



Australian
Human Rights
Commission

Evaluation report: *Racism. It Stops With Me* (including the Workplace Cultural Diversity Tool)

JUNE 2023



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Contact details

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Cultural Diversity Tool)

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RACISM. IT STOPS WITH ME

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The *Racism. It Stops With Me* campaign and the Australian Human Rights Commission acknowledge the traditional custodians of land, sea, waterways and sky throughout Australia and pay respect to First Nations Elders past and present. The Commission also acknowledges the ongoing work of Aboriginal and Torres Strait Islander peoples in anti-racism since colonisation.

1 | Project overview

Racism. It Stops with Me is a national campaign of the Australian Human Rights Commission (the Commission). First launched in 2012, the campaign aims to support Australians to learn about racism and take action against it.

In 2020, the Commission began working on a new iteration of the *Racism. It Stops With Me* campaign. This was inspired by a number of factors: the continued leadership of First Nations communities in resisting racism and calling for an end to Indigenous deaths in custody, the COVID-19 pandemic and the intensification of racist narratives in media and political discourse, rising Islamophobia, antisemitism and concerns about home grown terrorism and extremism. This included the need to fully understand and respond to the ways in which racism is entrenched in colonial Australian history, in our structures and institutions, and as a result, in our everyday lives.

The campaign relaunch went live on 12 July 2022, with a six-week promotional rollout period that ran to 19 August. This included the release of:

- A new public awareness campaign including an updated [Racism. It Stops With Me website](#)
- New campaign resources
- An updated [Workplace Cultural Diversity Tool](#), complemented by a suite of educational resources.

In developing the campaign, the Commission undertook over 40 consultations, primarily engaging those with lived experiences of racism and experience in anti-racism to provide input on the strategy, messaging, and content of the campaign. Consultation participants included representatives from First Nations and multicultural community organisations, academics, anti-racism practitioners, and representatives from various sectors including health, business, and government. Targeted consultations were also conducted with young people.

Two Expert Advisory Groups were established to oversee the project. The first group oversaw the development of the public awareness campaign and consisted of anti-racism experts and practitioners from a range of sectors. The second oversaw the update to the Workplace Cultural Diversity Tool and included those with expertise and experience in workplace cultural diversity, inclusion, cultural safety, and anti-racism.

2 | Evaluation approach

Following the relaunch in July 2022, the Commission developed an evaluation strategy. This included two distinct yet overlapping phases; an initial phase that sought to evaluate the extent to which campaign initiatives had met immediate and intermediate outcomes, and a second phase, to be undertaken throughout 2023, to involve ongoing consultations to evaluate the extent to which campaign initiatives align with longer-term goals. In November 2022, as part of the initial evaluation phase, the Campaign Team circulated four surveys. These included:

- 1) A survey sent to *Racism. It Stops With Me* campaign supporters
- 2) A survey sent to users of the Workplace Cultural Diversity Tool
- 3) A survey sent to individuals and organisations who participated in consultations regarding the campaign
- 4) A survey sent to organisations who had signed on in support of the Spectator Racism Guidelines.

Data from the fourth survey was used to inform the Spectator Racism Evaluation report, available [here](#).

To support phase one of the evaluation, the Commission also drew on additional data sources, including:

- Feedback from Expert Advisory Group members provided at various points throughout 2021-2023

- Separate survey data collected from youth consultation participants
- Web analytics
- Supporter sign-ups
- Key metrics regarding the campaign's reach via traditional and social media
- Feedback from project collaborators, including creative agencies, campaign ambassadors and others.

Developed via the survey software [Qualtrics](#), evaluation surveys were circulated via email, with participants provided an anonymous link to submit their feedback. Through a mix of question styles and content, surveys gathered both qualitative and quantitative data. It is important to note that both this distribution method and the decision to only engage existing supporters of the campaign places considerable limitations on the quality, depth, and diversity of survey feedback. In future, the Commission should prioritise the establishment of robust Monitoring and Evaluation Frameworks that also seek to understand the perspective of target audiences, prospective target audiences, and those who may be resistant to campaign messaging and branding.

3 | What we learned

3.1 Deliverables

The relaunched campaign delivered:

- A public awareness campaign, including:
 - » An updated [Racism. It Stops With Me](#) website
 - » A public service announcement, with various iterations designed for diverse settings, including:
 - A full-length version, at 3 minutes 19 seconds
 - A 60-second version
 - A 30-second version
 - Two 15-second versions
 - An audio-described full-length version
 - » An accompanying social media campaign
 - » A series of translated social media tiles in Arabic, Dari, Farsi and Simplified Chinese
 - » Printable posters
 - » A customised poster template that allows supporters to create their own posters using campaign branding and messaging
 - » A [supporter kit](#) that includes information on the campaign, copy for social media, hashtags, campaign assets, links to resources, and information on staying safe online
 - » Banners and posters for out-of-home and digital display
 - » A range of [new merchandise](#).



- Campaign resources, including:
 - » The 2022 *Racism. It Stops With Me* Conversation Guide
 - » A Resource Hub featuring over 150 resources from diverse organisations working to promote anti-racism.



- An updated [Workplace Cultural Diversity Tool](#).

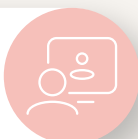


3.2 Key metrics

In the six-week period from 12 July to 19 August, the campaign relaunch successfully secured the following supporter and media success::

Supporter success

2000+ individuals signup as campaign supporters



90+ organisations signup as campaign supporters



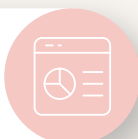
136 new users of the Workplace Cultural Diversity Tool



44,450 visits to the new *Racism. It Stops With Me* website



2,000 visits to the Resource Hub

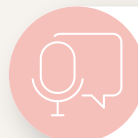


Media success

Coverage in 18 newspapers and 5 television programs



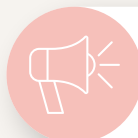
Media coverage in 9 radio stations/podcasts



11 design/policy publications



Dedicated social media campaign across AHRC channels



Twitter timeline takeover – 4.6m impressions in 24 hours



The community service announcement and digital displays of campaign collateral were also hosted on the following platforms:

- SBS
- ABC
- Network 10
- Pedestrian TV
- Mamamia
- The Guardian
- Nine

3.3 Evaluation surveys

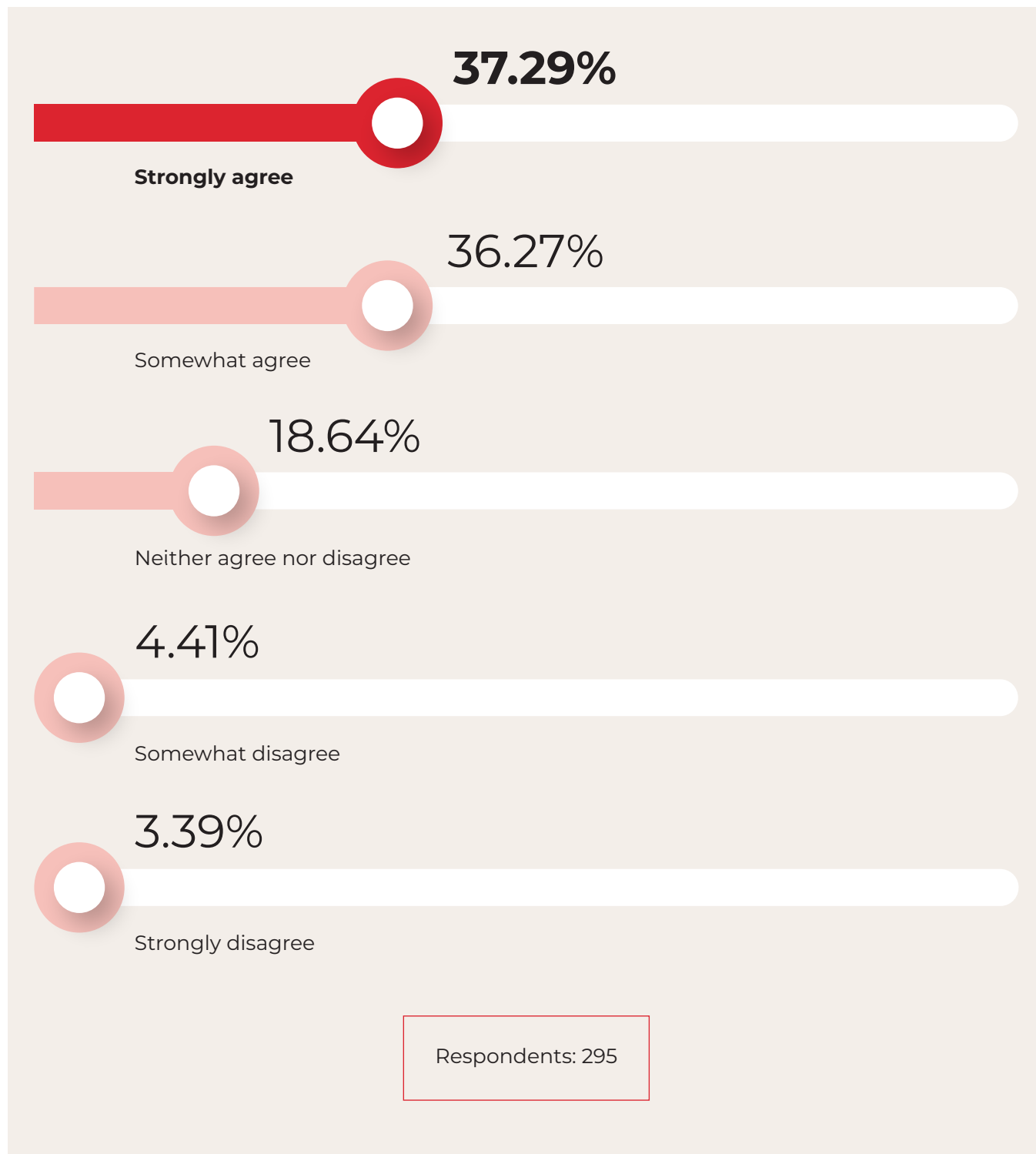
(a) ***Racism. It Stops With Me* campaign supporters**

In November 2021, the Commission circulated a survey among campaign supporters. This survey sought to understand the reach and impact of the campaign, efficacy and utility of campaign resources, and the ways in which the campaign might better engage and support its supporter base. The survey consisted of 28 questions and received a total of 399 responses.

