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## White Ribbon Newsletter – August 2013

Kia ora White Ribbon Supporters

White Ribbon has certainly been in the media these last few months. It's hard to watch the news without seeing a White Ribbon wearing supporter in shot as the campaign continues to grow and develop in the community. As signalled last year the Families Commission is continuing to explore the best option to transition the coordination of the White Ribbon Campaign, planned for early 2014. In the meantime, at White Ribbon HQ we are gearing up for a highly focused 'call to action' campaign focusing on what men can do to end violence against women. The campaign will centre on the White Ribbon Pledge which we will launch in November - stay tuned for further details in the coming months. We are also looking forward to introducing volunteers into our White Ribbon workforce. Read on to find out more.



Rob McCann  
White Ribbon Campaign Manager

## Volunteer and Intern Opportunities with White Ribbon

The White Ribbon Campaign is pleased to announce a number of exciting part-time positions for volunteers in 2013. If you have a passion for social justice or would like to know more about media management, event and project management, then consider becoming part of the White Ribbon Team. This experience could help provide valuable practical knowledge for future employment opportunities or provide an opportunity to contribute towards making our society a better place. [Click here for more information.](#)



"An amazing experience"  
Bernadette (Volunteer 2012)

## White Ribbon Ride 2013



Road Captain Albie Solomon reads the itinerary in 2012

Planning for the White Ribbon Ride is well underway with rides organised for the North and South Islands. Following the Registration of Interest process with communities, the riders met and helped put together the 2013 schedule. Please note these are draft and there is much work yet to take place; however, this will give you an idea of which communities the riders are able to visit in 2013. [Click here to the ride schedule.](#) This year we are reducing the number of stops as the riders are assuming more responsibility for the planning and on-ride organisation, and we must ensure the Ride remains safe. In 2013 the White Ribbon Riders are fundraising to help them take part in the ride as participation costs each rider around \$1,400. If you want to help out, please [contact us](#) and we'll put you in touch with the ride leaders of The Patriots and Te Ahi Kikoha.

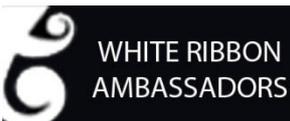
## Global to Local: Preventing Men's Violence against Women

White Ribbon New Zealand was asked to participate in the international White Ribbon Conference in Australia. It was a large event with hundreds attending a three day conference packed with international and Australian experts.



White Ribbon Ride Presentation

Our presentation focused on the White Ribbon Ride and was extremely well received. A ride is now being put together in Australia and includes White Ribbon Riders from New Zealand. It's exciting to see a unique idea being utilised to help spread the message to end men's violence against women. For more information on the conference, including the presentations click [here.](#)



WHITE RIBBON  
RIDE 2013

WHITE RIBBON  
MERCHANDISE

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## Message from the White Ribbon Chair – Judge Peter Boshier

It has been a busy few months for White Ribbon with significant media interest regarding White Ribbon Ambassadors and specifically Sir Owen Glenn. As the media pointed out, our nomination forms require that men who wish to become ambassadors disclose all information to ensure that the integrity of the campaign cannot be questioned. This section is vital because disclosure is a central issue within the anti-violence community.

White Ribbon works with both men who have been former perpetrators and men who have never used violence. Both categories have a vital role to play in influencing the behaviour of other men. Sir Owen maintains that his declaration on the application form is true and correct. In his letter he explains that the media coverage is "...nothing but a distraction from the important work both White Ribbon and the Glenn Inquiry are doing in relation to child abuse and domestic violence in New Zealand." Sir Owen goes on to say, "Consequently I would ask that my application be withdrawn as a White Ribbon Ambassador".

I think that the recent publicity has highlighted the integrity that we attach to the White Ribbon Campaign and our Ambassadors. If anything, the publicity has assisted rather than hindered our profile and has paved the way for us to think constructively about the importance of our Ambassador programme and how we might use this resource in the future. We look forward to receiving new applications, which can be downloaded [here](#). News media and statements on the issue can be found [here](#).



## Resources

Resources for the November Campaign will soon be available to order. In the meantime you can purchase merchandise such as metal ribbons and cuff links from the [White Ribbon Shop](#). If you don't already receive this newsletter, [click here](#) to ensure you are notified when ordering for 2013 resources goes live.

## Matariki

Matariki is known for reminiscing on our history our whānau and our future. Matariki signals growth, it is a time to prepare, it is a time of change and a time of action. During Matariki we celebrate what we have and what we have to give. Matariki is our Aotearoa New Year and White Ribbon's participation represents our vision for a violence free New Zealand. Take a look at the South Auckland Matariki event [here](#).



White Ribbon Ambassador David White speaks at a Matariki event in Auckland



Barry Leggetter, Executive Director for AMEC and Ngaire Crawford

## Congratulations to iSentia and White Ribbon

The annual media measurement produced for White Ribbon by iSentia was awarded with two silver medals at the International AMEC awards, held in Madrid in early June. Adding to the silver and bronze medals the White Ribbon research received in the 2012 awards, the two medals were awarded in the Best Use of Measurement for a single event, and the Innovation in Social Media categories. The AMEC Awards recognise and celebrate exceptional work and accomplishments in communications research, measurement and evaluation. Ngaire Crawford, iSentia's Insights Consultant for New Zealand, who works closely with White Ribbon, was on hand to accept the awards. She also received the highly commended award for International Young Professional of the Year.



## Communities are taking action

Congratulations to the town of Kaeo who continue to take action to show they will not accept violence. On 22 June the town held a White Ribbon event to draw attention to violence against women, and invited the White Ribbon Riders to take part and speak at the event. Riders came from across the North Island to stand with the residents of Kaeo and spoke at the event. To find out more, [click here](#).



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