

## **White Ribbon Advocate Role Description**

**Voluntary position: July 2019 to June 2021**

### **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

#### **1. White Ribbon Advocates**

White Ribbon Advocates are genuine, knowledgeable women who are active in preventing men's violence against women. They 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, and work to engage men in their spheres of influence and more broadly across their communities. They volunteer their time and energy to engage men to understand the issue and make changes to create a safer Australia for all. Together with White Ribbon Ambassadors, Advocates are our community activists in the movement, capable and committed 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 Advocates are vetted to ensure they possess the knowledge, commitment 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. Advocates work to move Australia towards meaningful and lasting change around men's violence against women.

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

*As this role can be demanding, prospective Advocates who have directly experienced men's violence in the past 24 months are asked to defer their application to prevent the risk of re-traumatisation, emotional burn out or hindrance of a recovery process.*

**To become a White Ribbon Advocate 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
- Active practice and promotion of gender equality and respectful relationships
- Ability to engage and influence men in the prevention of men's violence against women.

**The process of becoming a White Ribbon Advocate includes**

- Completion of White Ribbon Advocate assessed application form
- White Ribbon Internal Assessment Panel
- Comprehensive telephone interview to assess the activity and suitability of the applicants
- Mandatory Reference and Police Check

**2. Duties & Responsibilities**

White Ribbon Advocates are women 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 Advocate pin and engaging in regular conversations about preventing men's violence against women
- Challenge sexism at individual and social level to be an active bystander and drive systemic change
- Hosting, fundraising, speaking and/or attending [White Ribbon awareness raising and fundraising events](#)
- Be committed to continued learning, upskilling and education on this issue
- 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
- 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 Advocates' 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 women committed to preventing men's violence against women from all backgrounds to become White Ribbon Advocates. Furthermore our Advocates 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.

**An Advocate 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 Advocate Team notifying them of their decision.
- Are found to have attitudes and/or behaviours that are in contradiction to the White Ribbon Advocate Role Description or are in breach of the White Ribbon Advocate Code of Conduct.

**How White Ribbon Supports its Advocates**

- 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.

White Ribbon Advocates have activity requirements whilst in the role. Advocates bring a range of knowledge, skills and abilities that all contribute to the movement, and are set minimum expectations across a range of areas that can utilise the strengths of each individual. The collective work of a diverse group of community activists generates a great range of efforts and activities towards changing social norms, by bringing the movement into the everyday, through everyday interactions and extraordinary activities. It is both the individual efforts and collective action which will drive meaningful and lasting cultural change in Australia, to end men's violence against women.

## White Ribbon Advocate Program – Community Activist Log

### Rationale

Since the inception of the White Ribbon Advocate Program in 2017, Advocates across Australia have taken on the role to engage and educate men towards the prevention of men's violence against women and have been active in promoting respect and gender equality in a wide variety of ways. We hold our Advocates to a high standard to ensure only those who are genuine, knowledgeable and active represent White Ribbon Australia. It is important that we capture the extent of Advocate engagement in the movement to ensure Advocates meet the requirements of representing White Ribbon Australia, and to hear how our Advocates are active in their communities. We consider Advocates to be one of our strongest resources. We want to capture, celebrate and share the great work our Advocates do in communities across Australia to demonstrate the strength of a coordinated and committed community-led, grassroots movement in preventing men's violence against women.

The key outcome of the Advocate Community Activist Log system is to maintain, share and showcase a community of Advocates who are *genuine, committed and active* in promoting respectful relationships and bringing the movement into everyday life through everyday interactions, both in the ordinary and extraordinary, towards the prevention of men's violence against women and gender equality.

### Requirements

Each Advocate is set a minimum standard to reach 15 entries across a minimum of three Activist Record categories within an annual term. There is no upper limit on the number of entries an Advocate can record in any term, and we encourage the fullest use of this recording channel as possible. We want to hear of the great range of activities and behaviours Advocates deploy in the role as a White Ribbon Advocate, both in their personal and professional lives.

If an Advocate has yet to meet the minimum requirements after six months, the Advocate Team will make contact to prompt, and offer support and guidance to assist the Advocate to be active in the role. In the event an Advocate does not meet the minimum requirement in an annual term, the Advocate Team will contact the individual to review their ongoing involvement as an official representative. In limited circumstances (e.g. long-term illness; temporary overseas deployment; or restricted access to computer or internet in remote regions) an Advocate will be able to continue in the role, however in most cases this would result in the status being lapsed.

The Activist Record provides guidance to Advocates on essential everyday behaviours that are often involved in the role of Advocates. However, this category list is by no means exhaustive as Advocates can progress the movement in a multitude of creative ways. We would like to hear about your activities outside of this essential list by recording in the category item 'Other'. We require entries in at least three different Activity Record categories to meet the minimum requirement.

