

## White Ribbon Ambassador Role Description

**Voluntary position: July 2018 to June 2020**

### **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 challenges 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

### **White Ribbon Ambassadors**

White Ribbon Ambassadors are trained men who recognise the importance of men taking responsibility and being part of the solution to end men's violence, abuse and disrespect faced by women across Australia. They are essential supporters who volunteer their time and energy to promote the work of White Ribbon. Together with White Ribbon Advocates, Ambassadors are our official representatives of the movement, vetted and trained to stand up, speak out and act to prevent men's violence against women. For them, every day is White Ribbon Day and the key work of this social change movement becomes an intrinsic part of their lives.

White Ribbon Ambassadors possess the knowledge, skills and determination to undertake the expectations of the role to the standard expected and to use their influence to drive attitudinal and behavioural change among men and the broader community.

White Ribbon Ambassadors are diverse men from across Australia and are reflective of a grassroots social change movement.

Prospective Ambassadors against whom there is a criminal charge or a conviction in relation to violence will not have their application progressed. While reformed perpetrators offer unique and valuable insight into preventing men's violence against women, and indeed can often have a critical impact to help reform current perpetrators, we do not recruit reformed perpetrators as White Ribbon Ambassadors.

### **To become a White Ribbon Ambassador you must demonstrate:**

- Completion of the *Understanding Men's Violence Against Women* eLearning Course
- Registration as a White Ribbon Supporter and active promotion and engagement in White Ribbon or the prevention of men's violence against women activity over at least the past 12 months
- Commitment to the [vision, purpose and values of White Ribbon Australia](#)
- Track record of engagement and activity within the social change movement
- Capacity to [stand up, speak out and act](#) to prevent men's violence against women
- A sound understanding of men's violence against women, its causes and the importance of men being accountable as well as part of the solution
- Actively practice and promote gender equality throughout all areas of life
- Engage and influence other men in the prevention of men's violence against women.

### **The process of becoming a White Ribbon Ambassador includes**

- Completion of White Ribbon Ambassador application form (expression of interest form available when applications are closed)
- White Ribbon Internal Assessment Panel
- Comprehensive interview to assess the activity and suitability of the applicants
- Mandatory Reference and Police Check

### **Duties & Responsibilities**

White Ribbon Ambassadors are men who demonstrate their commitment to the work of White Ribbon Australia and the White Ribbon social change movement through a range of activities that suit their knowledge, skills, networks and availability including:

- Consistently wearing the Ambassador pin and engaging in regular conversations with men about preventing men's violence against women
- Hosting, funding, speaking and or attending [White Ribbon awareness raising and fundraising events](#)
- Encouraging relevant networks to become involved in the [Diversity Program](#)
- Encouraging local schools and Education Departments to become involved in the [Breaking the Silence in Schools Program](#)
- Advocating for workplace/s to become accredited through the [White Ribbon Workplace Accreditation Program](#)
- Professional and personal networking to expand the reach of the White Ribbon message
- Speaking with local, national, and or international media in accordance with White Ribbon Australia's Media and Code of Conduct policies
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- Promoting the White Ribbon message through social media in accordance with White Ribbon Australia's Media Policy, key messaging and Code of Conduct
- Encouraging and identifying [partnership opportunities](#)
- Maintaining active and regular communication with the Ambassadors' team at White Ribbon Australia
- Abiding by all relevant White Ribbon policies and procedures.

**Diversity:**

White Ribbon is committed to reflecting the diversity of the Australian community and encourages men committed to preventing men's violence against women from all backgrounds to become White Ribbon Ambassadors. Furthermore our Ambassadors understand and respect that different cultures have unique values and strengths. They look to utilise these strengths in order to see a nation in which every woman lives in safety, free from all forms of men's abuse.

