

Ambassadors and Advocates Code of Conduct

1.0 INTRODUCTION

White Ribbon Australia (White Ribbon) fosters the following values in its day to day work:

- **Courage:** in facing challenges and finding creative and innovative solutions
- **Integrity:** being ethical, honest and accountable to all
- **Respect:** being compassionate, honouring and acknowledging difference and upholding dignity
- **Collaboration:** working collaboratively to drive positive social change
- **Leadership:** being leaders in driving lasting, positive, normative change

This Code of Conduct aims to ensure that the attitudes and behaviours exhibited by White Ribbon Ambassador and Advocates in the performance of duties are consistent with these values.

2.0 SCOPE

This Code applies to:

- All White Ribbon Ambassadors and Advocates

This Policy is not limited to professional role or work hours. This Policy extends to all functions and places that are both professional and personal. For example, work environments, conferences, social events and internal/external networking functions.

3.0 POLICY STATEMENT

White Ribbon is dedicated to its role as a whole-of-community leader in the prevention of men's violence against women. White Ribbon believes that all forms of violence are unacceptable and will not be tolerated. White Ribbon seeks to:

- foster a culture of integrity and responsibility amongst all Ambassadors and Advocates, in order to enhance the work and reputation of the movement as a reliable voice and valued partner in the field of violence prevention.
- empower all Ambassadors and Advocates to model nonviolent, equitable and respectful gender relations in their professional and personal lives.
- ensure Ambassadors and Advocates are able to recognise and actively speak out about sexism - the assumption that one sex is inferior to another. Sexism can be unintended or disguised innocently as humour, but it is always insidious, offensive and exclusionary.

This Code of Conduct is articulated as a set of general principles as well as detailed prescriptions but does not address all possible issues that may arise. It provides general guidelines aimed at maintaining high ethical standards, reputation and accountability within and beyond White Ribbon.

4.0 EXPECTATION OF AMBASSADORS AND ADVOCATES

Knowing your audience

The role of White Ribbon Ambassadors and Advocates come with them many opportunities to speak on the issue of men's violence against women and how we can all help prevent it. Our Ambassadors and Advocates are our formal representatives in the community and, as such, share their unique stories and experience while communicating a message aligned with White Ribbon's values.

To achieve this, our Ambassadors and Advocates are respectful and attentive to their audience and communicate focusing on positive outcomes to end the negative issue of men's violence against women. In any given audience an Ambassador or Advocate might speak to, it is likely there will include people who have directly experienced violence, whether physical or non-physical, or people who have witnessed violence. To avoid re-traumatising such people, our Ambassadors and Advocates refrain from speaking at length about the graphic nature of physical or sexual violence, whether as a generalisation or referring to a specific instance.

Our Ambassadors and Advocates are often called to speak to younger audiences, including primary school-aged people. In these instances, our Ambassadors and Advocates likewise refrain from sharing graphic information regarding physical or sexual violence.

When speaking at conferences or events, our Ambassadors and Advocates are conscious of their audience and make an effort, where possible, to ascertain key stakeholders. These might include prevention of violence organisations, Womens-led organisations, emergency and frontline services, Aboriginal and Torres Strait Islander organisations, multicultural organisations and the broader sector. Where appropriate, our Ambassadors and Advocates may acknowledge these organisations if present.

Challenging conversations

As our representatives in the community, our Ambassadors and Advocates often need to field difficult questions regarding gender inequality and it's connection to men's violence against women. During these conversations, whether challenging or inspiring, our Ambassadors and Advocates treat others with the utmost respect and value their feedback and insights. Our Ambassadors and Advocates are solution-focused, active listeners and recognise that people who have passionate opinions usually have personal experiences that formed these opinions.

If it becomes clear that the person an Ambassador or Advocate is speaking with is not interested in an open, respectful discussion, our Ambassador or Advocate acknowledges this and suggests they get in touch with White Ribbon Australia to answer their queries.

As our Ambassadors and Advocates encourage people to be self-reflective of their behaviour and attitudes and accept feedback and criticism constructively, they also accept feedback and criticism with respect and honesty. In order to educate others about the links between gender inequality and men's violence against women, our Ambassadors and Advocates are on a journey of constant learning and are reflective of their own attitudes and behaviours, both conscious and unintentional.

Legal proceedings and reformed perpetrators

Occasionally there may be an Ambassador or Advocate involved in legal proceedings regarding marriage separate or child custody, and in these cases their role as Ambassador or Advocate is temporarily suspended pending the conclusion and result of the legal proceedings. It is likewise the case that, if an Ambassador or Advocate is involved in legal matters regarding apprehended violence orders or any behaviour or charge related to violence or abuse, they are suspended as an Ambassador or Advocate. If the conclusion of the legal proceedings finds that they are not responsible for any wrongdoing, they may be eligible upon review to again take up the role of Ambassador or Advocate.

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 use reformed perpetrators as White Ribbon Ambassadors.

Social media etiquette

The prevention of men's violence against women is an important issue to every one of our Ambassadors and Advocates, and its prevention is a cause our Ambassadors and Advocates are personally motivated to act upon. As such, the Ambassador and Advocate roles are positions that are embodied in both our Ambassadors' and Advocates' professional and personal lives.

Our Ambassadors and Advocates actively promote and support White Ribbon activity through their professional networks and their workplaces. In their personal lives away from work and on personal social media pages, our Ambassadors and Advocates maintain the respect, honesty and leadership encompassed in the Ambassador and Advocate roles.

5.0 PROCEDURE FOR NON-COMPLIANCE OR BREACH OF THIS CODE

If an Ambassador or Advocate suspects that a breach of this Code has occurred or will occur, they must notify that breach to White Ribbon Australia. The report will be handled in accordance with the process outlined in White Ribbon's Complaint Handling Policy. No one will be disadvantaged or prejudiced by White Ribbon if they report a suspected breach in good faith. All reports will be acted upon and kept confidential.

6.0 VARIATION

White Ribbon reserves the right to vary, replace or terminate this policy. Ambassadors and Advocates will be informed by email of revisions to this Policy as they arise and the date from which these changes will take effect.