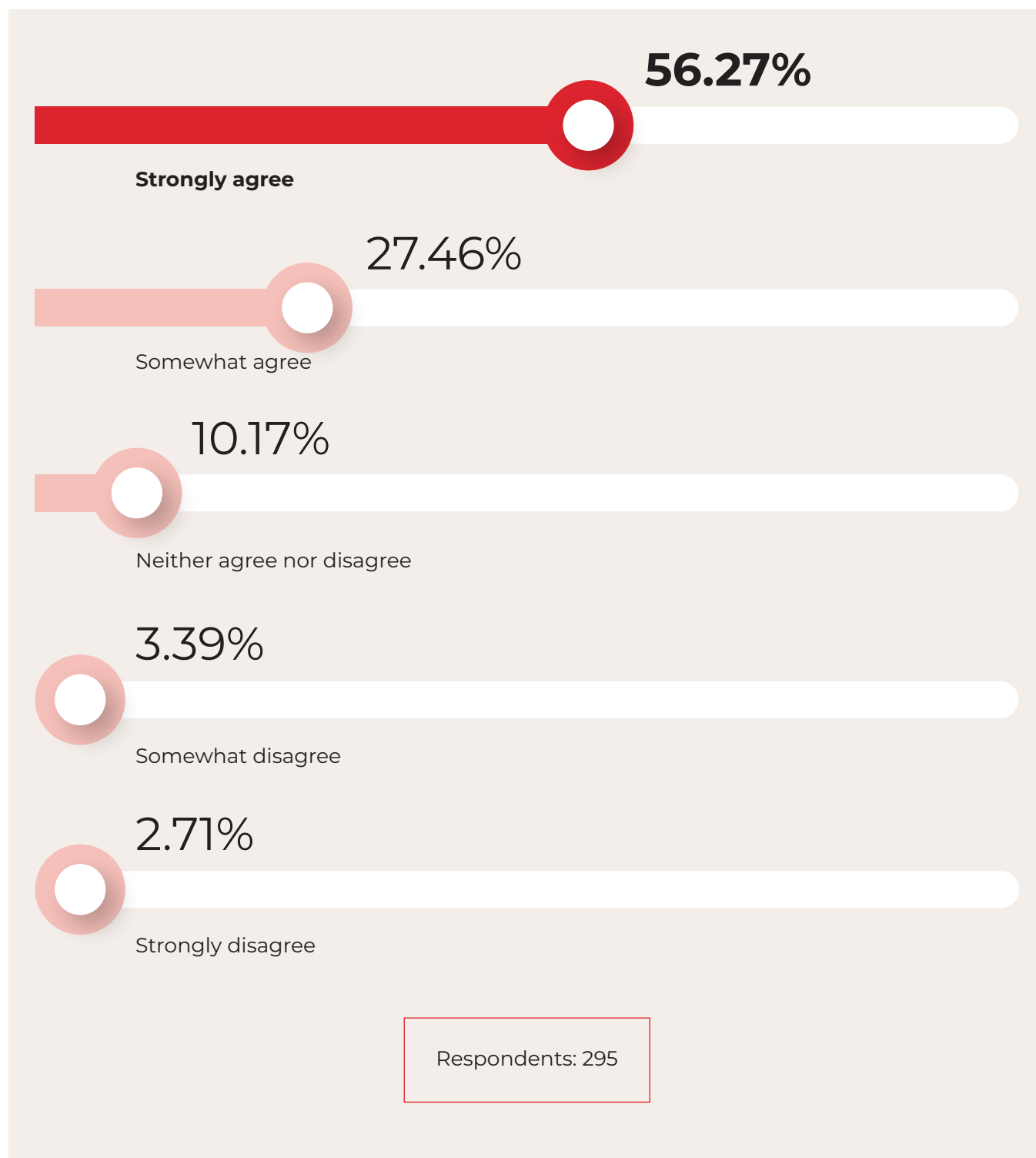


Key findings include:

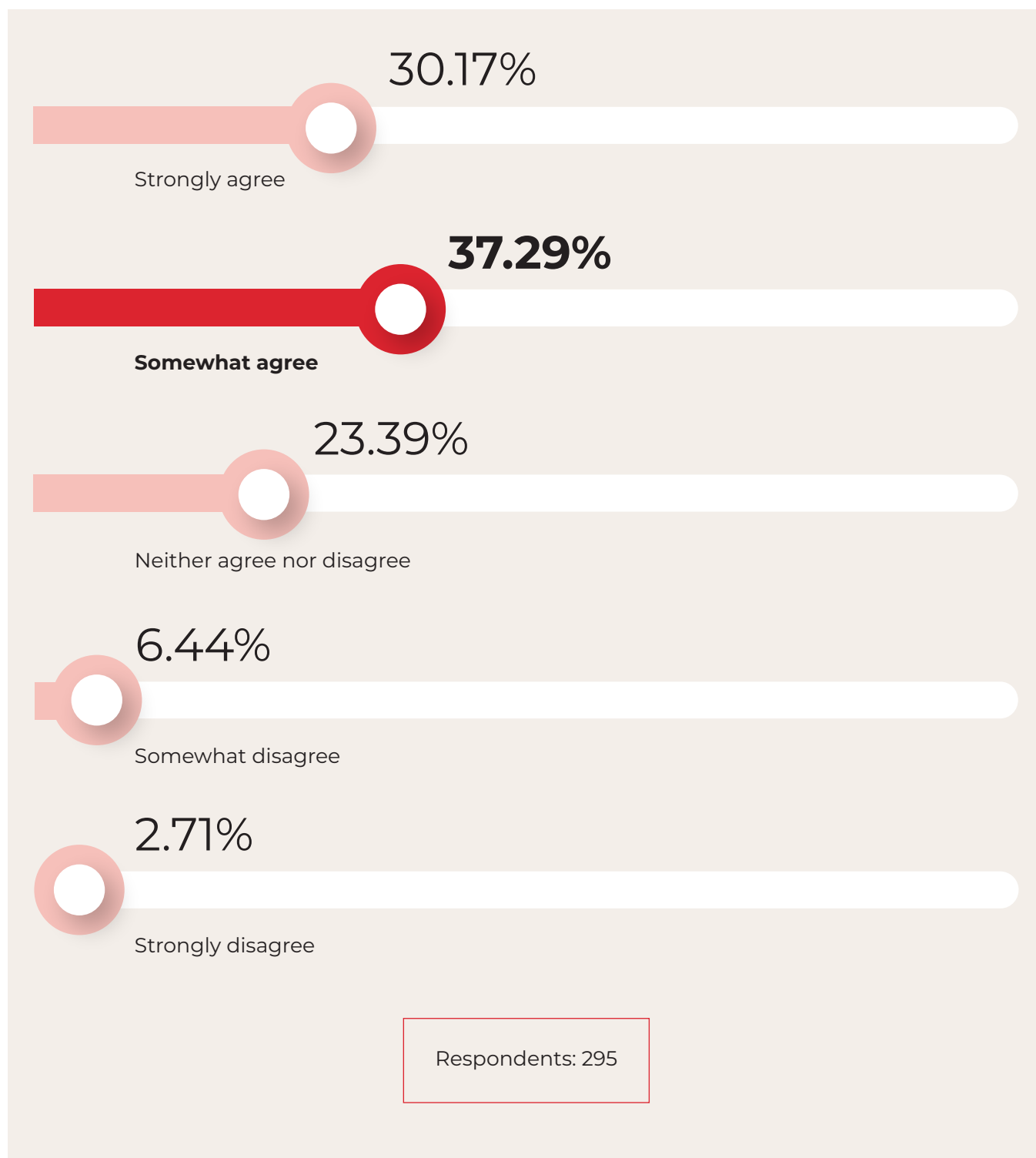
When asked to what extent supporters agree with the following statement: *The Racism. It Stops With Me* campaign has increased my awareness and understanding of the nature of racism and the different ways it operates:



When asked to what extent supporters agree with the following statement: the *Racism. It Stops With Me* campaign has increased my understanding of the need for active anti-racism:



When asked to what extent supporters agree with the following statement: *The Racism. It Stops With Me* campaign has increased my capacity to engage in anti-racist action:



When asked why they or someone in their organisation signed up as a supporter of the *Racism. It Stops With Me* campaign (selecting all that apply):

21.96%

To learn more about racism and racial discrimination

22.69%

To find out about anti-racism initiatives, events or organisations

23.59%

To access resources or information to promote anti-racism within my organisation

5.44%

To access resources or information to promote anti-racism within my school

19.42%

To access resources or information to promote anti-racism within my community

6.90%

Other (please specify)*

Total selections: 551

Continued next page

*Other reasons specified included:

'To ensure our University was tracking in the right direction – we have recently launched our very own Cultural Safety and Anti-Racism Policy'

'To show solidarity to a much needed campaign.'