### White Ribbon Advocate Program – Activist Record Categories

Everyday Interactions (Start a Conversation)	Challenge Sexism (Be an Active Bystander)	Be Active in the Media (inc. Social Media)	Educate Yourself	Drive Systemic Change	Promote White Ribbon Programs	Organise/Present at a community event	Fundraise for White Ribbon	Other
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### **Everyday Interactions (Start a Conversation)**

Raise awareness of the issue. In recognition that gender inequality is at the core of men's violence against women, and [misinformation](#) is frequently utilised to avoid addressing this, speaking to others is an influential act. This could be by opening or engaging in a conversation about the issue to educate, inform or engage people in everyday situations. This could be with friends, colleagues, family or anyone you might encounter. It is crucial to bring this issue more firmly into public view, to maintain momentum in addressing men's violence against women.

### **Challenge Sexism (Be an Active Bystander)**

Be an Active Bystander when you see sexism occur. This could be calling out [sexist jokes](#) or [derogatory comments](#), providing a supportive presence [when you see abusive incidents](#), or even campaigning against sexist or derogatory messaging in public spaces (such as advertisements). Challenging sexism in the everyday is an important part of the movement as it demonstrates that there are people who do not condone sexist behaviour. 'The standard we walk past is the standard we accept' (David Hurley, Governor General and David Morrison, Chief of Army).

Underlying attitudes are exposed through language which feeds into men's violence against women. This can be from comments that are degrading towards women to structural inequalities in industry or society that inherently benefit men to the detriment of women. Our Advocates feedback about their successes and lessons learned through challenging sexism and promoting gender equality enables us to inspire others to also become vigilant and proactive.

### **Be Active in the Media (inc. Social Media)**

Advocates and their work in the community are quite often featured in newspaper, radio, and/or TV media, and we encourage all Advocates to seek opportunities to spread the message and showcase the activity in their local community by approaching these media outlets. Please notify us when you are approached or scheduled for a media appearance.

One of the largest platforms for discussion and community mobilisation is social media. This could be through posting original content, sharing articles and videos or commenting in discussions to drive the movement further into the everyday. It is also an arena to demonstrate respectful debate against opposition, and this is particularly important on White Ribbon Social Media pages. Our Advocates are active on our [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) and use these pages to reach others and help educate people about the issue of men's violence against women. Social media is also an influential way for Advocates to share photos, videos or stories of their activity throughout the year and build the national footprint of White Ribbon.

### **Educate Yourself**

We are all continually learning in this movement. Whilst we are all at different stages of development, we should all be committed to becoming better equipped in our role to prevent men's violence against women. This can involve attending training, conferences and seminars, watching educational content, reading educational materials or even learning a new skill to be used in the advancement of the movement such as public speaking, debating or media training.

We encourage all Advocates 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 Advocates can find such resources by regularly checking the [White Ribbon Portal](#), 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.

### **Drive Systemic Change**

Drive systemic changes within organisations. This could be your workplace, sports club, community groups or through governmental policy. It could be advocating for more supportive DV policies at your workplace, or changes which promote gender equality. It could be bringing the White Ribbon e-learning in your sports club or promoting policies and practices which promote women in leadership. It could be writing to your local MP or politicians, or initiating or participating in ongoing government advocacy on the issue. Wherever you can use your influence to affect or incite real changes in an organisation you are driving systemic change.

### **Organise/Present at a Community Event**

Advocates often organise or present at fundraising and awareness events in the community for people to speak about the issue of men's violence against women and prevention initiatives and help raise funds critical to the sustainability of the movement.

One aspect of the role may involve speaking to an audience at community events about the issue of men's violence against women and the work of White Ribbon. The Advocate Team can provide supporting materials and guidance on the event you are attending. Whilst many event requests come through the Advocate Team, on occasions where you are requested directly through other channels please notify us ahead of your event.

If an Advocate is interested in becoming more involved in attending and speaking at registered White Ribbon events, they can get in touch with the Advocate Team who will be able to notify them when an event comes up that they may be able to attend.

### **Promote White Ribbon Programs**

Workplaces, schools and sports clubs who take up the White Ribbon message of respect and gender equality are powerful catalysts for change. Our Advocates encourage these organisations to engage with White Ribbon by supplying them with useful information about these programs, including the Fatherhood Program, Diversity Program, [Workplace Accreditation Program](#), [Breaking the Silence Schools Program](#) and [Sports Engagement Program](#). This could also involve encouraging suitable applications for the Advocate and Ambassador Programs, or enlisting new people to sign up as Supporters.

### **Fundraise for White Ribbon**

As a community-focused, grassroots not-for-profit organisation, White Ribbon receives very little government funding. Our ability to strengthen the movement relies heavily on our fundraising efforts in the community. We use every cent we receive to further drive the social change to prevent men's violence against women. Whilst not a requirement for Advocates to fundraise, it is a useful form of activism to enable the work White Ribbon does.

As well as raising awareness and educating people about preventing men's violence against women, many Advocates use physical challenges, fun runs, adventure treks or other 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 Advocates to join on our [Join a challenge](#) page on our website. Advocates can also create their own unique challenge on our [White Ribbon Everyday Hero](#) campaign page

If you are organising your own event please [Register your activity](#) via the form on the website. [Event resources](#) are available to enhance and support the event.

### **Other**

Our Advocates engage men to prevent men's violence against women in a myriad of ways. Whilst the categories here are essential aspects where Advocates can get involved and have an impact, there is near limitless potential for new and creative ways that Advocates can be active in the movement and we want to hear about these, and pass on the innovation within the program.