

# Operational and Strategic Response to Case Study of White Ribbon Australia's Ambassador Program

Areas of focus	Key recommendations	Operationally implemented actions	KPI
Communications	<p>A monthly, regionally directed newsletter solely for Ambassadors from White Ribbon to be implemented.</p> <p>Focusing on highlighting grassroots Ambassadors activity.</p>	<p>We have implemented the Ambassador State and Territories Newsletters:</p> <ul style="list-style-type: none"> <li>• The newsletter will inspire, motivate, educate and offers access points from the newsletters for Ambassador engagement.</li> <li>• Enhance the Ambassadors opportunity to showcase their contribution to the prevention of men's violence against women in their communities.</li> <li>• Educate Ambassadors on the key strategic developments of the campaign, through related news articles and educational tools using various mediums.</li> <li>• Provide the catalyst for Ambassadors to connect with the National office and provide the content for the newsletter, reflecting the regional White Ribbon activity that underpins the very nature of the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular Monthly State by State Ambassador Newsletters.</li> <li>• Oversee the implementation of ambassador chat rooms/forums.</li> <li>• Evidence grassroots work taking place across all communication platforms.</li> </ul>

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Fatherhood	White Ribbon will continue to focus on the role of fatherhood to engage the Ambassadors and the broader community.	<ul style="list-style-type: none"> <li>• We plan to implement a targeted campaign focusing on importance between fatherhood and Ambassadorship which is currently being developed.</li> <li>• Encourage family members Ambassadors to take part in activations, allowing for Ambassadors to role model in the presence of their children, as well as the community who they are engaging at these activations.</li> <li>• Incorporate additional questions of fatherhood into ambassador recruitment process.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement an Ambassador Media/Marketing Plan 2016/2017.</li> <li>• Revised Ambassador Activation Protocol – incorporate family member inclusion in the call to action for Ambassadors to mobilize at community events.</li> <li>• Revise the ambassador interview component enhancing the Fatherhood elements into the recruitment process.</li> </ul>

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Motivation	Ambassador have knowledge, experience, and large amounts of social and cultural capital coupled with conviction. These men want to train and inform others to ensure White Ribbon Australia's sustainability.	<ul style="list-style-type: none"> <li>• Identify key Ambassadors in each State, and Territory to act as Mentors to Ambassadors, utilising their skills to transfer their knowledge to other Ambassadors.</li> <li>• Create a training and education series for ambassadors as part of the program package.</li> <li>• Encourage Ambassadors to utilise current training provided that is available in their geographic locations.</li> </ul>	<ul style="list-style-type: none"> <li>• Appoint Ambassador Mentors in each State &amp; Territory who can be located within the committee's or external.</li> <li>• Develop a program across the year including education and training offered by White Ribbon and Ambassadors.</li> <li>• Hold State/Regional Ambassador Training Program/Seminars.</li> </ul>

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Reflexivity	<p>Reflective practice is important because knowledge and understanding of the issues others encounter take time to internalize. Opportunities for reflection should be included in Regional Forums, Regional Committees, and the monthly newsletter.</p>	<ul style="list-style-type: none"> <li>• We have implemented reflective practice through our Ambassadors Q &amp; A that are showcased through the monthly State by State Newsletter, White Ribbon Website, and Twitter/other social media platforms.</li> <li>• Encourage Ambassadors reflect on their experiences through the various community events, regional forums, and Ambassador networking events.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular Ambassadors Q &amp; A reflective opportunities. (72) 2016. (Via White Ribbon Website)</li> <li>• Secure Ambassadors to attend events/ reflective practice opportunities that arise as part of the Campaign.</li> <li>• Facilitate Ambassador round tables sessions.</li> <li>• Ensure Ambassador communications are commensurate with inspirations, learnings and education opportunities.</li> </ul>

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Regional Committees	Ambassadors want local White Ribbon Committees and working groups to facilitate planning of events, resource exchange, and networking opportunities; including low- or no-cost monthly meetings.	<ul style="list-style-type: none"> <li>In conjunction with work being done within the State &amp; Territory Committees, Regional Ambassador Committees have been operating nationally, and the emergence of these committees enhance the connectivity of White Ribbon's regional activity to the national office objectives.</li> </ul>	<ul style="list-style-type: none"> <li>Establish and support the emerging Regional Ambassador Committees, alongside the State &amp; Territory Committees to gain access to training &amp; networking opportunities.</li> <li>Profile committees on our communication platforms.</li> <li>Invite new Ambassadors to receive their ambassador pin at these meetings as part of a celebration ceremony, or alternatively at an event organised by the committee annually.</li> </ul>

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Resource Mobilisation	White Ribbon Australia must identify and mobilize Ambassadors with diverse repertoires of contention (tools used achieve a goal), and types of capital (whom they know and what they know) Ambassadors have as resources to prevent men’s violence against women (MVAW).	<ul style="list-style-type: none"> <li>In commencing the Ambassador Re-Committal Process, the skills mobilisation of the Ambassador cohort has led to significantly accurate information about Ambassadors to be collected as the first step in utilising the skills and knowledge of Ambassadors as resources.</li> </ul>	<ul style="list-style-type: none"> <li>Completion of the Ambassador Re-Committal across all States and Territories.</li> <li>Recalibration of Ambassador Data into established cohorts to determine skills and resources of Ambassadors.</li> </ul>

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Transparency	Email follow-up response from White Ribbon discussing the findings. The Ambassadors responded positively to being asked their opinion and are eager for a response from both the researchers and White Ribbon.	<ul style="list-style-type: none"> <li>• Targeted communications to alert the Ambassadors of these findings.</li> <li>• Develop a media plan, which will consist of panel discussions, articles, and radio opportunities.</li> <li>• Information will also be added to the State and Territories monthly Ambassadors Newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>• Development &amp; Implementation of Communication Plan for External &amp; Internal Stakeholders on the findings of this research.</li> </ul>