

White Ribbon Advocate Role Description

Voluntary Position

Duration: October 2017 – October 2019

Start date: Immediate

Vision: A nation that respects women, in which every woman lives in safety free from all forms of men's abuse.

Purpose: Engaging men to make women's safety a man's issue too.

White Ribbon Core Values:

- Courage – courage in facing challenge and finding creative, innovative solutions
- Integrity – ethical, honest and accountable to all
- Respect – compassionate, honouring and acknowledging difference and upholding dignity
- Collaboration – working collaboratively to drive positive social change
- Leadership – leaders in driving lasting, positive, normative change

Role description:

White Ribbon Advocates are trained female representatives of the White Ribbon social movement who stand alongside Ambassadors to promote gender equality, respectful relationships and the engagement of men in order to see an Australian society in which all women can live in safety, free from men's violence and abuse.

The Advocate Program aims to provide Advocates with the latest information, tools and development activities available to further their understanding of the gendered drivers of violence and equip them to effectively challenge behavioural and attitudinal norms that contribute to men's violence against women.

White Ribbon Advocate: Key Milestone Achievements

White Ribbon Advocates are expected to meet Key Milestone Achievements (KMA's) over the course of the tenure, which fall under three streams; Educate, Engage and Act. Within these streams are a broad range of electives so as to encourage a holistic understanding of men's violence against women and allow for varied expression in the engagement of this issue in the Advocate's local community. These KMA's can be logged online through the White Ribbon Advocate Portal [here](#).

Educate 15pts Educate yourself to further your understanding of men's violence against women.	15pts	Engage 15pts Engage your community in raising awareness and understanding of the issue of men's violence against women	Act 15pts Act to help create a nation that respects women, in which every woman lives in safety, free from men's violence and abuse.	15pts
Be informed Attend one of the workshops available from the programs below: Breaking the Silence Program White Ribbon Workplace Program	5	Volunteer Make yourself available to volunteer at a White Ribbon event. Volunteer call-outs are sent through National Office.	Host or speak at an event Host or speak at a White Ribbon Event during White Ribbon Day.	5
Upskill Attend industry relevant conference, course or participate in external industry relevant online webinar or e-learning.	5	Get active Participate in a White Ribbon fundraising physical challenge or start your own. (etc City2Surf, The Age Run, Walk a Mile, Mudderella, Larapinta Trek)	Myth bust Equip yourself and others with the skills to challenge common myths about men's violence against women.	5
Recommend a Read Provide a meaningful review/opinion piece on a book/article/publication or video featured in our Additional Resources .	5	Speak up Contribute to White Ribbon's Advocate newsletter by sharing your story, topic of interest or recent engagement activity.	Foster generational change Encourage a Workplace or School to investigate the Workplace Accreditation Program or Breaking the Silence Schools Program.	5
Get to know the sector Primary prevention is most effective when coordinated with secondary and tertiary prevention services. In coordination with White Ribbon, visit a local service provider to better understand this collaborative effort.	5	Spread the word Raise awareness of the issue through your social media account by safely retweeting and sharing White Ribbon material or other relevant material.	Educate your community Encourage your local library, community centre or police station to display White Ribbon Fact Sheets in English and/or other relevant languages to your area or suggest they host an information session.	5
Recognise the source Gender inequality is the leading cause for violence against women and is reinforced by social and cultural norms. Identify an obvious or subtle example of gender inequality in your community and how this can be linked to violence against women.	5	Engaging men Identify a way that you can meaningfully engage men in the prevention of violence against women and implement.	Collaborate Meet up with other Advocates and Ambassadors to discuss ways to encourage whole-of-community action.	5
Other Identify a way not included on this list of how you have educated yourself on the issue of men's violence against women during your tenure as a White Ribbon Advocate.	5	Other Identify a way not included on this list of how you have meaningfully engaged your community in raising awareness and understanding of men's violence against women during your tenure as a White Ribbon Advocate.	Other Identify a way not included on this list of how you have acted to help create a nation in which every woman lives in safety, free from men's violence and abuse.	5

AGREEMENT

I have read and understand the above role description and agree to undertake the duties as outlined and at all times abide by the policies and procedures of White Ribbon Australia.

Applicant Name:		Advocate Program Manager:	
Signature:		Signature:	
Date:		Date:	