

To make a booking for the riders to visit, please contact Te Waipounamu Riders Against Domestic Abuse Trust at admin@twradatrust.org.nz



**Te Waipounamu Riders
Against Domestic Abuse
Trust**

and

**The South Island White
Ribbon Riders**



What is White Ribbon

White Ribbon Day, 25th November, is the international day when people wear a white ribbon to show that they do not condone violence towards women.

It was started by a men's movement in Canada in 1991 and has been officially adopted by the United Nations as it's International Day for the Elimination of Violence Towards Women. The campaign was introduced to New Zealand by UNIFEM (the United Nations Development Fund for Women)

In this country, most violence against women takes place in the home – with an average of 14 women a year killed by their partners or ex partners. Each year there are 3,500 convictions recorded against men for assaults on women and one in five women will experience sexual assault or sexual interference at some point in their lives.



What is the White Ribbon ride

The White Ribbon Ride is unique to New Zealand. The ride is in its 14th year, however the last two have been cancelled due to covid 19 and so this will be the 11th South Island ride.

It involves a group of up to 20 motorcycle riders, travelling the South Island visiting both large and small centres, talking to people in schools, prisons, businesses, marae, community groups and organised events about ways to prevent our country's appalling statistics around violence towards women. They talk about how respect can break down the misogynistic behaviour of men and boys. They talk about the effect of toxic masculinity and how boys are often not given the opportunity to be the best version of themselves because of expectations to be tough, not show emotions and not allow their softer sides to show.

The riders also explain to girls and women, how to recognise coercive behaviour and to not accept poor behaviour from boys and men. The riders also offer ways to get help. They talk about agencies that can help both victims and perpetrators and also how each one of us can "Stand Up, Speak out and Act" to prevent men's violence towards women.

The Riders have a strong belief in this Kaupapa. They live it in their everyday lives and so are willing to take time away from their jobs and businesses, asking for nothing in return except for people to listen.

The ride does not collect money along the way but relies on grants and donations to make the ride happen. When 20 motorbikes roll into town, people tend to listen

What can we do for you

The riders are available to talk to your school, business, church group, or community both large and small while they are on the White Ribbon Ride in November.

At other times, a request can be made for a smaller group or individuals to come and talk to your organisation about the White Ribbon messages.

Our riders are not affiliated to any particular church or interest group while speaking about White Ribbon, but are keen to present their kaupapa on any platform.

After the riders have spoken, there is usually a chance to ask questions as a group or have individual conversations with them along with checking out the bikes and of course, getting photos with them

We will talk to school assemblies, class or level groups, prison groups, church communities, service clubs, businesses and business organisations. Just let us know what you want.

We really don't mind if a small group turns up or the whole town arrives.

