



Australian  
Human Rights  
Commission

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# NARPS 2012-2015 Evaluation

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## Strategy: *RISWM supporter survey and interview instruments*

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## 2014 Racism. It Stops With Me Supporter Organisations Survey – 2 years on

The survey was implemented online using SurveyMonkey

### 1 Profile

1. Which of the following categories best describes your organisation?

- Sport
- Non-Government Organisation/Community Based Organisation
- Education/Academia
- Business
- Local Government
- State Government
- Youth
- Health
- Arts
- Legal
- Media
- Transport
- Other

If other, please specify: \_\_\_\_\_

2. Approximately how many employees/volunteers does your organisation have?

- 0 – 20
- 21 - 50
- 51 - 100
- 101 - 500
- Over 500
- Not sure

3. Approximately how long has your organisation been a supporter of the *Racism. It Stops with Me* campaign?

- 0 - 6 months
- 7 - 12 months
- 13 - 24 months
- Over 24 months
- Not sure

4. Can you tell us the main reason/s that your organisation decided to become a supporter of the *Racism. It Stops with Me* campaign? Please select all that apply.

- To show support for an issue that we believe in
- To complement our organisation's existing policies and procedures.
- To increase awareness of racism amongst our staff/volunteers.
- To show support for our staff/volunteers, clients and/or service users who have experienced racism.
- To increase awareness of racism amongst our clients and/or service users.
- To encourage our staff/volunteers, clients and/or service to take a stand against racism (e.g. speaking up if they witness racism).
- Other

If other, please specify: \_\_\_\_\_

5. Did your organisation have existing anti-racism projects, policies or procedures in place before becoming a *Racism. It Stops with Me* supporter?
- Yes
  - No
  - Not Sure

6. Has your support for the *Racism. It Stops with Me* campaign. been beneficial to your existing projects, policies or procedures?

*Very beneficial – Somewhat beneficial - Not at all beneficial - Not sure - Too early to tell*

*Can you briefly describe how or give an example:*

## 2 Your activities

7. Please indicate which activities your organisation has done or is planning to do since becoming a *Racism. It Stops with Me* campaign supporter:

	Done	Planning to	Not Sure
Informed staff/volunteers about our support for <i>Racism. It Stops with Me</i> (e.g. sent an email, made an internal announcement).			
Informed our clients and/or service users about our support for <i>Racism. It Stops with Me</i> (e.g. made an announcement, distributed flyers).			
Released a media statement about our support for <i>Racism. It Stops with Me</i>			
Held a formal launch event to show our support for <i>Racism. It Stops with Me</i>			
Organised other activities to promote our support for <i>Racism. It Stops with Me</i> to the public (e.g. held a stall at an event).			
Used <i>Racism. It Stops with Me</i> to initiate anti-racism policies and/or procedures within our workplace (e.g. staff training).			
Used <i>Racism. It Stops with Me</i> to support or promote existing anti-racism policies and/or procedures within our workplace.			
Other			

*If other, please specify:* \_\_\_\_\_

8. You may have used some of the *Racism. It Stops with Me* campaign materials in the ways mentioned below. If so, please indicate how useful they were. If you have not used the resource choose the 'not used' option on the scale.

Electronic logo (e.g. displayed on website or social media accounts)	<i>Very useful – Somewhat useful – Not at all useful – Not used</i>
Posters (e.g. displayed at your workplace)	<i>Very useful – Somewhat useful – Not at all useful – Not used</i>
Promotional materials such as wristbands, stickers and flyers (e.g. distributing these amongst staff)	<i>Very useful – Somewhat useful – Not at all useful – Not used</i>

*Any comments:*

9. In your view, could these campaign resources be improved?

- Yes
- No
- Not Sure

*If yes, in what ways?*

### 3 Use of the website

10. You or your organisation may have accessed some of the information and resources available on the *Racism. It Stops with Me* website. If so, please tell us how useful the website materials were. If you have not accessed the website materials you can choose the 'not accessed' option.

Information about the campaign	<i>Very useful – Somewhat useful – Not at all useful – Not accessed</i>
Information about racism	<i>Very useful – Somewhat useful – Not at all useful – Not accessed</i>
Information for youth	<i>Very useful – Somewhat useful – Not at all useful – Not accessed</i>
Information for bystanders	<i>Very useful – Somewhat useful – Not at all useful – Not accessed</i>
Information about cyber bullying	<i>Very useful – Somewhat useful – Not at all useful – Not accessed</i>
Good practice case examples	<i>Very useful – Somewhat useful – Not at all useful – Not accessed</i>

*Any comments:*

11. In your view, could our website materials be improved?

- I did not access website materials*
- Yes*
- No*
- Not Sure*

*If yes, in what ways?*

## 4 Commission support

12. Please tell us how useful the following has been for your organisation in supporting the *Racism. It Stops with Me* campaign?