**Men's accountability to women**

White Ribbon Ambassadors are men who represent White Ribbon Australia and focus on engaging men to prevent men's violence against women. They have a unique role as allies in promoting and exemplifying respectful relationships, gender equality and making women's safety a man's issue too. As White Ribbon works to prevent men's violence against women through promoting respect and gender equality, the best indicator to men that they are helping to make meaningful change is for them to seek to understand the experience of women in Australian society. For this reason our Ambassadors openly and actively listen to women and use this insight to guide their activity.

**An Ambassador will no longer be a representative of White Ribbon Australia if they:**

- Voluntarily resign from their position which must be formalised through contact with staff from the White Ribbon Ambassador Team notifying them of their decision.
- Are found to have attitudes and/or behaviours that are in contradiction to the White Ribbon Ambassador Role Description or are in breach of the White Ribbon Ambassador Code of Conduct.

**How White Ribbon Supports its Ambassadors**

- Ongoing engagement with key staff to help drive and facilitate the White Ribbon movement
- Newsletters and communiques about topical issues, education opportunities and upcoming local events
- Practical tools and tips including resources - speaking notes, PowerPoints and media/social media key messages
- Activities such as training, workshops and forums
- Regular updates on the work and outcomes of the White Ribbon Australia's Programs and activities
- Ways to stay active in the movement
- Support to facilitate, host and attend events as required.

For further enquiries regarding the Ambassador Program, please email [Ambassadors@whiteribbon.org.au](mailto:Ambassadors@whiteribbon.org.au)

## White Ribbon Ambassador Program – Key Milestone Achievements (KMAs)

### Rationale

Since the inception of the White Ribbon Ambassador Program in 2003, Ambassadors across Australia have been active in promoting respect and gender equality in a wide variety of ways. It is important that we capture the extent of our Ambassadors' activities and ensure that our Ambassadors meet the requirements of being a representative of White Ribbon Australia. To achieve this we have highlighted 15 key activities that our Ambassadors regularly participate in across the year, including organising, attending and speaking at White Ribbon events, identifying and addressing gender inequality in their personal or professional life, completing eLearning and/or assisting a local school, workplace or sports club to become involved in White Ribbon. These 15 activities have been divided into three streams: **Educate, Engage and Act**, and guide our Ambassadors in how they can fulfil the Ambassador role in their day-to-day lives.

### Requirements

Every 12 months each Ambassador logs their activity through relevant Key Milestone Areas (KMAs) to reach the total of 15 points required from each of the three streams. If an Ambassador has not completed the required KMAs after six months, a member of the White Ribbon Ambassador Team will make contact to offer support and advice to assist the Ambassador in being active. The White Ribbon staff member will seek to understand why the evidence hasn't been submitted and provide the necessary advice. KMAs are a vital feature for the program ensuring we can showcase the excellent work and efforts of ambassadors.

KMAs are also in place to provide guidance to Ambassadors who are seeking ways to fulfil their role and looking to engage with different aspects of the White Ribbon movement. The key outcome of the Ambassador KMA system is to have a community of Ambassadors who are *educated, engaged and active* in promoting respectful relationships, the prevention of men's violence against women and gender equality.



## White Ribbon Ambassador Program – Key Milestone Achievement Activity Streams

Educate		Engage		Act	
<b>Be informed</b> Attend one of the workshops available from the programs below: <ul style="list-style-type: none"> <li>• Breaking the Silence schools program</li> <li>• White Ribbon Workplace program</li> </ul>	10	<b>Volunteer</b> Attend and speak at a registered event, secured through the White Ribbon office	7	<b>Host an event</b> Organise a White Ribbon event	10
<b>Upskill</b> Attend industry relevant conference, course or participate in external industry relevant online webinar or e-learning.	7	<b>Attend a workshop</b> Attend a face-to-face White Ribbon workshop	10	<b>Accountability</b> Provide an example of how you've practiced accountability to women in preventing men's violence against women.	5
<b>Share resources</b> Share a video or article that we might be able to feature online	3	<b>Speak out</b> Complete an Ambassador Q&A Interview	5	<b>Get active</b> Participate in a White Ribbon fundraising events including physical challenges (e.g. City2Surf, The Age Run, Walk a Mile, Mudderella and Trek4Respect)	10
<b>Cultural Lens</b> Share an article or research about types of abuse or different prevention initiatives that are unique to different communities	5	<b>Spread the word</b> Raise awareness of White Ribbon through your social media account by retweeting, sharing or creating your own organic content.	3	<b>Address gender inequality</b> Identify and work to address gender inequality in your personal or professional life	5
<b>Watch a webinar</b> Participate in an online White Ribbon webinar	5	<b>Create change</b> Encourage a local school, workplace or sports clubs to be involved in a White Ribbon Program or Campaign	10	<b>Promote</b> Share a newspaper article or radio interview in which you promoted the work and efforts of White Ribbon or spoke about the issue	7
<b>Other</b> If you have educated yourself or your community in another way, please let us know.		<b>Other</b> If you have engaged your community in another way, please let us know.		<b>Other</b> If you have been active in another way, please let us know.	

