National Anti-Racism Strategy and Racism It Stops with Me: One Year On

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Australian Human Rights Commission
National Anti-Racism Strategy impact report – October 2013

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1 Introduction

Last August, in launching the National Anti-Racism Strategy and the *Racism. It Stops with Me* campaign, we called upon Australians to take action in combating racism.

Australians have responded. To date, more than 160 organisations – in business, sport, education, local government and civil society – have become signatories to the campaign. More than 900 individuals have also signed up as supporters. *Racism. It Stops with Me* has become a rallying point for all those who are taking a stand against racism.

More than ever, Australians recognise that racism impairs our harmony and cohesion, and that they can take practical action against prejudice and discrimination. Whether it is leaders in organisations, bystanders on the bus or train, or young people in the school ground, there is always something that we can do.

The National Anti-Racism Partnership, led by the Australian Human Rights Commission, includes the Attorney-General’s Department, Department of Families, Housing, Community Services and Indigenous Affairs (FAHCSIA), Department of Immigration and Citizenship, Australian Multicultural Council, National Congress of Australia’s First Peoples and Federation of Ethnic Communities’ Councils of Australia.

Working together, we have started a national conversation about racism. Of course, there is more – much more – to do in continuing the conversation. There is a need to challenge racism not only in its more extreme outbursts but also in its more subtle expressions. And there is a need to recognise that racism is as much about impact as it is about intention. But as we look toward developing the National Anti-Racism Strategy and Campaign initiative through to 2015, we can be confident about doing this from a position of strength.

On behalf of the Australian Human Rights Commission, I would like to take this opportunity to thank the members of the National Anti-Racism Partnership for their leadership and support. And thank you to all those organisations and individuals who have lent their voice to countering racism, wherever it happens. You have given a powerful statement that when it concerns racism, it is indeed a case of ‘It stops with me’.

Dr Tim Soutphommasane
Race Discrimination Commissioner
1.1 Aims and objectives

The purpose of this report is to:

- evaluate the achievements of the Strategy and Campaign to date
- use the information to build on the Strategy and Campaign successes over the next two years of the Campaign.

Previous Australian anti-racism campaigns have undertaken limited evaluation on the success of their strategies. The Commission will try to ensure this knowledge gap is filled by measuring our progress at regular points throughout the Campaign.

The report is presented in seven sections. Firstly, it will give an overview of Strategy and our approach to addressing racism. It will then consider the Campaign’s awareness raising and capacity building activities to date. Finally, it will look at the future activities of the Strategy.

1.2 Limitations of the report

As the Campaign and Strategy are still within its first year of implementation, the Commission’s emphasis has been on expanding awareness. Some of our activities are not easily quantifiable, such as informal meetings and correspondence. The Commission hopes to develop more educative resources and tools over the final two years of the Campaign, in partnership with its supporters and stakeholders.

The Commission has surveyed its organisational supporters in developing this report. The response rate for the survey was around 20 per cent. These responses have provided an indication of the way that campaign supporters have used and perceive the value of the Campaign.

Ultimately, we hope that the Strategy will have an effect on long term attitudinal and behavioural change. Given the Campaign is still in its early stages, it is not anticipated that there will be significant progress on this goal until later in the implementation.

2 Background

2.1 Development and launch of the Strategy

In 2011, the Australian Government committed to develop and implement a National Anti-Racism Strategy in its multicultural policy, *The People of Australia.*

The Strategy was informed by a national consultation process that was held between March and May 2012.

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The consultations involved discussions with nearly 700 people in 23 public forums across every state and territory, including five consultations with Aboriginal and Torres Strait Islander communities. We also received over 1500 electronic survey responses and 200 submissions.\(^4\)

Nine in every ten people who responded to the survey said that racism was either an extremely important or a very important issue for Australia.

Based on the consultation feedback, we developed the three objectives of the Strategy:

- To create awareness of racism and how it affects individuals and the broader community
- To identify, promote and build on good practice initiatives to prevent and reduce racism, and
- To empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs.

The Strategy also identifies six key priority areas:

- schools and higher education
- the media
- government service provision
- workplaces
- online, and
- sport.

One of the activities developed as part of the Strategy was a public awareness campaign - *Racism. It Stops With Me.* Both the Strategy and Campaign were launched in August 2012 (see Section 3 for more details about the launch).

The Campaign encourages and coordinates the efforts of organisations in a range of settings and communities that have an interest in anti-racism initiatives. We believe that building on these efforts is the most effective way to make a difference in reducing the incidence of racism.

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All good people must stand solidly against racism. Very important to do this publicly.

Football Federation of Victoria

To date, 167 organisations have pledged their support in a range of sectors including business, sports, local government, and the community sector. The full list of supporters can be found at Appendix A.

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3 Our approach

3.1 The way we work

The Strategy places high value on a partnership based approach. We recognise the importance of establishing and maintaining close relationships across a number of sectors to ensure the success of the Strategy and Campaign. The partnership approach extends beyond the formal partnership which oversees the strategy. It includes partnerships with supporter organisations, as well as relationships with individual supporters.

The Strategy was developed through a partnership led by the Australian Human Rights Commission. The members of the partnership are the:

- Attorney-General’s Department
- Department of Families, Housing, Community Services and Indigenous Affairs (FAHCSIA)
- Department of Immigration and Citizenship
- Australian Multicultural Council
- National Congress of Australia’s First Peoples; and
- Federation of Ethnic Communities’ Councils of Australia.

