

## White Ribbon Ambassador 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 Ambassadors**

White Ribbon Ambassadors are genuine, knowledgeable men 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 Advocates, Ambassadors 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 Ambassadors 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. Ambassadors work to move Australia towards meaningful and lasting change around men's violence against women.

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
- Active practice and promotion of gender equality and respectful relationships
- Ability to 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 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 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
- 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 Ambassadors' team at White Ribbon Australia
- Abiding by all relevant White Ribbon policies and procedures.

### 3. Guiding Principles

#### **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 and are accountable to women and the women's sector and use this insight to guide their activity and learning

#### **Regular reflection and commitment to learning**

White Ribbon ensures only candidates who can demonstrate strong knowledge of the issue and commitment to being active in the movement undertake the Ambassador role. However we recognise that all are at different stages of learning, and all can continue to improve their practice through reflecting on our own behaviours and engaging with educational resources. In being exposed to social conditioning which informs rigid gender roles, it is the responsibility of all men to openly and honestly reflect on how far they participate in a culture which devalues women. As Ambassadors we are committed to reflecting on this ourselves, and promoting reflection in others.

#### **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 the White Ribbon Ambassador Team to notify of the decision.
- Are found to have attitudes and/or behaviours that are in contradiction to the White Ribbon Ambassador Role Description or 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.

White Ribbon Ambassadors have activity requirements whilst in the role. Ambassadors 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.

#### 4. White Ribbon Ambassador Program – Community Activist Log

##### Rationale

Since the inception of the White Ribbon Ambassador Program in 2003, Ambassadors 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 Ambassadors 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 Ambassador engagement in the movement to ensure Ambassadors meet the requirements of representing White Ribbon Australia, and to hear how our Ambassadors are active in their communities. We consider Ambassadors to be one of our strongest resources. We want to capture, celebrate and share the great work our Ambassadors 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 Ambassador Community Activist Log system is to maintain, share and showcase a community of Ambassadors 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 Ambassador 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 Ambassador 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 Ambassadors deploy in the role as a White Ribbon Ambassador, both in their personal and professional lives.

If an Ambassador has yet to meet the minimum requirements after six months, the Ambassador Team will make contact to prompt, and offer support and guidance to assist the Ambassador to be active in the role. In the event an Ambassador does not meet the minimum requirement in an annual term, the Ambassador 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 Ambassador 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 Ambassadors on essential everyday behaviours that are often involved in the role of Ambassadors. However, this category list is by no means exhaustive as Ambassadors 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 Ambassador Program – Activist Record Categories

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

Ambassadors and their work in the community are quite often featured in newspaper, radio, and/or TV media, and we encourage all Ambassadors 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 Ambassadors 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 Ambassadors 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 Ambassadors 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 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**

Ambassadors 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 Ambassador Team can provide supporting materials and guidance on the event you are attending. Whilst many event requests come through the Ambassador Team, on occasions where you are requested directly through other channels please notify us ahead of your event.

If an Ambassador is interested in becoming more involved in attending and speaking at registered White Ribbon events, they can get in touch with the Ambassador 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 Ambassadors 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 Ambassador and Advocate 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 Ambassadors 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 Ambassadors 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 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

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