## White Ribbon Ambassador Program – Resources and Support for Reaching Key Milestone Achievements

### EDUCATE

#### **Be Informed**

White Ribbon Australia holds workshops that function as introductory sessions to our various programs, including Breaking the Silence, the Workplace Accreditation Program and the Diversity Program. These workshops occur at different times throughout the year and in different states and territories. If you would like to attend a Program workshop, please contact the White Ribbon head office.

#### **Upskill**

White Ribbon Ambassadors and Advocates are constantly learning about different aspects of the issue of men's violence against women, and as such, attend various conferences and courses related to the issue. The [White Ribbon Conference Calendar](#) lists various conferences, forums and summits on the issue of men's violence against women that Ambassador, Advocates and anyone can attend. There are also other organisations that list conferences, webinars, seminars or eLearnings, and includes [DV-alert](#) and [UN WOMEN](#).

#### **Share Resources**

We encourage all Ambassadors, Advocates and Supporters to keep up to date with current articles, research, campaigns and video marketing related to the prevention of men's violence against women and share what they find with White Ribbon Australia. Our Ambassadors can find such resources by following the Twitter or Facebook pages of relevant violence prevention organisations, using [Google Alerts](#) for tags like 'domestic violence' or 'violence prevention' or through subscribing to the newsletters of other violence prevention organisations.

#### **Share Research**

Men's violence against women is a complex issue that manifests in a wide variety of ways, including physical assault, emotional abuse, social isolation and financial abuse among many others. There are also many unique forms of abuse that disproportionately exist in specific cultures, including dowry, honour based violence and forced marriage. There are also unique initiatives aimed to promote gender equality and prevent violence that harness the traditions and customs of certain cultures, such as [Project White Rakhi](#).

#### **Watch a Webinar**

Through the year, White Ribbon will develop and host webinars available to all Ambassadors and Advocates. These webinars will feature expert Ambassadors and Advocates and harness their knowledge on various topics such as public speaking, elder abuse, being a safe bystander and technology facilitated abuse. These webinars will be housed on the White Ribbon website and will be able to be used as training tools as part of an Ambassador's and Advocate's learning. To express interest in participating in an online webinar, Ambassadors and Advocates can get in touch with the White Ribbon head office.

## ENGAGE

### **Volunteer**

Ambassadors and Advocates are active within the community in a number of different ways. One of the most impactful ways is speaking at registered White Ribbon events organised by people in the community. If an Ambassador or Advocate is interested in becoming more involved in attending and speaking at registered White Ribbon events, they can get in touch with the White Ribbon national office who will be able to notify them when an event comes up they might be able to attend.

### **Attend a Workshop**

White Ribbon Australia holds workshops that function as introductory sessions to various aspects of the White Ribbon movement, including public speaking about the issue, how to engage men and how to be an active, safe bystander. These workshops occur at different times throughout the year and in different states and territories, so if you would like to attend a Program education workshop, please contact the White Ribbon head office.