The partnership meets quarterly to provide advice and feedback on the Strategy and Campaign activities. Operating under a partnership arrangement of this kind has allowed the Campaign’s thinking to be interrogated and its initiatives supported by a broad range of thinkers with diverse expertise. It has also ensured coordination and collaboration is maximised across government departments and with key stakeholder groups.

3.2 Key principles

The development and implementation of the National Anti-Racism Strategy has been informed by key research findings on promising anti-racism initiatives, noting that few anti-racism interventions have been rigorously evaluated in Australia or overseas.

Key findings include:

- The importance of using a range of complementary strategies at multiple levels – individual, organisational, community and societal.\(^5\)
- The importance of establishing a management group to oversee the Strategy which includes representatives from affected communities and other key stakeholders and experts.\(^6\)
- The effectiveness of targeting those with relatively moderate racist views compared to those who are particularly intolerant.\(^7\) More specifically, research

suggests targeting **bystanders** – those who accept that racism is a problem and can be activated to respond as witnesses to racist behaviour. This requires inviting bystanders to take their part in a shared responsibility to stand up to racism and to equip them with tools to identify, prevent and reduce racism safely.⁸

- The importance of **building empathy** and **promoting dialogue** about racism.⁹ Promoting dialogue requires creating an environment in which frank conversations can take place and supporting the development of practical skills in speaking out against racism.¹⁰ It means talking about attitudes or behaviours, rather than labelling individuals as “racists”.

- The desirability of **avoiding the reinforcement of cultural stereotypes** or “homogenising” different cultural groups.¹¹

- The importance of recognising **commonality** as well as **diversity**.¹²

- The importance of **combating false beliefs** by providing accurate information.¹³

- The need to equip individuals and organisations to identify **racism in all its forms**, from the “casual” to the extreme.

- The importance of recognising racism directed by members of the dominant society towards those in cultural, racial or ethnic minorities as well as tensions arising between different minority communities, in some cases around race and ethnicity.¹⁴

- The need to approach anti-racism **advertising** with care, given the potential for unintended negative impacts.¹⁵ This requires identification of what factors need to be strengthened and what factors need to be weakened or not invoked in order for the Campaign to achieve its anti-racism objectives.¹⁶ It also requires the development of specific, achievable and context-specific

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⁸ Social marketing research commissioned by the Commission.
⁹ VicHealth, *More than tolerance: Embracing diversity for health*, 2007 at 50 and Pederson et al 2005 at 23 and 25. However, Pederson et al note that creating empathy must be approached with care as different forms of empathy can lead to different motivations.
¹⁰ Pederson et al, 2005 at 27.
¹¹ Hurriyet Babacan and David Hollinsworth, *Confronting Racism in Communities Project: A final report on the nature and extent of racism in Queensland*, 2009, Centre for Multicultural Pastoral Care at 54.
¹³ Pederson et al, 2005 at 27.
¹⁴ Babacan and Hollinsworth at 55.
objectives and the conduct of formative research to develop communications objectives and messages.\textsuperscript{17}

- The need for strategies to “enhance resilience and equip those subjected to racism and exclusion to more effectively respond”.\textsuperscript{18}

- The importance of focussing on changing \textit{behaviours} as much as changing \textit{attitudes}.\textsuperscript{19}

- The need to complement anti-racism \textit{training} with \textit{ongoing activities} to reinforce key messages, ideally within a broader organisational development agenda.\textsuperscript{20}

- The need for specific strategies to address \textit{institutional} or organisational racism in particular settings, beyond the interpersonal.\textsuperscript{21} To be effective, such strategies must involve a range of coordinated interventions and be supported by organisational management.\textsuperscript{22}

- The need to \textbf{adapt strategies to different contexts} and audiences, including local contexts.\textsuperscript{23} Tailored approaches are much more effective than a blanket or uniform approach.\textsuperscript{24}

- The need to ensure rigorous \textit{evaluation} using multi-methodological and longitudinal techniques.\textsuperscript{25}

- The need to build an ongoing and accessible anti-racism \textit{evidence base}.\textsuperscript{26}

- The need to \textit{target} initiatives at priority settings, including workplaces, education settings and in sport.\textsuperscript{27}

- The importance of using a \textbf{range of different ambassadors} from minority groups to reduce the risk that individual ambassadors are dismissed as “exceptions to the rule”.\textsuperscript{28}

- The importance of developing individuals’ \textit{skills} to deal with racist talk.\textsuperscript{29}

\begin{flushright}
\textsuperscript{17} Robert J Donovan and Rodney Vlais, \textit{A review of communication components of anti-racism/ anti-discrimination and pro-diversity social marketing/ public education campaigns}, Vichealth, 2006 at 108.
\textsuperscript{18} Babacan and Hollinsworth at 55.
\textsuperscript{19} Pederson et al, 2005 at 28.
\textsuperscript{20} Babacan and Hollinsworth at 59 and 61.
\textsuperscript{21} Babacan and Hollinsworth at 60.
\textsuperscript{22} Babacan and Hollinsworth at 61.
\textsuperscript{23} Pederson et al 2005 at page?
\textsuperscript{24} Pederson et al 2005 at 27.
\textsuperscript{25} Pederson et al 2005.
\textsuperscript{26} Babacan and Hollinsworth at 67.
\textsuperscript{27} VicHealth, \textit{More than tolerance: Embracing diversity for health}, 2007 at 51.
\textsuperscript{29} Pederson, Anti-racism strategies at 22.
\end{flushright}
• The effectiveness of inducing dissonance by highlighting the gap between individuals’ stated beliefs and expressed prejudicial attitudes or behaviours.\textsuperscript{30}

• The need to address the way that negative beliefs are reinforced by the media.\textsuperscript{31}

• Identify possible counterarguments and pre-empt them.\textsuperscript{32}

• The need to include advocacy and activism to encourage organisations and institutions to adopt anti-racist policies and procedures.\textsuperscript{33}

• The need to assess campaign impact early to detect any unintended negative effects.\textsuperscript{34}

• The need to achieve a balance between reinforcing the importance of repudiating and addressing racism while also seeking to positively engage people and sectors of the community.

