



Becoming an Ambassador

Thank you for your interest in becoming an Ambassador for the 2024 National Survivors' Day.

National Survivors' Day (NSD) is an opportunity for Australia to acknowledge Survivors of Sexual Assault and Institutional Abuse. The inaugural day was held last year and in 2023, we know that it's going to be bigger and better. And we want you.

When

National Survivors' Day is **Tuesday 12 November 2024**.

NSD Ambassador qualities

You are passionate about Survivors'. Through the work of the National Advisory Committee and its members, you have been identified as someone who is willing to advocate on behalf of others. You have had interactions with our team previously and we think you'll be a good fit.

You can have difficult conversations, or are willing to try. We think of you as someone who is willing to speak up on difficult issues. In the past, sexual assault and institutional abuse is very difficult to discuss and it is one of the aims of NSD, to remove this stigma. We know that hearing other peoples truths gives confidence to others to come forward.

Your values that align with ours. Our values shape everything we do.

- Kindness
- Compassion
- Empowerment
- Awareness
- Justice

You have authority, subject matter experience and/ or a platform in which to raise the profile of Survivors and whistle-blowers. We know that people want to hear what you have to say, that they trust you, and you can make people listen.

You are great at cultivating relationships and building rapport. Your authenticity and ability to connect with new people is an important skill for growing the aims of the day. You are able to engage with the audience and convert them into supporters.

You act ethically and have a good reputation. You are confident and passionate and assertive and have great leadership skills.

Thank you

Thank you for your support of NSD so far and permitting our story to compliment yours. We are very excited about the future and what that means for survivors. With your help, we are able to create a welcoming and supportive environment, one that provides and promotes healing, justice and fairness, and we delighted that we can take you on this journey with us.

You are a real-life testimonial. You show the world that sexual assault and institutional abuse is something that is not only in our past, but also that we are working to stop it from happening today.

You have a strong online presence and an engaged audience. We are thrilled to have you join our team.

What will our Ambassadors do?

We are happy with any level of contribution that you'd like to make. We've made a list of things that you might like to do.

- ✓ Social Media support; share, like, create
- ✓ Advocate for Survivors when given the opportunity
- ✓ Direct the audience to our website so that they might access the resources and access to support if they need it
- ✓ Emotionally connect our audience with Survivors
- ✓ Be interviewed about your involvement with Survivors and the NSD
- ✓ Assist with fundraising efforts
- ✓ Speak with local journalist contacts about what the day means to you.
- ✓ Introduce our committee with other likeminded individuals who want to help change lives.

What will we do?

- ✓ We will provide you with information about the day, as well as relevant statistics and information so you have the confidence you need to talk about National Survivors' Day.
- ✓ We will invite you to meetings, attendance not compulsory, we will elicit feedback from your about the day and the ambassador program,
- ✓ We will extend opportunities to speak with media concerning NSD and Survivor advocacy.
- ✓ We will share content that you provide us through our media channels to support NSD.
- ✓ We will thank you publicly.
- ✓ We will love you forever.