### **Speak Out**

The efforts and experiences of Ambassadors and Advocates are showcased through Q & A interviews. These interviews provide an in-depth view on how Ambassadors and Advocates are motivated to become active in preventing men's violence against women and how they effectively engage with people and motivate them to do the same. These interviews are featured through the individual Ambassador or Advocate's profile on our website. Ambassadors can complete a Q & A interview by contacting the White Ribbon national office.

### **Spread the Word**

One of the largest platforms for discussion among Ambassadors, Advocates, Supporters of White Ribbon and the broader community, is through social media. Our Ambassadors are active on our [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) and use these pages to speak with other Ambassadors, Advocates and Supporters, share inspiring content and help educate people about the issue of men's violence against women. Social media is also an influential way for Ambassadors to share photos, videos or stories of their activity throughout the year and build the national footprint of White Ribbon.

### **Create Change**

Workplaces, schools and sports clubs who take up the White Ribbon message of respect and gender equality are powerful catalysts for change. Our Ambassadors encourage these organisations to engage with White Ribbon by supplying them with useful information about these programs, including the [Workplace Accreditation Program Standards and Criteria](#), [Breaking the Silence Program Brochure](#) and the [Sports Engagement Framework](#).

More information on these programs can be found on the [Workplace Accreditation Program](#), [Breaking the Silence Schools Program](#) and [Sports Engagement](#) pages on our website.

ACT

### **Host an Event**

Our Ambassadors often organise events in the community for people to speak with each other about the issue of men's violence against women and prevention initiatives and/or raise funds critical to the sustainability of the movement.

Some events have a focus on discussing specific aspects of men's violence against women, while other events might focus on an activity that brings people together in an interactive way. Throughout the year Ambassadors organise various events including morning teas, information sessions, White Ribbon Cup sports games, school assembly talks, community marches, Golf days, physical challenges or film screenings, just to name a few. The possibilities are endless, and once the event is locked in it is entered in the [Register your activity](#) form on the website and [event resources](#) are available to enhance and support the event.

### **Accountability**

The White Ribbon movement is focused on engaging men to help prevent men's violence against women. Ambassadors know that in order to truly be sure that we are succeeding in making Australia a safer and more equitable country for women, their actions are accountable to the experience of women.

Our Ambassadors are continually reflective of the role they play in preventing violence and promoting gender equality. They use their successes and learnings to inspire others by feeding back into White Ribbon about the ways through which they have effectively practiced men's accountability to women in preventing men's violence against women. [Men as Allies in Preventing Violence against Women: Principles and Practices for Promoting Accountability](#) is a comprehensive research paper detailing concepts and practices of accountability.

### **Get Active**

As well as raising awareness and educating people about preventing men's violence against women, many Ambassadors use physical challenges, fun runs, adventure treks or obstacle course events to raise funds and promote White Ribbon's work in a unique way. There are plenty of Treks, fun runs and other events available for Ambassadors to join on our [Join a challenge](#) page on our website. Ambassadors can also create their own unique challenge on our [White Ribbon Everyday Hero](#) campaign page.

### **Address Gender Inequality**

White Ribbon Australia and our Ambassadors and Advocates recognise that gender inequality is at the core of men's violence against women in society. To effectively prevent this violence from occurring, our Ambassadors are continually reflective so that they can identify and challenge gender inequality whenever they encounter it. This can be from language or comments that insidiously degrade women to structural inequalities in industry or society that inherently benefit men to the detriment of women. Our Ambassadors feed back to the White Ribbon head office about their successes and lessons learned through challenging gender inequality which enables us to inspire others to also become vigilant and proactive.

### **Promote**

Ambassadors and their work in the community are quite often featured in newspaper, radio, social and/or TV media, and we encourage all Ambassadors to seek opportunities to showcase the activity in their local community by approaching these media outlets. Through social media or our various White Ribbon newsletters, we are always looking to feature Ambassadors who promote White Ribbon in the media in order for people to be more aware of activity they can get involved in within their local area.

Meet some of our White Ribbon Ambassadors:

# White Ribbon Ambassadors