• The effectiveness of modelling behaviour, rather than censuring it.\textsuperscript{35}

4 Increasing awareness of racism in Australia

A range of activities have been conducted in the last year to create awareness of racism and how it affects individuals and the broader community (Strategy Objective 1). The principal awareness raising initiative is the national Racism. It Stops With Me campaign.

There have been many positive impacts that the campaign has had, that is, awareness is increased and people become more aware of the seriousness of the issue.

MCA Ambassador

Data and anecdotal evidence received to date suggests that the Strategy has had a positive impact in its first year, by:

• communicating a clear message that racism is unacceptable;
• contributing to an increase in positive media debate about racism in Australia;
• supporting prominent Australian leaders and organisations to take a public stand against racism;
• increasing awareness of racism and its impacts among supporter organisations - 85% of surveyed supporter organisations indicated that

\textsuperscript{30} Pederson et al 2005 at 22.
\textsuperscript{34} Robert J Donovan and Rodney Vlais, A review of communication components of anti-racism/ anti-discrimination and pro-diversity social marketing/ public education campaigns, Vichealth, 2006 at 118.
\textsuperscript{35} Social marketing research commissioned by the Commission.
awareness of racism had increased among their organisation’s staff, customers/clients and/or members and affiliates.36

- increasing public understanding about the positive role that ‘bystanders’ can take in responding to racism; and
- educating and engaging young people to think about the impact of racist words and actions to say no to racism when it’s safe to do so.

Attitudinal change happens slowly, but by maximising opportunities for discussion and by an increasing number of organisations - from all sectors - showing solidarity against racism, attitudinal change becomes more possible

(response to survey of supporter organisations)

4.1 Overview of awareness raising activities

(a) Launch and other events

The National Anti-Racism Strategy and Racism. It Stops With Me Campaign were launched on the 24th August 2012 with an event in Federation Square, Melbourne. The event brought key stakeholders together, including political, business, sports and community leaders. The launch stimulated high levels of media interest and discussion on social media and elicited a very positive response from community leaders and organisations. The launch and surrounding publicity achieved its objective in promoting the Strategy and Campaign, communicating core messages broadly, and engaging key sectors and stakeholders publicly from the outset. A video of the launch can be viewed here www.youtube.com/embed/ RrM7S4N6wl

I commend Dr Helen Szoke for her work and all organisations that have signed up to the strategy. The AFL is proud to say that Racism stops with us.

(Andrew Demetriou, CEO Australian Football League)37

The spectrum of people here shows we are ready to talk about racism

(Helen Szoke – Launch speech)

36 Supporter organisation survey, Q17

Since the launch of the Strategy, a number of events have been held to engage key stakeholders, promote public discussion about racism and build support for the Campaign. In March 2013 a forum was held at Parliament House in Canberra to mark the International Day for the Elimination of Racial Discrimination. A panel of speakers, including representatives from the Government, Opposition and the Greens and multicultural and Aboriginal and Torres Strait Islander leaders, engaged meaningfully with the topic, exploring personal and systemic aspects of racism in Australia.

Since then, a series of Rights Talks at the Australian Human Rights Commission have highlighted issues of racism in different contexts - on public transport, in online gaming and cyber-bullying. These events are open to the community and aim to stimulate public discussion and debate about contemporary human rights issues.

In June 2013, a new online anti-racism youth resource was launched at James Meehan High School in South-West Sydney. More information about the resource is detailed in Section 5. This launch provided an opportunity to celebrate the role of the students in the development of an educational hip-hop video and to introduce members of the local community to the Strategy and the Campaign.

It’s about racism. We want to talk to young kids so we created a video clip to get the message out there, that this is wrong

Shannon Williams - aka Brothablack
(b) Website

The *Racism It Stops With Me* website, launched in August 2012, provides a user-friendly, accessible and engaging platform to raise awareness about racism and its impacts on individuals and communities. The website hosts information and resources for individuals and organisations interested in learning more about racism in Australia and/or in taking action to prevent or address racism in organisations or communities.

An individual photo gallery provides individuals with a powerful way to take a public individual stand against racism and share their photo on social media, extending the Campaign’s reach through social and community networks. So far 465 individuals have uploaded their images – creating an impressive gallery. The website has been widely utilised. It has been visited by 95% of supporter organisations and has had 85,938 unique visits since its launch.

![Website](image)

The campaign has increased my knowledge of anti-discrimination law through its insightful amount of information given on the website.

(AMC ambassador survey)

(c) Social media

The *Racism. It Stops With Me* Campaign has used social media effectively to maximise the reach of the Campaign and promote new initiatives, resources and good practice. Since it was launched, the campaign Twitter account has attracted a strong following, with 1600 followers at the time of writing.