*'To not feel alone in the verbal abuse, harassment and microaggressions I have experienced.
To feel safer in a community.'*

'To establish links with other organisations interested in tackling racism'

When asked if they would like to provide any additional feedback on the *Racism. It Stops With Me* campaign, responses included:

'I haven't been on your website for a while and just went to look at it – am really appreciating the changes to the website – much more impactful information and resources identifying and addressing systemic racism. Look forward to continued developments.'

'... needs a stronger focus on systemic racism.'

'There needs to be more done and for the campaign to be more proactive.'

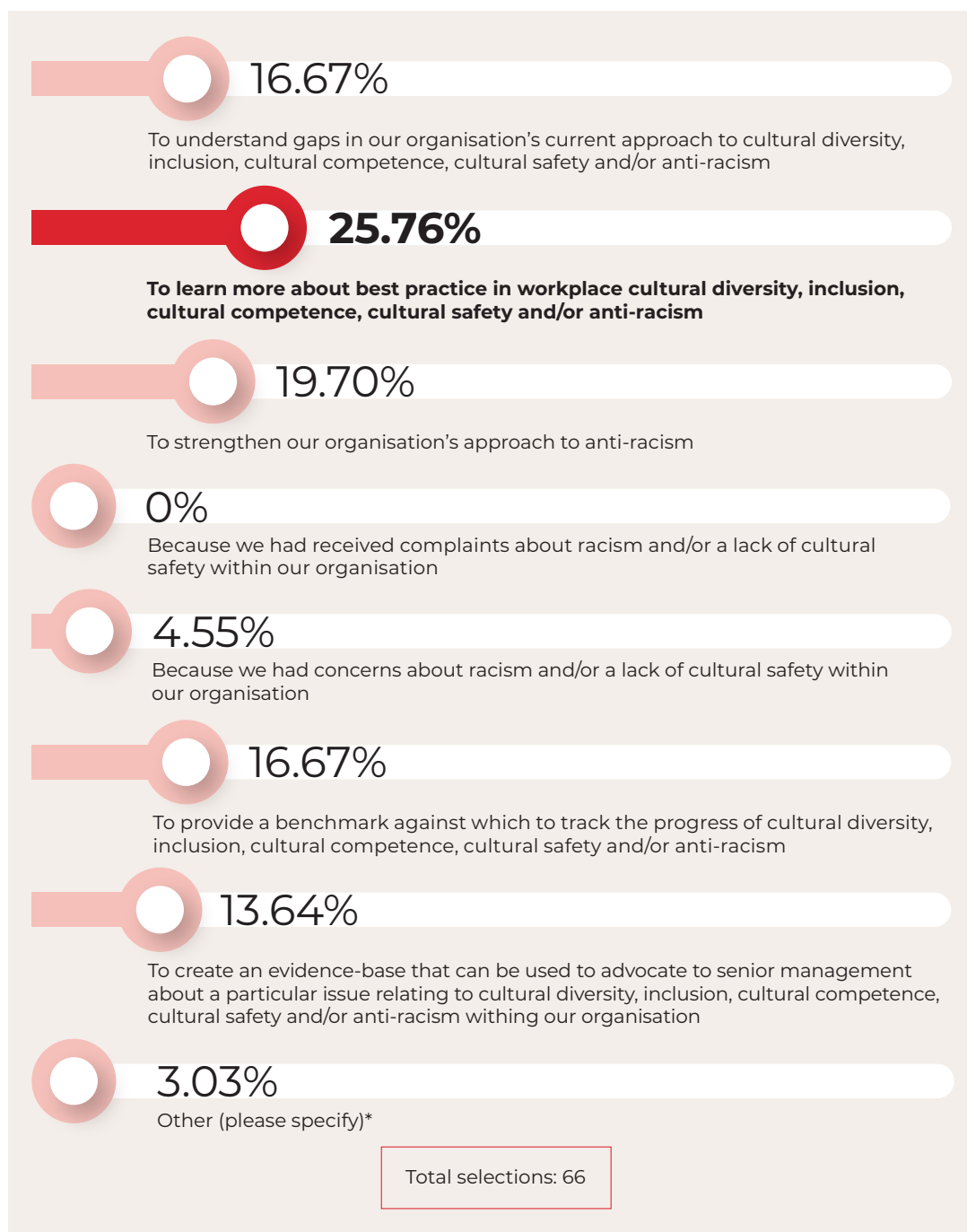


(b) Users of the Workplace Cultural Diversity Tool

In addition to the above survey, the Commission circulated a survey among users of the Workplace Cultural Diversity Tool. The survey consisted of 18 questions and received a total of 34 responses.

Key findings include:

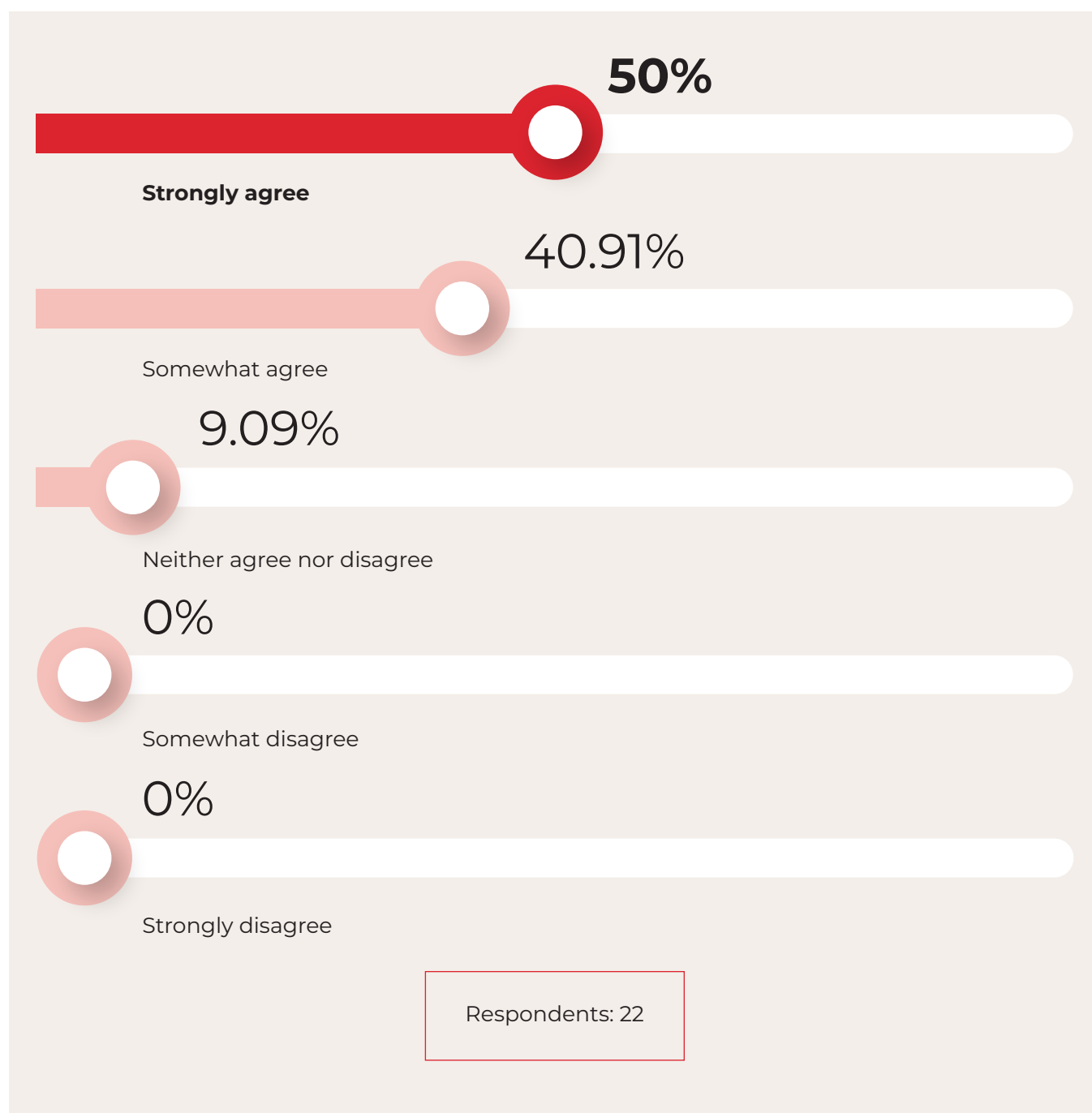
When asked why they, or someone in their organisation decided to use Workplace Cultural Diversity Tool (selecting all that apply):



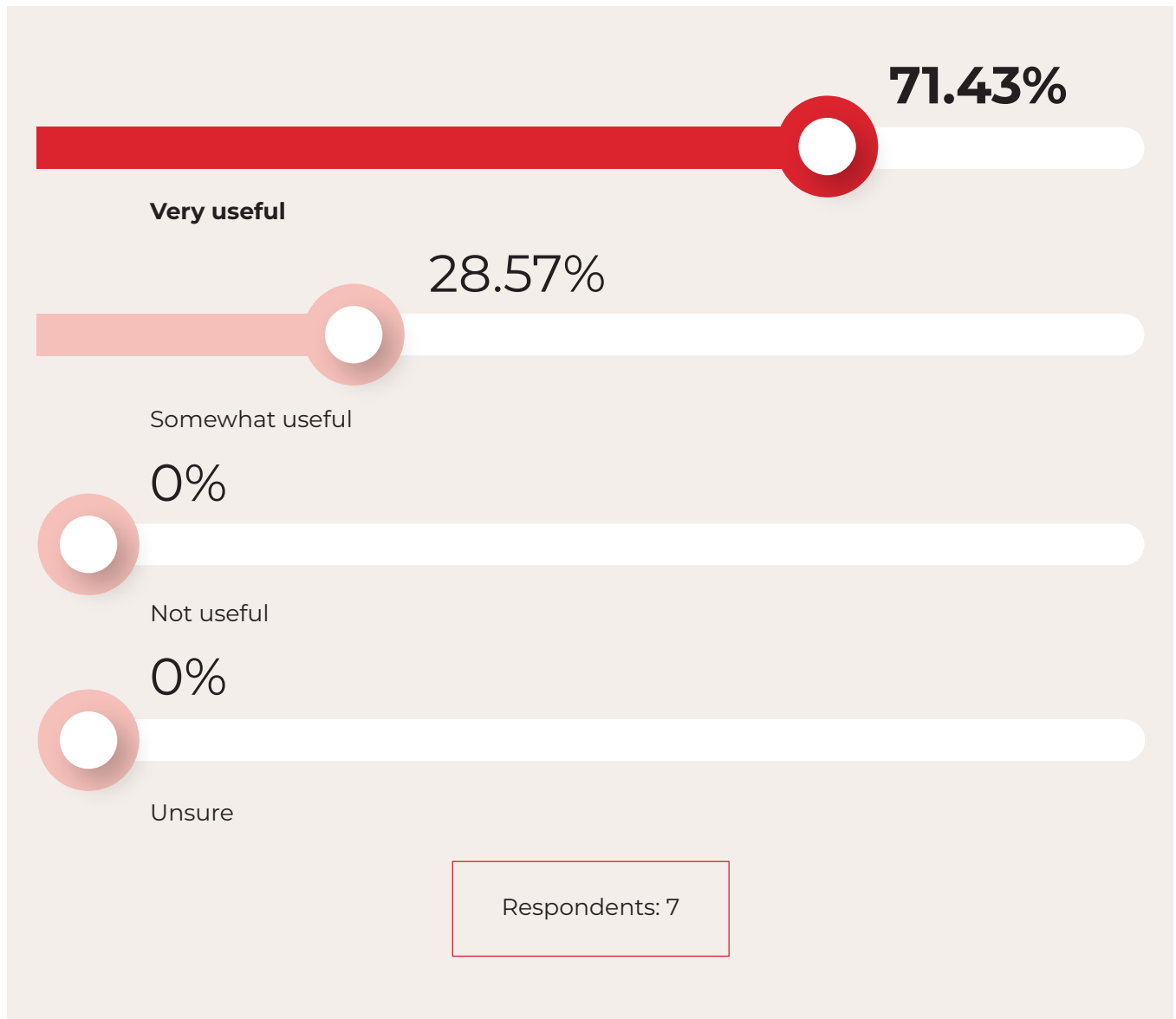
Other reasons specified included:

'... as a VET Teacher I used the tool to teach Diploma level students in the unit CHCDIV003 Manage and promote diversity.'