Monthly Email Updates	<i>Very useful – Somewhat useful – Not Sure - Slightly useful – Not at all useful</i>
Commission Staff Support	<i>Very useful – Somewhat useful – Not Sure - Slightly useful – Not at all useful</i>

13. Could the Commission's support be improved?

- Yes*
- No*
- Not Sure*

*If yes, in what ways?*

14. The Commission has filmed two community service announcements featuring our *Racism. It Stops with Me* ambassador, Adam Goodes. Please indicate which, if any, of these you have seen before.

- 2013 announcement (featuring Adam Goodes and other famous sports professionals)
- 2014 announcement (featuring only Adam Goodes)
- I have seen neither of these announcements.

*Any comments:*

## 5 Final thoughts

15. Please tell us how useful you think the *Racism. It Stops with Me* campaign has been for the following:

Your organisation's staff/volunteers:

*Very useful – Somewhat useful – Not Sure - Slightly useful – Not at all useful*

Your organisation's clients and/or service users:

*Very useful – Somewhat useful – Not Sure - Slightly useful – Not at all useful*

*If you feel the campaign has not been useful for any of the above can you tell us why?*

16. Overall to what extent do you think there has there been a positive impact for your organisation as a result of being a supporter of the campaign?

*Very positive – Somewhat positive – Not Sure - Slightly positive – Not at all positive*

*Any comments:*

17. Please feel free to provide any other comments or suggest improvements for the *Racism. It Stops with Me* campaign:

Thank you for taking the time to give us your feedback.

Remember, if you would like to receive a pack of *Racism. It Stops with Me* merchandise please reply to the email through which this survey was sent and cite the code: XXX

Please be aware that doing this will not break the anonymity of the survey.

## **Semi-structured key informant interviews with *Racism. It Stops With Me* Supporter Organisations**

### **1 Purpose and sampling**

The purpose of the interviews was to complement the survey data with an in-depth understanding of the supporter perspective of *Racism. It Stops with Me*.

Fifteen semi-structured telephone interviews were conducted by one of the Commission's evaluation staff.

Participants were purposively approached to provide a distribution across organisation type and state. However, the final sample (those agreeing to be interviewed) had limited representation from business supporters and reflected the dominance of supporters based in NSW and Victoria.

### **2 Introduction**

- Introduce interviewer
- Revisit the purpose of the evaluation and outline the interview format.
- Feedback is based on your experience – so no right or wrong feedback
- Explain confidentiality
  - interviewer and note taker have not been directly involved with the training
  - for cross checking our notes we'd like to record our conversation - the audio files will be deleted after the notes have been finalised
  - interview notes and any extracted data will be always be de-identified
  - De-identified quotes may be used in the final report
- Re-Confirm consent

### **3 Questions**

1. Organisation details (Name, type, size, focus etc.)
2. Date of becoming supporter.
3. Can you tell us why your organisation decided to become a RISWM supporter? (prompts?)
4. Has it been a positive experience for your organisation being a RISWM supporter? (Maybe ask on a scale of 1-5 to rank how positive it has been?) 1 = Extremely positive, 5 = Not at all positive.
5. Has your organisation had any encounters with racist attitudes or behaviours? If yes, what are they?
6. Even if you have not had any specific incidents do you think the campaign has helped (or will help) make a difference for your organisation? If yes, in what ways?



<p>7. Since becoming a member, have you been able to do any activities, hold events or promote RISWM in any way? E.g. displayed posters, held event etc.</p> <p>a) Was there any cost involved?</p> <p>b) Was it difficult to organise?</p> <p>c) Was it worthwhile?</p> <p>d) What was the outcome? (e.g. staff became more engaged etc.)</p>
<p>8. Did you know about the existence of the campaign resources? If yes:</p> <p>a) Did you use them?</p> <p>b) Were they useful?</p> <p>c) If they were useful, in what ways?</p>
<p>9. Have there been any challenges in your organisation in implementing initiatives in support of the campaign?</p>
<p>10. Is there anything else you would have liked to do in support of the campaign but were not able to? If yes, what?</p>
<p>11. Is there any thing else you would have liked to have seen available as part of the campaign? E.g. additional resources etc.</p>
<p>12. As part of the overall anti-racism strategy, we put out some CSAs featuring Adam Goodes. Have you seen them? If yes, what did you think about them?</p>
<p>13. Is there anything you would like to add or tell us about the RISWM campaign?</p>
<p>14. Finally, can we get a photo of any of your campaign activities or events? And please feel free to keep us updated with what you're doing!</p>