![Twitter](image)

The hash-tag #ItStopsWithMe, initiated by the Campaign, has been used by community, sports and political leaders in discussions about racism, helping to raise awareness about the Campaign and its key message: that we all have a responsibility to put a stop to racism.
(d) Media

The Strategy and Campaign have attracted high levels of media interest, peaking around key events and racist incidences in the community. Effective media engagement has helped raise the profile of the Campaign in the general community and to reinforce the Campaign messages. In responding to the spate of racist incidences on public transport, Campaign media and social media messages emphasised the important role of bystanders.

Local media has also proved to be effective in raising the profile of community initiatives, for example the activities of Clubs Australia in Victoria (for more information, see the Clubs Australia case study in Section 5.1).

(e) Promotional materials

A range of materials has been developed and distributed to raise awareness about racism in Australia and of activities that individuals and organisations can take to put a stop to racism. These have been adapted for different sectors and audiences, and include a Business Prospectus, Community Prospectus and a range of posters, flyers and postcards. Campaign supporter feedback suggests that the resources have proven to be very useful in organisation’s activities and promotions, with 70% of surveyed supporter organisations indicated that they had used the Campaign’s information resources in their activities and promotions in the first year of the
Campaign. Over 95% of supporter organisations who responded to our survey were happy with the quality of information provided by the campaign.

I used the resources in schools, at local events and through the media to highlight the impact racism can have on a community.

(AMC ambassador survey)

(f)  **Speeches**

Race Discrimination Commissioners have spoken at numerous events since the launch of the Strategy. These events have proved an effective way to spread the Campaign’s message to diverse audiences, from Rotary members to multicultural communities to health sector workers and beyond.

(g)  **Email updates to individuals**

The Campaign secretariat regularly emails individual supporters with information about new developments, resources, initiatives and events. These emails are designed to inspire action, and include practical ideas for individuals to take a stand against racism in their own lives – at school, at work, at social events, on the sporting field and in their local community. Information is designed to help individuals take action in a way that is safe and constructive.

(h)  **Targeted sector engagement**

As discussed above, a number of priority sectors have been identified under the Strategy and are the focus of current engagement activities. These include the business, sport, youth and transport sectors. The Campaign secretariat has approached key members of each of these sectors to invite their support for the Campaign and has developed a range of tools and resources for different sectors to use. This approach has been highly successful, with a growing number of supporters from all key sectors implementing a range of effective actions in support of the Campaign.

It is particularly pleasing to see that 70% of supporter organisations who responded to our survey have implemented anti-racism activities in support of the Campaign, in addition to Campaign promotion. Activity examples include the development of policies and procedures, holding events and making public statements against
racism. 52% of these organisations felt they were more equipped to respond to racism since signing on to the Campaign.

Our participation …is directly relevant to our business. With further expansion into Asia, one of our growth areas and a strategic priority, the importance of diversity and intercultural understanding is increasingly important for Telstra’s success and in continuing to serve the needs of our diverse customers.

(Troy Roderick, GM Diversity & Inclusion, Telstra)

Council has commitment to protecting human rights and it became apparent that people in and around our municipality have had experiences with racism.

(Moreland City Council)

Using sporting icons has helped - young people identify with this. Streamlined simple message is good with matching resources.

(AMC ambassador survey)

The campaign provides an opportunity for UWA to demonstrate its support for the national anti-racism initiative and showcase the great work being done on campus to promote and develop cultural competence in all areas of university life.

(Acting Vice-Chancellor Professor Robyn Owens)

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40 Survey of supporter orgs. Q15
41 Survey of supporter orgs.Q18
4.2 Feedback

The Campaign and Strategy have received very encouraging feedback through a range of channels. Supporter organisations were sent a survey to gauge their impressions of the Campaign and use of the resources. Results of the survey have been included throughout this report and indicate high levels of satisfaction with the Campaign and that the Campaign has had positive impacts in supporter organisations.

Feedback has also been received from individual supporters of the Campaign both solicited for this report and unsolicited. This feedback has overwhelmingly been positive and reflected an appreciation for the Campaign and its resources.

I am delighted with the campaign. And the fact that so many people with public profiles are making supportive statements. I can't help but think it will make a difference. It has also been helpful to me personally. When it seemed that so many Australians were racist, it has been very reassuring to know that there are also very many people who are ready to stand against racism. That has been invigorating and supportive.

(Individual campaign supporter, by email)

Telstra is proud to be supporting this campaign. Diversity and inclusion are part of who we are at Telstra. We value the diversity of our people – it helps us connect with our customers and our communities, and fosters greater innovation and employee engagement.

(Tracey Gavegan, Group Managing Director Human Resources, Telstra.)

5 Building capacity for effective action

5.1 Activities and resources

The Campaign aims to build on the knowledge and capacity of individuals and organisations.

The website is a clearinghouse for information about racism and effective strategies for how to address it. We profile good practice examples implemented by our

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supporters in a range of settings. There is also a page on the Campaign website that links to useful external resources.

The campaign slogan has increased my confidence and resolve that I have to take action if I or another person is being discriminated as no-one should be subjected to discrimination and discrimination should stop as it is not acceptable under any circumstances.

(AMC ambassador survey)

Campaign gave me the knowledge and the strength to voice against, discrimination all the time.

(AMC ambassador survey)

Additionally, we have developed several resources that are targeted towards some of the Strategy’s key priority areas:

1. What You Say Matters education resource for young people  
2. an anti-racism training resource for the public service  
3. a Workplace Cultural Diversity Health Check for business (pilot).