When asked to what extent users agree with the following statement: The Workplace Cultural Diversity Tool has expanded my knowledge of workplace cultural diversity, inclusion and/or anti-racism:



When asked how useful users find the self-assessment within the Workplace Cultural Diversity Tool:



When asked to provide additional feedback on the self-assessment within the Workplace Cultural Diversity Tool, responses included:

'The racism is institutionalized those who need education is the executive levels, so if they understand they demand to medium management levels to enforce this.'

'... it would be great if the tool can eventually be expanded as a benchmarking tool across sectors/industry.'

'Would be good to have pdf copy of all the benchmarks to make it easier to break it down.'

3.4 Working with stakeholders

(a) Working with young people

Throughout the development of the relaunch, the Campaign Team worked with two youth co-facilitators to develop and run a series of consultations with young people. Youth co-facilitators were drawn from the *Racism. It Stops With Me* Expert Advisory Group, which, thanks to the generous engagement of MYAN NSW, included two young people from the MYAN NSW Youth Ambassador Program. Youth co-facilitators were provided a nominal fee for their involvement in planning and delivering youth consultations. Race Discrimination Team interns, one of whom was also a MYAN Youth Ambassador, also assisted in the development and facilitation of youth consultations.

Two youth consultations were held with a total of 25 participants. This included a mix of young people with and without lived experiences of racism. An additional two youth consultations were planned but not executed, primarily because youth participants were unavailable to attend at designated times due to other commitments.

Following this, the Commission circulated surveys and worked with youth co-facilitators to evaluate the campaign's engagement with young people. The following table provides an overview of strategies deployed and opportunities to strengthen the engagement of young people in the campaign:



Strategy:

Two youth co-facilitators contracted to assist with development and facilitation of youth consultations.

Details	Outcome	Future recommendations
Youth co-facilitators selected based on their engagement in <i>Racism. It Stops With Me</i> Expert Advisory Group.	Youth co-facilitators provided crucial advice in the development and facilitation of youth consultations. Youth co-facilitators created rapport with young people and significantly increased the capacity of the Campaign Team to engage young people during consultations.	In future, the Commission should continue working with youth co-facilitators. The Commission should use additional recruitment channels to recruit youth co-facilitators from diverse communities. In future, the Commission should establish long-term youth advisory or similar bodies to oversee youth participation in the campaign, in particular campaign initiatives with specific impact on young people.



Strategy:

Consent form circulated prior to youth consultations.

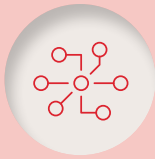
Details	Outcome	Future recommendations
<p>The form provides an overview of the consultation process, what the consultation will consist of, and how information will be used.</p> <p>Participants provide their consent by indicating that they have read and agreed to all six terms of engagement in the youth consultation.</p> <p>In accordance with the principle of informed, revocable, and enthusiastic consent, participants are informed at the start of the consultation that their participation remains voluntary, that they are not required to answer any questions, and that they are free to leave the consultation at any time.</p> <p>The consent form is provided in English only.</p>	<p>92 percent of consent forms were returned prior to consultation.</p>	<p>In future, the Commission should consider translating the consent form into languages other than English.</p> <p>In future, the Commission should ask consultation participants to agree to each term individually to ensure informed consent and a greater amount of power and control over the consultation process for participants.</p> <p>In future, the Commission should provide participants with information regarding opportunities to withdraw their consent, including after the consultation (i.e. having their input redacted, where this is practicable).</p>



Strategy:

Youth consultations held online on weekday evenings to increase accessibility and accommodate broad availability.

Details	Outcome	Future recommendations
Online evening consultations held via Microsoft Teams for youth to engage in interstate conversations and allowed for a geographic spread across time-zones.	Attendance of youth consultations lower than anticipated.	In future, the Commission should co-design youth consultations with diverse groups of young people to ensure that consultations are held at times and locations that are most accessible for young people.



Strategy:

Partner organisations engaged to promote consultations and recruit young people.

Details	Outcome	Future recommendations
NSW-based multicultural youth advocacy organisation engaged to promote two youth consultations.	One youth consultation held with 16 participants. One youth consultation cancelled due to lack of availability of participants.	In future, the Commission should undertake longer term engagement with partner organisations and young people to co-design youth consultations, with emphasis on ensuring accessibility and alignment with young people's availability and interest, providing the necessary incentive for participation, and developing meaningful and sustainable relationships.
Australia branch of international youth advocacy organisation engaged to promote one youth consultation.	One youth consultation held with 9 participants.	
First Nations youth organisation engaged to promote one youth consultation.	Youth consultation not held. Organisation ultimately unable to assist due to other priorities.	



Strategy:

Recognition of participation and follow-up with youth consultation participants.

Details	Outcome	Future recommendations
One-off data reimbursement of \$10 made available to all youth consultation participants.	Claimed by a total of 6 youth consultation participants.	Consider additional ways to remunerate young people for their time.
Youth consultation participants receive a certificate of thanks signed by the Race Discrimination Commissioner.	Certificate of thanks shared by several youth consultation participants on social media.	Consider additional ways to recognise the contributions of young people.
Youth consultation participants provided with \$30 voucher to purchase <i>Racism. It Stops With Me</i> merchandise.	Discount voucher used by 6 youth consultation participants.	Consider additional ways to remunerate young people that are valued equally and are more broadly accessible.

The Commission acknowledges the valuable contributions of young people to the campaign and the involvement of youth co-facilitators who generously provided their input and expertise.

(b) Project collaborators

The evaluation also sought to understand the experience of project collaborators, including creative agencies, ambassadors, Expert Advisory Group members, and consultation participants. Throughout this process, the Commission collected extensive data that has been analysed to understand areas where the campaign achieved desired outcomes and areas for improvement.

