



www.whiteribbon.org.nz

White Ribbon Newsletter – June 2012

A warm welcome to all our new members.

The Families Commission (which is the principal funder of the White Ribbon Campaign) has been in the news recently with the announcement of an additional function that will result in the establishment of a Social Policy Evaluation and Research Unit within the Commission. This will provide high-quality independent monitoring and evaluation of how effective initiatives are in addressing key issues across the social sector. Check out what the Chief Commissioner has said [here](#). These new opportunities have funding implications. However, the Commission's Board has approved funding of the White Ribbon Campaign for 2012 and indicative funding for the following two years. As part of this funding process, the Board has also agreed to a strategy to move the Campaign to a position of self-sufficiency by 2015.

The Commission believes White Ribbon has a significant role to play in reducing family violence, and a new structure in the form of a Foundation will take over the responsibility for the campaign from 2015. What this means is that a White Ribbon Foundation will be put in place by the White Ribbon Committee and the Commission over the next two years. Prior to this, the Campaign will begin fundraising through a Charitable Trust.

In 2011 the Campaign provided over 600,000 free items of collateral to support communities to raise awareness and take action. That is, and remains our first priority: to enable communities to generate change at a local level and that means providing a range of items at no charge.

To achieve our aim of free resources we are going to introduce three streams of income:

- 1 Fundraising
- 2 Merchandising
- 3 Sponsorship

We hope that you'll support White Ribbon by promoting the merchandise, participate in fundraising and support our efforts to bring business partners into the mix of stakeholders. We look forward to your support over the next three years as we increase the visibility of White Ribbon, forge new partnerships and continue our work with communities across New Zealand to generate change.

Rob McCann

Families Commission White Ribbon Campaign Manager

New Logo

White Ribbon will have a new logo next month and while it will retain the shape of the ribbon, the new symbol will have a uniquely New Zealand feel to it. We are working with [Te Ahi Kikoha](#) to design the new elements and look forward to unveiling the design in June. The new logo will be incorporated into all the collateral for 2012 and be made available to all our stakeholders. Please hang on to all your existing banners as the changes we are making are subtle and will not render the signage obsolete. Currently there are hundreds of banners circulating New Zealand - please keep using them.



Sexist and Misogynist Advertising

The images we see day in and day out help to create the dominant attitudes in our society. If you've ever wondered what some of the worst advertising looks like, wonder no more. We've put together some examples of truly awful marketing ideas, some of which were mainstream in their day, and some recent examples might be charitably described as awful mistakes. Or possibly, as a peek into the underbelly of misogynist attitudes that make campaigns such as White Ribbon even more necessary. [Check out the article and images here.](#)



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

White Ribbon Ambassador Update

We have completed a major update of the Ambassador page on the [website](#) and have approved 10 new Ambassadors who will be announced over the coming months. We now have 40 Ambassadors in total which is a fantastic result for New Zealand communities. Check out this map to see where our Ambassadors are located. You will notice that there are gaps in a number of towns and cities! If your area doesn't have an Ambassador, now is the perfect time to nominate one. Click [here](#) for the nomination form and information about the project.



Click to see where ambassadors are located

2012 Campaign focus

This year the focus will be on ensuring that men know that violence is not just physical. That the things we say and do can be just as hurtful, and in many cases have far more damaging and lasting effects. For those working in the field this is known as power and control, which is useful terminology, but it's not language that wins hearts and minds. To effectively convey the message we will use phrases like 'using fear to get what you want' and focus on the more serious instances of this power and control. In Australia, family law has recently changed to include emotional manipulation, withholding money and harming the family pet.

If you think you can support or contribute to the November campaign which will highlight non-physical abuse with personal stories, contact us [here](#). White Ribbon is about real people speaking from the heart. We don't use actors so we need you! Contact us now and we can discuss how we can use your story or the information you give us, to change the way violence is perceived in this country.



White Ribbon Ride update

Organisation for the 2012 Ride is well underway; in fact we are at least three months ahead of last year! Over 40 communities have sent in their registration of interest to host the Riders. Registrations are now due. If you are keen to organise an event, download the form [here](#) or if you are keen to join an organising group, [email us here](#). It's a mammoth effort with trucks, supports crews, bikes, promotion and ride leaders all combining to spread the White Ribbon kaupapa throughout the country. We look forward to bringing you the full schedule in July.

Giant White Ribbon

From end to end the Giant White Ribbon is 30 metres long, bringing together signatures that represent the commitment of New Zealanders from 60 towns and cities. Check out [this story](#) to learn more about the history of the Ribbon and how you can display this awesome symbol for change.

Joining White Ribbon

If you know of people who are interested in supporting an anti-violence campaign like White Ribbon then let us know or send them [this link](#). We need to spread this message into every home if we are to change the default setting of violence in this country. You can make a difference, so sign up now.



Pixel Project

The Pixel Project is a completely virtual, volunteer-led non-profit working to raise awareness, funds and volunteer power for the cause to end violence against women through innovative online campaigns at the intersection of social media, new technologies and popular culture. This year, The Pixel Project launched their "30 For 30" Father's Day campaign – a blogging campaign that gets 30 fathers from around the world to answer three questions about the joys of being a Dad and how Dads can help prevent and stop violence against women in positive ways. Check out the New Zealand White Ribbon Dads who have taken part in the promotion [here](#).

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.