1. What You Say Matters youth resource

The resource is located on the Campaign website and includes a music video and seven fact sheets about racism. The video features Indigenous hip-hop artist Brothablack and the students of James Meehan High School in Macquarie Fields, Sydney. It was directed by Brendan Fletcher, Director of the film Mad Bastards.

The fact sheets cover the topics:

- What is racism?
- Why are people racist?
- Who experiences racism
- Where does racism happen?
- Why is racism a problem?
- What can you do?
- What does the law say?

Research

Youth participation was one of the key elements of the resource. We asked young people aged 13-17 to complete a short survey through a social media website, which received 2380 responses. 89 per cent said that they had either experienced or witnessed racism, with the most common settings being at school (43 per cent) or online (33 per cent).

A more detailed follow up survey about young people’s experiences of racism had 475 responses. The survey also asked young people what they wanted to know about racism and how they would like to receive information. The results were used to inform the content of the resource materials.

Once the resources were completed, they were tested with a small number of young people and revised based on their feedback.

Partners

We engaged a number of digital and video production consultants to ensure an effective and appropriate online resource. This included:

- Digital strategists Zuni Pty Ltd; and
- Media production company MediaRock.

Feedback on the resource

The resource has received a very positive response from the youth sector and those who have viewed the content online.
2. Anti-racism training resource for government service providers

In 2012, we worked with the Victorian Equal Opportunity and Human Rights Commission (VEOHRC) to develop and pilot a training resource based on their existing anti-racism modules.

The training aims to improve the capacity of service providers to deliver appropriate services to Aboriginal and Torres Strait Islander communities. Research suggests that racism is experienced by Aboriginal and Torres Strait Islander people in their interaction with a number of government service providers including in service, justice and educational settings.45 A 2009 South Australian study found that 42% of Aboriginal and Torres Strait Islander respondents reported that they experienced racism in health settings “often” or “very often”.46

The course teaches service providers to:

- identify different forms of racial discrimination, including individual and systemic racism;
- understand how racial discrimination can occur in service delivery and its impact on affected communities, and identify steps to prevent and address it; and
- appreciate the value of racial diversity and identify how this can be supported and advanced within organisations.

The workshop was piloted with 25 people in Port Augusta and Melbourne in April-May 2012 and received very positive feedback.

Everyone must make a public stance to make a difference and effect social change

45 Gallaher, G 2008, Getting under the skin: self-reported experiences of racism and their effects on health for urban Aboriginal and Torres Strait Islander people, PhD thesis, Flinders University of South Australia.
46 Gallaher, G 2008, Getting under the skin: self-reported experiences of racism and their effects on health for urban Aboriginal and Torres Strait Islander people, PhD thesis, Flinders University of South Australia.
on the issue.
(response to survey of supporter organisations)

3. Workplace Cultural Diversity Health Check

The Health Check is a partnership between the Australian Human Rights Commission, Diversity Council Australia and the Victorian Health Promotion Foundation (VicHealth).


The demographic composition of the workforce is changing, with increasing numbers of skilled migrants choosing to work in Australia. It is important that there are tools available to help employers effectively manage diversity and ensure non-discrimination in their employment policies and practices. Implementing strategies to manage cultural diversity can improve businesses’:

- corporate social responsibility;
- regulatory compliance with anti-discrimination law; and
- productivity: through attracting a wider employee talent pool, lower absenteeism and staff turnover rates, and offering services that are responsive to a culturally diverse client base.

The health check tool will allow businesses to evaluate their performance in relation to best practice in cultural diversity, to identify key areas that they can improve on to support cultural diversity and to address potential areas of racial discrimination.

The tool was piloted in June 2013 with organisations including Australian Council of Trade Unions, Commonwealth Bank of Australia, Telstra, Deloitte, Lend Lease, Mallesons, ABI Group, Australian Insurance Group, Phillips, Australian Red Cross and the University of Western Australia.

It is currently being reviewed based on feedback from the pilot, and will be publicly launched in early 2014.

5.2 Sharing good practice

The Campaign aims to share good practice case studies through the website, monthly news stories and email updates to supporters. It is hoped that these examples will inspire other organisations and individuals to take their own actions to prevent racism.

Anecdotal evidence suggests that this has been an effective strategy: some organisations that have heard about the work of our supporters have agreed to sign on, and have gone on to build effective partnerships with other organisations (see case studies in section 6 for more information).
Because racism can only be tackled by everyone standing up and confronting it when the see it. The organisation also wanted to raise awareness of it across all levels of the organisation and give employees the confidence to take action as required to reduce racism.

(response to survey of supporter organisations)

### 5.3 Clearinghouse

The Campaign website serves as an ongoing clearinghouse of resources that individuals and organisations can use to take effective action.

[The campaign] works great for us. I have incorporated your campaign into some training I ran for the UTAS Student Advice team. The bystander tips section is great!

(Sebastien Robin, CALD Support & Bachelor of General Studies, Pathways Diplomas Adviser, University of Tasmania.)
6 Turning momentum into action

6.1 Evidence of action case studies

Many of our supporters have undertaken their own anti-racism activities during the first year of the Campaign. This section details examples of diverse supporter activities.

Clubs Australia

Following on from their sign up to the Campaign in September 2012, Clubs Australia have developed a program of activities including:

- designing and distributing *Racism. It Stops with me* Campaign branded coasters that will be distributed to clubs across Australia
- distributing Campaign posters to clubs across Australia
- featuring the Campaign in the premier issue of National Club Life magazine.

