

the a-list



The Second Act
of
RUTH
MONEY

By Annabelle Pericin

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Style and Substance

From marketing executive to victim advocate

Ruth Money owned one of Australia's largest privately owned marketing agency, successfully created award winning marketing campaigns for world renowned companies which included Coco-Cola, Heineken, Kleenex, Nestle and Panasonic. Her creativity in the marketing realm has now embarked her to continue her journey in a more philanthropic arena over the last three years as a victim advocate in her native New Zealand. What lead Money in this change of direction and how is her second act making an impact?

Timing is Everything

In 2007, Money and her business partner were approached and sold their marketing company after being in business together for over 10 years. They felt it was the right time to exit and achieve the next challenges in their journey. "Working with amazing people to achieve their marketing objectives was always the perfect balance of hard work, fun, teamwork, strategy and accomplishment however I have always been a 'people' person so I was keen to explore more socially conscious work. I initially approached a Justice Reform group , The Sensible Sentencing Trust in 2012 offering to help with marketing their cause and core messages to the public," she explains. She had previously donated to the trust given her passion for supporting victims of crime. Within months she was presenting to select committees at Parliament about victims' rights and assisting victims of serious crime through court trials, parole hearings and representing the Trust in the media. Due to differing political directions, Money resigned from the Trust in 2014 and continues to support a large number of victims on Private Advocacy. "I strongly believe that victim advocacy should be apolitical / nonpartisan".

Living in Bliss

Growing up in a quiet rural town just out of Christchurch New Zealand, Money credits her parents for setting high standards and believing that she could achieve whatever she sets her mind to. "My mother was a cooking and sewing teacher and father, a court reporter. Honesty, integrity, education and respect for others were clear and unchallenged family values. I was brought up to be respectful of others and accountable for my own actions and decisions," she shares. Passion combined with compassion and strength are also attributes to her philosophy. "I am passionate about anything I do, what is the point otherwise? People say I'm hardworking and I am, but I think passion enables this. I think as human beings we are so busy fighting with ourselves and the environment because we have somehow created a misguided belief that being busy is right or aspirational. It's not. Slow down and care for yourself, others and your environment and you'll be more fulfilled! There is nothing more satisfying and humbling than helping someone who is in need, remember need could just be a friendly phone call or a smile," she professes. One of her guiding principles is "Qui Tacit Consentire" or "Silence Implies Consent". She's the one who steps in when she sees bullying behavior or an injustice being done. It's no wonder why she is the voice of those who needs to be heard.



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Her mindfulness and compassion is incorporated into her daily yoga practice and carries over into her personal style. No surprise she's most comfortable in yoga leggings and it's her go to wardrobe. Greek designer Ioanna Kourbela is her favorite designer because her fabrics are environmentally sustainable and organic, but it's her design concept that Money loves. "The wearer creates the garment according to their personal vision which is adaptable to your mood, and personal style — it's so me! Her collections have just the right balance of elegance and funk for me!" she expresses. She tries to eat organic as much as she can and eat food in its most natural unprocessed state. "While I start my day with green tea and a kale and banana smoothie, I'm usually racing from place to place so I have a few raw food treats like Fruit and Nut Bark and Bliss Balls as part of my 'non-baking' repertoire, perfect for on-the-go snacks between yoga classes and court!"



When Money needs to recharge her batteries, she escapes to Waiheke Island in the Hauraki Gulf of New Zealand and Bali in South East Asia to get back into nature and live in the moment. She quotes *The Power of Now* by Eckhart Tolle, "Realize deeply that the present moment is all you ever have. Make the Now the primary focus of your life." Her mantra is "Live in the moment and live your bliss!"

The Near Future

So where to from here? Money will keep supporting victims of crime in New Zealand and give them a voice. "They deserve nothing less," she adds. "There has just been a Chief Victims Advisor to the Government role announced so I'm applying for that in the hope that I can help more people at a national level, as opposed to just assisting in my own region of New Zealand. I am incredibly motivated to ensure that advocacy is delivered to victims of crime so I'll keep assisting people until this goal is achieved".

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