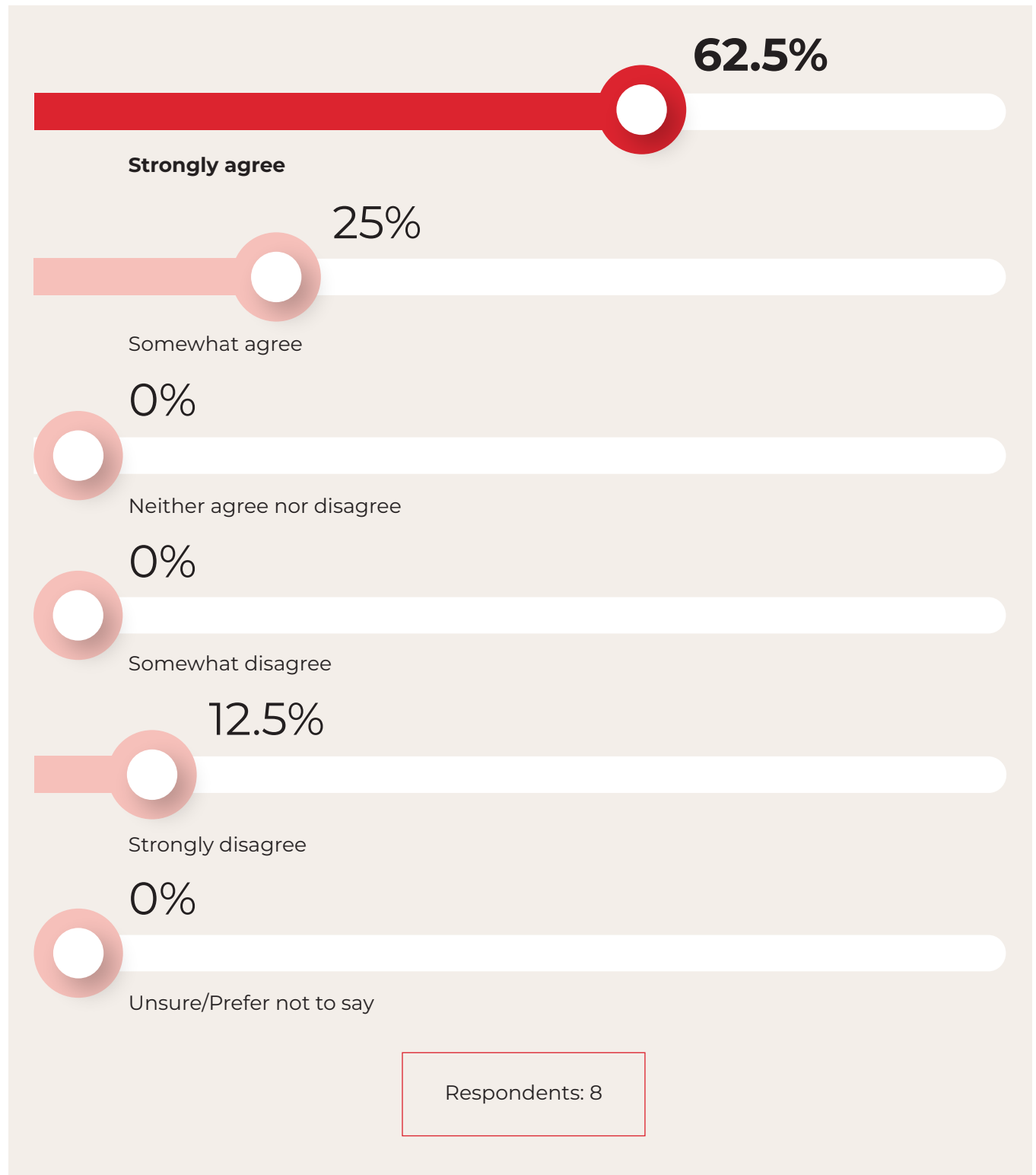
Key findings from this data included:

- that the campaign needs to do more to centre the experiences and perspectives of First Nations people and communities
- that the Campaign Team should engage more regularly with consultation participants to create greater accountability and transparency

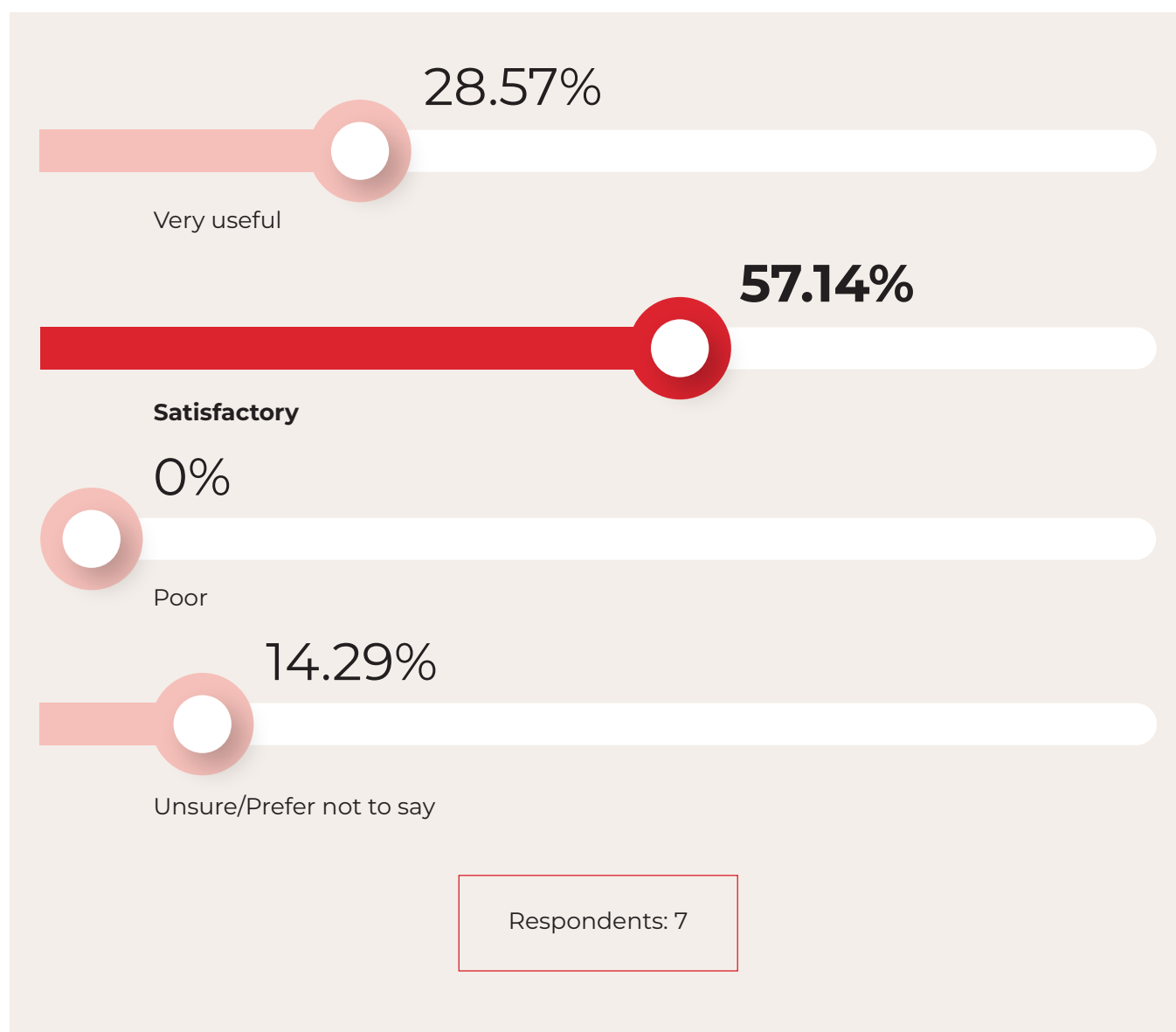
- that the campaign could strengthen its engagement with young people, both in the form of consultation and as a target audience
- that the campaign requires a stronger and more considered approach to social media to limit the risk of racist discourse surrounding campaign activity and the harm this causes those engaging in the conversation online
- that more funding should be set aside to ensure that those with lived experience of racism are sufficiently remunerated for their engagement in the campaign, including ambassadors, consultation participants, and others
- that there are mixed perspectives on the continued use of the campaign name and slogan, *Racism. It Stops With Me*, with many stakeholders expressing that this slogan's emphasis on personal, individual responsibility detracts from critical conversations about racism at the systemic and institutional level and is a barrier to increasing racial literacy.