In July 2013, community clubs across Victoria championed the Campaign by displaying posters, using Campaign coasters in their bars and bistros and playing the Campaign’s Community Service Announcement on their screens.

The Victorian clubs involved include the Veneto Club, Rosebud Country Club, Pakenham Racing Club, City Memorial Bowls Club Warrnambool, Mordialloc Sporting Club, Ballarat Leagues Club, Buckleys Entertainment Centre, Box Hill Golf Club and Windy Hill Venue (Essendon Football Club Social Club).

The clubs’ activities received prominent local television and print media coverage, in which ambassadors from these organisations spoke about how racism personally affected them and why they were committed to promoting the Campaign.

“These Victorian racing, soccer, golf, bowls, football, netball, cricket and social clubs have committed to taking the message to their members by displaying the *Racism It Stops With Me* posters in the clubs, placing the coasters in their bars and bistros and playing the *Racism It Stops With Me* community service announcement on their television screens.”

(Gillian Triggs, President, Australian Human Rights Commission, and Acting Race Discrimination Commissioner.)

A club in Victoria is a place that is collectively owned by its members and where a wide cross-section of people come together to talk. It’s these social group situations where the reflection on what we can do to counter racism can be so effective.

(Shannon Gill, Clubs Australia spokesman)
City of Greater Dandenong

Dandenong Council has partnered with local newspaper the Dandenong Leader to profile a number of culturally diverse local residents and the positive actions they taken when they witness racist behaviour.

They have also produced postcards and posters that give advice on how to respond to racism. Films and workshops will also allow local residents to share their ideas in person.

Maitland City Council

We wrote to Maitland City Council after reading about a disturbing incident of racially motivated property damage and intimidation, to encourage them to join as supporters of the Campaign and explore ways to promote an anti-racism message in their community.

The Council has agreed to endorse the Campaign and we are in the early stages of exploring the potential for further action on this support.

The local paper, the Maitland Mercury, has carried detailed coverage of the incident and subsequent process of the Council committing their support. The paper has strongly outlined the merits of the Campaign and encouraged locals to commit to standing up to racism. The paper produced a lift out poster which reads “Racism. It stops with me in Maitland”, and encouraged local business, organisations and households to proudly display it as a commitment against racism.
Mai-Wel joins fight against racism

By ANDREW PARKINSON  Aug. 19, 2013, 4 a.m.

SHOW OF SUPPORT: Thomasina Tobin from Mai-Wel’s Serendipity Cafe displays the anti-racism campaign poster.

The Mai-Wel Group has thrown its support behind the city of Maitland’s Racism: It Stops With Me campaign and encouraged businesses to join them after agreeing to display the Mercury’s anti-racism posters in their windows.

Multicultural Development Association (MDA)

The MDA is taking a stand against racism in a way which involves staff and clients. Some of their activities include:

- producing Campaign cards for staff security pass lanyards, which includes a QR code to offer users more information about the Campaign on the MDA website
- inviting staff to make a personal pledge against racism, with pledges shared on Facebook
- encouraging staff to sign a poster petition, which is displayed at the office to raise awareness about the Campaign to clients
- partnering with the Queensland Anti-Discrimination Commission to deliver training on racism and how to make complaints, as part of regular professional development sessions for staff
MDA trainers incorporating the Campaign into all their Lifeskills training sessions for newly arrived refugees and asylum seekers.

In 2013, MDA has had a presence at a number of community events, including hosting a stall at the World Refugee Day festival in Brisbane. Throughout the day, MDA staff encouraged the festival attendees to write their own personal anti-racism pledges. This was also done at the Brisbane v North Melbourne AFL game during the July multicultural round. The photos of those who participated were added to the MDA Facebook page.

Play by the Rules

Play by the Rules and the Australian Human Rights Commission partnered to produce a Community Service Announcement (CSA) that promotes the message that racism has no place in sport.

The CSA was launched at the Dreamtime at the G game on 25 May, and was broadcast nationally until 4 August 2013. It features some of Australia’s best known sporting heroes:

- Adam Goodes and Nick Maxwell (AFL)
- Greg Inglis, Cameron Smith and Timana Tahu (NRL)
- Peter Siddle (Cricket)
- Archie Thompson (Football)
- Sally Pearson (Athletics)
- Liz Cambage (Basketball)
- Mo'onia Gerrard (Netball)
- Drew Mitchell (Rugby Union); and
- the 2013 AFL Indigenous All-Stars.
Six 30 second Public Information Messages were also produced for radio featuring Liz Cambage, Adam Goodes, Nick Maxwell, Drew Mitchell, Cameron Smith and Archie Thompson.

The CSA was accompanied by an information pack about the Campaign. The video can be viewed here: http://www.youtube.com/watch?feature=player_embedded&v=ASsZ-u9YV3c

The CSA has received an incredible response both online and on broadcast stations. The YouTube video has received over 245,000 views, as well as being played on the big screen at several major sporting events. More than 200 radio stations in are currently playing one or more of the radio spots. Thirty-eight of the stations in major cities have broadcast a total of 2,362 radio spots.

Ventura Bus Lines

On 11 November 2012, French woman Fanny Desaintjores was racially abused by fellow passengers in Melbourne, while travelling on a bus operated by Ventura. Footage of the incident was posted on YouTube, and received widespread media attention.

