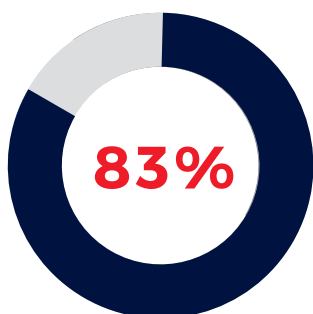


PUBLIC REPORT: CASE STUDY OF WHITE RIBBON AUSTRALIA'S
AMBASSADOR PROGRAM:
MEN AS ALLIES TO PREVENT MEN'S VIOLENCE AGAINST WOMEN

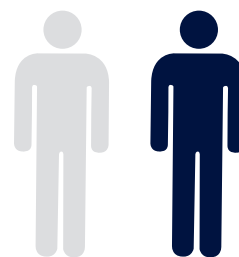
KEY FINDINGS



Of Ambassadors felt a moral obligation to join a movement to end men's violence against women



Of Ambassadors felt one of WRA's successes was enabling men to speak to other men about men's violence against women



1 IN 2

Men have become a White Ribbon Ambassador after hearing stories about mens violence against women

"I WANT MY DAUGHTER TO HAVE THE SAME OPPORTUNITIES AND LEVEL OF SAFETY IN HER LIFE AS MY SONS"

- SURVEY RESPONDENT

Fatherhood is a strong motivator for many men to become White Ribbon Ambassadors

"IT'S ABOUT EDUCATING PEOPLE, MEN, TO STOP VIOLENCE AGAINST WOMEN"

- SURVEY RESPONDENT

41%

Of Ambassadors want more training opportunities

"SHE WAS A GOOD PERSON AND SHE HAD A LOT TO OFFER THE WORLD AND SHE CAN NO LONGER PHYSICALLY BE HERE, SO I FEEL THAT IT'S JUST MY RESPONSIBILITY TO TRY AND DO WHATEVER I CAN TO ENSURE THAT RAY OF SUNSHINE DOESN'T COMPLETELY EXTINGUISH."

- INTERVIEW PARTICIPANT