



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

## WHITE RIBBON AMBASSADORS

### BACKGROUND

The White Ribbon Campaign raises awareness of men's violence towards women - which in New Zealand is generally directed at their wives, girlfriends and other intimate partners. The Campaign encourages men to get involved by helping to challenge and change men's abusive behaviour and attitudes towards women.

The Campaign is aimed at men from all walks of life.

It is vital that men accept responsibility for helping to change the abusive attitudes and behaviour of men so that women can live free from violence and fear.

To do this, men must both lead the Campaign (and be seen to lead it) as well as actively support it. To build leadership, the Campaign is encouraging the nomination of suitable men as candidates for an Ambassador role. White Ribbon NZ has also introduced a limited number of female ambassadors.

### CRITERIA FOR AMBASSADOR

Men/Women who are respected, influential role models in their communities, workplace, business, government, faith, cultural group, sporting group, union, and so on are all potential Ambassadors.

White Ribbon Ambassadors would be chosen for:

- their support for the principles of the Campaign
- their willingness to challenge the behaviour of abusive men
- their willingness to encourage others to do the same
- their commitment to conveying the messages of the White Ribbon Campaign to other men within their community

### IDENTIFYING AMBASSADORS

Ambassadors can be identified at both a national and a local level and nominations are approved by the White Ribbon Trust using the criteria listed above.

Ambassadors come from all walks of life including government, civil service, local government, media, family violence sector, performers, academic, Maori, Pacific or Ethnic communities, business or philanthropic sectors, sports teams and clubs, cultural groups and grassroots community organisations.

### PROCESS FOR NOMINATION

All nominees must be informed of the nomination and sign a statement that they are living violence-free lives and uphold the White Ribbon pledge not to commit, condone or remain silent about violence towards women. All nominees would be asked to disclose any previous convictions for violent or abusive behaviour and must undergo a Police check. The Police Vetting Service Request and Consent Form are located on the Ambassador page or alternatively, we can email you this form.

A member of the campaign team will contact the nominee, nominator and referees. This information and the nomination form will be presented to the White Ribbon Trust which will discuss each nomination to ensure that the nominees represent the ethos of the White Ribbon Campaign using the 'Ambassador Criteria'. The Trust will then decide whether to approve the nomination and the White Ribbon Campaign



White Ribbon, 81 Otaihangā Road, Paraparaumu, 5036  
[contact@whiteribbon.org.nz](mailto:contact@whiteribbon.org.nz)



Trust will make a final decision. The nominee will be notified of the outcome.

The names of Ambassadors would be published on the website and it is possible a press announcement will be organised.

The White Ribbon Campaign Team will undertake to ensure that Ambassadors are fully briefed and comfortable with the role and have the information to represent White Ribbon. The form of training or briefing would be altered to suit each Ambassador and includes compulsory online training.

Ambassadors are required to ensure they have a working knowledge of each November campaign. This usually requires reading emails and or appropriate campaign material.

## **ROLE OF AMBASSADOR**

These are just some of the ways in which an Ambassador can draw attention to the White Ribbon Campaign include:

- Wearing a White Ribbon throughout the year and encouraging others to do the same.
- Promoting public interest by talking with colleagues and friends about the Campaign, i.e. about what the campaign is involved in, how important it is to change community behaviours and attitudes, etc.
- Talking about their role as an Ambassador in as many situations as possible and in particular when attending public engagements.
- Hosting meetings, social events, and awareness raising activities to mark White Ribbon Day.
- Approaching local councils, men's organisations, sports and services clubs, etc. and offering to be a guest speaker and encouraging them to wear White Ribbons.
- Facilitating presentations in the work place, in recreational settings, etc. that address the issue.
- Participating in media opportunities wherever possible, e.g. direct interviews, writing articles, utilising personal media contacts to extend the White Ribbon Campaign message.
- Assisting with fundraising.

The range of ways in which a White Ribbon Ambassador can be involved, either individually or in conjunction with others, is solely limited by our imagination.

## **TIME COMMITMENT**

Ambassadors put their own time into the campaign and work as volunteers so we are grateful for their support. The campaign expects ambassadors to help support local anti-violence initiatives and to participate in the November Campaign. As part of our reporting ambassadors will be asked to fill out a short report each year on their activities.

## **REMOVAL OF AMBASSADORS**

If the behaviour of an Ambassador is inconsistent with the kaupapa of the campaign, or an Ambassador fails to disclose anything historical which is inconsistent with the kaupapa of the campaign, the White Ribbon Trust reserves the right to terminate the Ambassadorship. An Ambassador may also choose to resign should their circumstances change.

If you have any questions regarding the ambassador project, please contact the Campaign Manager Rob McCann [contact@whiteribbon.org.nz](mailto:contact@whiteribbon.org.nz)

Yours faithfully



Rob McCann  
White Ribbon Campaign Manager

# WHITE RIBBON AMBASSADOR NOMINATION FORM

***To be completed by the person nominating the White Ribbon Ambassador  
Not to be completed by immediate family members.***

Name of potential ambassador			
Your name			
Contacts	Phone	Mobile	
	Email		
Organisation			
Position			

Why are you nominating this person?

*Attach extra pages if needed*

***Please list two women within your community/organisation who would support this nomination. If the nominee is a woman, please list two people who would support this nomination:***

Name			
Relationship to nominee			
Contacts	Phone	Mobile	
	Email		

Name			
Relationship to nominee			
Contacts	Phone	Mobile	
	Email		

**To be completed by the nominee (potential ambassador)**

Name		
Contacts	Phone	Mobile
	Email	
	For statistical purposes we would greatly appreciate it if you could indicate your age range below: <input checked="" type="checkbox"/> Under 30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50 <input type="checkbox"/> 50-60 <input type="checkbox"/> 60-70 <input type="checkbox"/> 70+ <input type="checkbox"/>	
	T-Shirt Size: extra small <input type="checkbox"/> small <input type="checkbox"/> medium <input type="checkbox"/> large <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> 3XL <input type="checkbox"/> 5XL <input type="checkbox"/>	
Organisation		
Position		
What do you hope to achieve as a White Ribbon Ambassador?		
<i>Attach extra pages if needed</i>		

**Agreement to police background check and termination clause**

Because of the sensitive nature of the White Ribbon campaign, potential Ambassadors must confirm that they are living violence-free and agree to a check by police of any criminal offending, and to a wider community check undertaken by the White Ribbon Trust.

In some cases, nominees who are living violence-free have had a previous history of violence against women. These nominees can be very powerful, positive role models and Ambassadors. We ask that these nominees acknowledge their past and also agree to a police check.

Further, should at some point in the future an ambassador behave in a manner that is inconsistent with the kaupapa of the White Ribbon, or bring White Ribbon into disrepute, the White Ribbon Trust reserves the right to terminate the Ambassadorship.

***I agree to the above checks being undertaken, and to be nominated as a White Ribbon Ambassador.***

***I declare that nothing in my past or current personal life would damage the credibility of the campaign.***

***I agree to undertake the online White Ribbon Ambassador Training and read relevant campaign briefings.***

**Signature:..... Date: .....**

***Or, I agree to the above checks being undertaken, and to be nominated as a White Ribbon Ambassador, and disclose the following relevant information relating to my past:***

**Signature:..... Date: .....**

Please send completed and signed nomination form and the agreement for a Police background check to:  
 White Ribbon Campaign Manager, 81 Otaihanga Road, Paraparaumu, 5036. The Police Vetting Service Request and Consent Form is located on the Ambassador page or alternatively we can email you this form.