Ventura (the largest private bus company in Melbourne) signed up as a supporter of the Campaign in the following month.

The company has since installed Campaign posters across 800 buses in its fleet. They have also developed driver protocols for responding to racist incidences in future.

It is important that we let the public know that we do not condone this kind of behaviour. Signing on as a supporter of this new campaign is a timely way for us to state that, as a company, we will not tolerate racism.

(Andrew Cornwall, Ventura Managing Director)
Sydney Roosters

We are working in partnership with the Sydney Roosters to support their development of an anti-racism program, Roosters Against Racism, as part of their support for the Campaign. We are a member of their advisory committee which also includes representatives from Play By The Rules, NSW Department of Education and Communities and the Community Migrant Resource Centre.

The Rooster Against Racism campaign aims to target school children and ‘equip school teachers, students, sport coaches and players with the knowledge and skills to sustain an inclusive learning/ sporting environment free of racism and provide them with information in relation to the benefits of cultural diversity and social inclusion.’ It will involve visits by Roosters staff and players to up to 50 schools in the eastern suburbs.

The Roosters have nominated three anti-racism ambassadors who will feature in co-branded promotion material including posters.

The program will be launched in late November.

7 The future of the Strategy

7.1 Introduction

In 2013-14 we will be working to build on the growing community momentum in support of the Campaign, deepen our engagement with priority sectors, engage new sectors in the Campaign and develop and promote new anti-racism resources adapted for key sectors.
We will continue to communicate the Campaign’s key messages through a range of media platforms, partner with high profile ambassadors from sport, business and the community to spread the message to new audiences and profile good practice initiatives being implemented by supporter organisations and others to reduce racism.

### 7.2 Priority sectors

(a) **Rationale**

A number of priority sectors have been identified based on evidence that:

- racism is a particular challenge within the sector; and/or
- the impacts of racism are severe; and/or
- the sector has demonstrated a commitment to taking anti-racism action and has capacity to effect meaningful change.

In the second year of the Campaign, we will continue to target our activities and resources to the following sectors or population groups to prevent and address racism:

a. Business  
b. Sport  
c. Young people and youth sector  
d. Transport  
e. Public services

In addition, we will expand the scope of the Campaign to engage directly with some additional priority sectors:

f. Education  
g. Health  
h. Police

### 7.3 Targeted engagement strategies

(a) **Business**

In 2013-14, we will continue our targeted engagement with the business sector with a focus on encouraging use of the Workplace Cultural Diversity Health Check in businesses and other workplaces. As described above, this tool designed to help organisations evaluate their organisational structure, policies, procedures and activities against diversity best practice to identify and overcome potential barriers to diversity.
The Campaign secretariat will actively encourage business supporters of the Campaign to use the health check tool as a first step in taking action to address racism and promote and celebrate diversity. To complement the health check, we will also develop and promote a business checklist to provide suggestions for businesses to take meaningful action.

Our goal is to create safer and more respectful workplaces by increasing the capacity of the business sector to identify racism and take effective action to prevent and address it.

(b) **Sport**

In 2013-14 we will continue working with our sports supporters to promote the Campaign and its key message at high profile events while also deepening our engagement with sporting associations and clubs at the local level. We will be working closely with major sport codes to support ambassadors to promote the Campaign in local clubs and schools, including through the development of additional resources. This will help to extend the Campaign’s reach to grassroots players and school students using role models to communicate the Campaign’s message.

Our goal is to communicate a strong message to the broader community, and particularly to young people, that racism is unacceptable on and off the field.

(c) **Education and Young people**

In 2013-14, we will be developing new anti-racism resources for the national school curriculum. These resources will include teaching and learning components, and will build on the *What you say matters* online resources.

Our goal is to see anti-racism content embedded in the curriculum so that all secondary school students know what racism is, why it is a problem, what impact it has and the role each individual can play in putting a stop to it.

(d) **Transport**

In 2013-14, we will continue our efforts to recruit transport providers around the country to join the Campaign and take a stand against racism on public transport. We will continue working with public transport operators to ensure that anti-racism messages are displayed prominently on buses, trains, trams and ferries and to build the capacity of staff to respond appropriately to racist incidents.

Our goal is to ensure that everyone can travel in peace and safety on public transport and be treated with respect by fellow passengers and staff, regardless of race, ethnicity or culture.

(e) **Public services**

In 2013-14, we will be working to deliver anti-racism and cultural diversity training to government service agencies. This training will be based on the module developed for the Department of Families, Housing, Community Services and Indigenous Affairs. It will be adapted to ensure its relevance to different sectors and service delivery contexts.
Our goal is to increase the capacity of the public service to identify racism in the
delivery of services to the community and take effective action to prevent and
address it.

(f) Health

Racism in the delivery of health services has been identified as a key priority for the
Strategy in 2013-14. We will be working with key Aboriginal and Torres Strait Islander
and mainstream health sector organisations and other stakeholders to develop a new
resource for the health sector to prevent, reduce and address racism.

Our goal is to support the creation of a health system which is culturally competent,
respectful, safe and free from racism.

(g) Police

In 2013-14 we will be seeking to engage constructively with police organisations
across the country to increase awareness throughout the police force about racism,
its impacts and what police can do to prevent and respond to it. We will also be
promoting good practice among state and territory police forces in policing culturally
diverse communities.

Our goal is to build the capacity of the police force to work constructively with diverse
communities and ensure that police practices are respectful and non-discriminatory.

