



**White Ribbon**  
Show you're against violence towards women

[www.whiteribbon.org.nz](http://www.whiteribbon.org.nz)

## White Ribbon Newsletter – April 2012

Dear White Ribbon Supporters

It's been a busy month with heaps of action going on behind the scenes and in the media where both the campaign and the Families Commission stood up to the destructive comments made on air and in print by Michael Laws. We're also excited to launch the White Ribbon Ride for 2012 with a draft schedule being released asking communities interested in hosting the ride to put their names forward. And finally, we're unveiling how White Ribbon NZ plans to ensure we continue to deliver free resources for all of New Zealand, while at the same time securing the funding for the campaign, and it all kicks off in November – White Ribbon Month.

Rob McCann

Families Commission White Ribbon Campaign Manager.



### The future of White Ribbon

The campaign team have been putting together a framework to secure funding so we can continue to provide the vast majority of our resources for free. We believe it is vital that all New Zealanders are able to participate in the White Ribbon Campaign regardless of their financial status. Last year we provided over 600,000 items free of charge to dozens of agencies and communities around the country. These resources were used at nearly 200 events to raise awareness and get people to take action in their own communities.

Community action is the heart and soul of the campaign, and it is these initiatives that we want to continue to support. We will do this by providing the majority of our resources for free, i.e. fabric ribbons, posters, tattoos and balloons. At the same time the campaign team will continue to coordinate the national media outreach and various projects such as the White Ribbon Ride, Ambassador Project, and Pledge Projects.

While we are currently funded by the Families Commission (with support from MSD and TPK), both the National White Ribbon Committee and Families Commission Board have indicated the need to broaden our funding base. To that end, we are introducing three streams of revenue - Fundraising, Sponsorships and Merchandising. This is exciting new territory for the Campaign – we see it as a great opportunity to bring in new partners who can help us to spread the White Ribbon message.

### Laws' views wrong

But draw attention to suffering



### Michael Laws 'some victims deserve to be abused'

The White Ribbon Pledge asks all men to never commit, condone or remain silent about violence towards women. We were thinking about the word 'condone' when we weighed up whether to respond to the outrageous comments Mr Laws made on his radio show and in his Sunday Star Times column. [Click here](#) to read the 'right of reply' that the Sunday Star Times never printed.

### David White Book reaches #2 on the NZ Non-Fiction Charts

The launch of David's book, *Helen: The Helen Meads Tragedy*, was an unmitigated success with around 100 people turning up to hear David speak and deservedly described by MC and co-host Women's Refuge CE, Heather Henare, as a very moving event. "By working with David, we can give a voice to Helen and help prevent further heartache".

"The book is doing its job", says David. "Pam and I have received cards, letters and phone calls from all over NZ. One woman wrote to us from Dunedin and addressed it to David and Pam White, Matamata. When the postie came by he rather dryly said, "I don't know why they bothered putting Matamata on the envelope."



Supporters with David & Pam White, Paul Curry, Heather Henare and Lesley Elliott



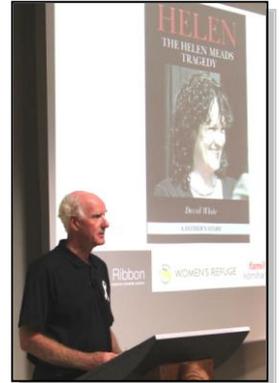
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"All the responses have been positive with some good comments from those who work within the Family Court. After every talk so far, a woman has quietly approached me and asked for help. If there's a lesson there for the White Ribbon Campaign, it's that speaking up helps others."

"The list of groups approaching me to speak is very wide, Rotary, Over 60's, Ultrusa, Vintage Car Clubs, Sensible Sentencing, colleges and schools." As one person said to me, "If nothing else, Helen will be looking down and saying, 'Thanks Dad'". And while I have the speaking stick, thanks to White Ribbon, the Families Commission and Women's Refuge for their part. I'm proud to be a White Ribbon Ambassador and hope that in some small way, my family and I can help to end men's violence towards women". Check out the launch [here](#).



## The White Ribbon Ride

2012 promises to be a special year with the ride organisation taking place early. Now that the whole of New Zealand is used to the idea of tough looking motorcycle riders delivering messages of love and respect, we anticipate interest in the ride to increase. If you wish to host or be involved in organising a local event for the White Ribbon Ride, [click here](#) to download the Registration of Interest form (ROI) and Info Pack. This year after consultation with the riders and two planning hui, we have produced a draft schedule for the ride. [Click here](#) to see if the ride is coming to your town.

## What the White Ribbon Ride meant to me

Each issue we've been sharing a story from someone involved in the White Ribbon Ride. After all, that's the beauty of stories. They so often spark change, inspiring hope and a sense of belonging. That's certainly how the White Ribbon Riders see the ride - an opportunity to share the kaupapa of the campaign with thousands of people. [Click here](#) to check out this story from Campaign Team Member Vanessa Rushton who accompanied the riders in the North Island.



## White Ribbon Cup

The White Ribbon Cup was a standout success with teams taking part the length and breadth of the country. The two teams in the final met in Hamilton and after an exciting match Team Wellington emerged the victor 5-1. For more information [click here](#). It's exciting to see such a positive initiative and we would like to commend Football NZ for the leadership they are showing in saying 'There's no room for violence on or off the field'.

## Facebook

If you've never been a fan or haven't joined the White Ribbon site, [click here](#). Our facebook site is the most active anti-violence site in NZ with multiple updates each day. It's the place to go to keep up-to-date with local and international news and events. And you can discuss the issues. Please note, if you're new to facebook, ensure your details are locked down. Here's a [link](#) to facebook safety.



White Ribbon supporter Gill Elliott  
OneNews March 2012



Grey District Mayor Tony Kokshoorn  
OneNews March 2012



White Ribbon Ambassador Murray Edridge  
Closeup March 2012