

RACISM. IT STOPS WITH ME

3 June 2014



Dear supporter,

Australian of the Year Adam Goodes is urging Australians to take a stand against racism and speak out when they hear racist comments.

The AFL legend features in a Community Service Announcement developed by the Australian Human Rights Commission and aired nationally from last week.

The [30-second video clip](#) is part of the Human Rights Commission's [Racism. It Stops With Me](#) campaign.

Mr Goodes and supporters of all ages shot the anti-racism clip at the Sydney Cricket Ground last week, just as news broke that the footballer had again been racially vilified during a game against Essendon.

Race Discrimination Commissioner Tim Soutphommasane said Adam Goodes is an inspiring ambassador for the campaign, which aims to empower people to respond to racism.

"The vast majority of Australians reject racism. As a society, we must send a strong message that race-hate is unacceptable – not only through our laws but also through our everyday behaviour.

"The Community Service Announcement released today reminds us that there are practical things all of us can do to counter prejudice and discrimination," Dr Soutphommasane said.

Mr Goodes said he is proud to be part of the Racism. It Stops With Me campaign.

"Many of us have experienced racism first-hand. Some of us have seen or heard it directed at others," he said.

"The message I'd like to give to all Australians is this: 'If you see something, say something. Let's all take a stand against racism.'"

Dr Soutphommasane said one in five Australians report being targeted by race-hate talk such as verbal abuse or racial slurs. More than one in 20 people say they have been physically attacked because of their race.

[Watch the clip on YouTube.](#)



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