An evaluation survey was circulated among consultation participants. The survey consisted of 10 questions and received a total of nine responses:

When asked to what extent they agree with the following statement: The consultation/s I attended provided adequate space for me to share my views:



When asked to rate communication from the Campaign Team throughout the consultation process, including logistical communications and follow-up (such as campaign updates and the circulation of the consultation report):



When asked to provide any additional feedback on communication from the Campaign Team throughout the consultation process, one respondent answered:

'more, regular communication needed.' – Racism. It Stops With Me consultation participant

Separate surveys were used to evaluate the experience of youth consultation participants, receiving a total of 13 responses:

- When asked whether they felt heard in consultations, four participants responded with 'I felt very heard', while two responded with 'I felt somewhat heard'. Seven respondents did not provide a response to this question.
- When asked whether they felt the consultation was well structured, five participants responded with 'Yes', while eight respondents did not provide a response to this question.

The Commission acknowledges the contributions of all those who provided their input and feedback and is committed to continuous improvement of its consultation and community engagement practice. If you would like to know more about the evaluation of the Commission's engagement with project collaborators throughout the campaign relaunch, please contact the Race Discrimination Team via email: antiracismsecretariat@humanrights.gov.au.

(c) A note on campaign branding

Throughout the project's development, consultation participants voiced varying levels of satisfaction with the existing campaign name, with many strongly advising that the Commission rebrand the campaign. Reasons for these attitudes varied, with a common theme being that the existing campaign branding of *Racism. It Stops With Me* emphasises personal, individual responsibility and detracts from critical conversations about racism at the systemic and institutional level and is subsequently a barrier to increasing racial literacy. Others noted that the campaign name fails to inspire meaningful, and in particular collective action. These calls were echoed among primary and secondary consultation participants, youth consultation participants, members of the *Racism. It Stops With Me* Expert Advisory group and other stakeholders who provided feedback outside of the context of formal consultations.

However, these views were not universal, with many consultation participants, and others, expressing support for the continued use of the existing campaign name and branding. Reasons for this support included a preference for continuity and consistency in campaign branding, widespread recognition of the existing branding and a sense that personal responsibility is an important aspect of anti-racism work, particularly in light of the campaign specifically targeting Australians without lived experience of racism. Instead of rebranding, it was suggested that the slogan *Racism. It Stops With Me* could be reconceptualised, deploying campaign collateral to maintain a focus on personal responsibility while situating this within a broader discussion of systemic and societal change grounded in collective action.

Limitations in resourcing ultimately led to the decision by the Commission to retain the *Racism. It Stops With Me* name and slogan for the 2022 relaunch. While this was welcomed by some, others maintained their position that a rebranding exercise was important for maintaining the relevance of the campaign to contemporary conversations on race and racism. Similarly, conversations with key stakeholders following the 2022 relaunch have revealed that attempts to reconceptualise the slogan, *Racism. It Stops With Me*, may have not been

successful, with significant audience groups still reading the campaign as a call for individual action against (primarily interpersonal) acts of racism.

In future, and where budget and resourcing are available, it is recommended that the Commission consider opportunities for widespread consultation and evaluation of the campaign's branding, with an eye to enhancing the synergy between campaign branding and key messages.



4 | Next steps

In 2022, the Commission received \$7.5 million in funding from the Australian Government to progress a national anti-racism strategy, under which the *Racism. It Stops With Me* campaign (alongside the [National Anti-Racism Framework](#)) is a key project. In light of this, the Commission is currently developing a strategic plan for the period of 2023-2026. This will include ongoing consultation of key stakeholders, communities, anti-racism experts and practitioners, in addition to the project's existing Expert Advisory Groups.

Information gathered throughout the campaign evaluation is already informing the work of the Campaign Team and the work of the Commission in other areas. Based on data collected during the campaign evaluation, the strategic plan will seek to focus on three priority areas:



Strengthening reach, impact, and supporter engagement



Strengthening community engagement and positioning of the campaign within a broader anti-racism movement. This includes taking a community-centred approach to consultation and the co-design of all campaign initiatives, as well as a consideration of the viability of the *Racism. It Stops With Me* campaign branding as the primary channel for the Commission's anti-racism public awareness work



Developing materials, initiatives, and resources that support key findings of the [National Anti-Racism Framework Scoping Report](#), as well as *Racism. It Stops With Me* campaign consultations and evaluation, including:

- Centring First Nations experiences of racism and expertise in anti-racism in Commission anti-racism approaches
- Commitment to co-design and community-led engagement
- Building racial literacy, including awareness of and skills to address institutional and systemic racism
- Embedding cultural safety.

Further Information

Australian Human Rights Commission

GPO Box 5218

SYDNEY NSW 2001

Telephone: (02) 9284 9600

Complaints Infoline: 1300 656 419

General enquiries and publications: 1300 369 711

TTY: 1800 620 241

Fax: (02) 9284 9611

Website: **www.humanrights.gov.au**

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