7.4 Broad community engagement

(a) Bystanders

In 2013-14, we will be continuing the Campaign focus on bystanders. This will
include promoting online resources for bystanders and working with supporter
organisations to increase awareness of the role of bystanders in particular settings,
including on public transport, in sport and at school.

Our goal is to equip everyday Australians who witness racism to respond safely,
appropriately and effectively to support victims and, where safe to do so, to
communicate a clear message to the perpetrator that racism is unacceptable.

(b) Individuals and groups at risk of racism

In 2013-14 we will be continuing our work to increase awareness of legal protections
and complaints processes for individuals and groups at particular risk of racism.

Our goal is to empower at risk individuals and communities to seek remedies when
they experience racial discrimination.

8 Conclusion

In 2013-14 we aim to build on the growing community support for the National Anti-
Racism Strategy and the Racism. It Stops with Me Campaign. We will continue to:
• communicate a clear message that racism is unacceptable
• support prominent leaders and organisations to take a public stand against racism
• highlight effective anti-racism initiatives by our supporters and others
• work to build the capacity of priority sectors to identify, prevent and respond to racism and discrimination
• build understanding of the harm caused by racism to individuals and communities, including cyber-racism and 'casual racism,' and
• support bystanders and those who experience racism, particularly young people, respond safely, appropriately and effectively.

9 APPENDIX A: List of supporter organisations

• Advocacy for Inclusion
• AFL Players Association
• African Women Australia Inc.
• All Together Now
• AMES
• Anglicare Tasmania
• ANZ Bank
• Australia Council for the Arts
• Australian Bahai Community
• Australian Baseball Federation
• Australian Council of Social Services
• Australian Council of Trade Unions
• Australian Federation of Medical Women
• Australian Football League
• Australian Hotels Association WA
• Australian Industry Group
• Australian Multicultural Foundation
• Australian Olympic Committee
• Australian Partnership of Religious Organisations
• Australian Red Cross
• Australian Rugby Union
• Australian Sports Commission
• Australian Youth Affairs Coalition
• Basketball Australia
• Big hART
• Bluestone Edge
• B'nai Brith Anti-Defamation Commission
• Brotherhood of St Laurence
• Buildfirst
• Business Port Augusta
• Castan Centre for Human Rights Law
• Centacare Migrant Services
• Central Institute of Technology
• Centre for Cultural Diversity in Ageing
• Centre for Multicultural Youth
• City of Darebin
• City of Fremantle
• City of Marion
• City of Perth
• City of Port Phillip
• Clubs Australia
• Community West
• Corrs Chambers Westgarth
• Cosgrove High School
• CRANAplus
• Cricket Australia
• David Wirrpanda Foundation
• Deaths in Custody Watch Committee WA
• Deloitte
• Diversity Council of Australia
EcoNorfolk Foundation
Elders Limited
English as an Additional Language Program
Ethnic Communities Council of Victoria (ECCV)
Executive Council of Australian Jewry
FECCA
Football Federation Australia
Football Federation Victoria
Football United Program
Fred Hollows Foundation
Goldfields Land and Sea Council
Golf Australia
Hobson's Bay City Council
Hockey Australia
Human Rights Law Resource Centre
Ice Hockey Australia
Indigenous Business Australia
International Education Association of Australia
Know The Game
Lake Macquarie Football Club
Legal Services Commission of SA
Linkz Incorporated
Little Athletics Australia
Lutheran Community Care
Luv A Duck
Maribyrnong City Council
Melbourne High School
Methodist Ladies College Melbourne
Mid-North Coast Community Legal Centre
Migrant Resource Centre of SA
Migrant Resource Centre Southern Tasmania
Migration Council of Australia
Monash City Council
Moreland City Council
Mornington Peninsula Shire Council
Multicultural Development Association
Multicultural Youth Advocacy Network
Murdoch University
Music Council of Australia

National Congress of Australia's First Peoples
National Ethnic and Multicultural Broadcasters' Council
National Museum of Australia
National Rugby League
National Rural Health Alliance
National Union Of Students
Netball Australia
Office of the Anti-Discrimination Commissioner Tasmania
Online Hate Prevention Institute
Optimum Consulting Group
Persian Cultural Association of South Australia Inc
Play by the Rules
Port Augusta City Council
Proactive HR Solutions
QLD Anti-Discrimination Commission
Reconciliation Australia
Red Dust Role Models
Red Elephant Projects
Relationships Australia
Religions for Peace
Royal Australian College of General Practitioners
Ruah Community Services
SA Equal Opportunity Commission
SBS
Scanlon Foundation
Scouts WA
Settlement Council of Australia
Surf Life Saving Australia
Table Tennis Australia
Tasmanian Centre for Global Learning
Telstra
The Huddle
Toowoomba Hockey Association
Touch Football Australia
Townsville Multicultural Support Group
Unions NSW
Universities Australia
University of Western Australia
• Ventura Bus Company
• Victoria Legal Aid
• Victorian Aboriginal Legal Service
• Victorian Equal Opportunity and Human Rights Commission
• Victorian Medical Women's Society
• Volleyball Australia
• WA Equal Opportunity Commission
• Walpiri Youth Development Aboriginal Corporation
• Welcome to Australia
• Western Regional Health Centre
• Western Sydney Community Forum
• WIRE Women's Information
• Women's Health West
• Wushu & Tai Chi Practitioners Australia
• Wyndham Community and Education Centre
• Yarraville Community Centre
• Young and Well Cooperative Research Centre