Racism. It stops with me

SUPPORTERS’ PROSPECTUS
As Australia’s Race Discrimination Commissioner, I invite you to pledge your support for Racism. It Stops With Me. This campaign is a key initiative of the National Anti-Racism Strategy, which was launched in 2012. To date, more than 270 organisations – including sporting groups, arts and community organisations, government bodies, corporations, employers, nongovernment organisations and voluntary groups – have joined as supporters. This is an opportunity for you to sign up to the campaign and play a visible role by taking a public stance against racism in your community.

Tim Soutphommasane, Race Discrimination Commissioner.

Why take action against racism?

While cultural diversity is central to our national identity, the reality is that too many people in Australia experience prejudice, discrimination and racism on a regular basis.

Racism locks people out of social and economic opportunities. It costs workplaces and our economy and it works against our goal of building fair, inclusive communities.

One in seven Australians said they experienced discrimination because of their colour or background, a figure that has been increasing steadily in recent years.

Racism: It stops with me

This campaign invites all Australians, both at the individual and the organisational level, to reflect on what they can do to counter racism, wherever it happens.

The campaign aims to:

• Ensure more Australians recognise that racism is unacceptable in our community
• Give more Australians, at an individual and organisational level, the tools and resources to take practical action against racism
• Empower individuals and organisations to prevent and respond effectively to racism wherever it may happen.

Why you should be involved

Our research highlights the critical role of sporting groups, arts and community organisations, government bodies, corporations, employers, non-government organisations and voluntary groups in preventing and responding to racism. Our research also highlights the cost to the community and to organisations where racism exists.

Signing up to this initiative will unite you with like-minded individuals and organisations committed to tackling racism.

What this means for you

• Endorsing the campaign will build on your existing initiatives to prevent discrimination and support cultural diversity
• Increase your brand association with positive awareness and actions against racism
• Set an example to others through promotion of your activities on our online hub
• Be associated with establishing positive evidence-based solutions to tackling racism
• Receive community recognition and awareness of your support for an Australia where human rights are respected by everyone.
What could you do?

The success of the campaign depends on public demonstrations of support by individuals and organisations from a range of areas.

Your pledge will mean:

- Endorsing the campaign, for example, by prominently featuring the campaign logo on your website
- Promoting the campaign through your communications channels
- Identifying specific activities that your organisation can undertake over the next three years to support your stance against racism.

Publicise the campaign

You could demonstrate your support for the campaign by promoting the ‘Racism. It Stops With Me’ message. Take a look at how existing supporters have spread the word:

[Images of Metro Buses, Geelong City Council billboard, Football United Primary School Festival, and other events]

Hold an event

Part of your support could involve holding an event in support of the campaign. The City of Greater Bendigo held a public event in July 2014 to announce their support during which staff asked members of the community to make personal pledges to stand up against racism.

Sports clubs have held intercultural matches and tournaments to show their support. Table Tennis Australia held an intercultural tournament in Sydney in 2013 which will be repeated later in 2014. Football United offers weekly football training, football festivals, life skills workshops and youth leadership opportunities to bring people from diverse backgrounds together through sport.

Other supporters have held forums, workshops, film screenings and other similar events to spread the ‘It Stops With Me’ message.
You could also institute programs or policy changes to reduce racism in your workplace or community. The University of Tasmania created the UTAS Report It network, providing students who have encountered harassment, aggression or discrimination with an accessible online reporting tool through which they can access support. This program also enables bystanders to access quick advice on what to do when they see racism or discrimination. Find out more by visiting the Report It website: www.utas.edu.au/students/reportit

Ventura Bus Lines joined the campaign following the racial abuse directed against French passenger, Fanny Desaintjores, in November 2012. As part of their involvement in the campaign, Ventura developed driver protocols for responding to racist incidents in order to ensure that drivers know how to respond appropriately to racist behaviour, harassment or physical violence on their buses: http://www.venturabus.com.au/
Pledges

You could follow the example of many existing supporters and ask members of staff or the community to pledge their personal support of the campaign.

The Queensland Government Department of Aboriginal and Torres Strait Islander and Multicultural Affairs, for example, informed staff members of the campaign’s aims and objectives and invited them to demonstrate their commitment by making personal pledges:

The Multicultural Development Association similarly asked staff to make campaign pledges as part of their official support:

The Football Federation of Victoria (FFV) implemented the Don’t Stand By. Stand Up! initiative, to encourage Victorian football clubs to pledge to take a stand against racism. As part of the pledge, clubs are required to nominate at least two club officials to undertake FFV’s Respect and Responsibility course and commit to promoting the initiative to club members and networks. For more information, see http://www.footballfedvic.com.au/index.php?id=1292
Get creative

You could also use the campaign as an opportunity to get creative. The City of Greater Dandenong worked with the local community to develop the *Racism. Get Up. Speak Out.* project to share stories that affirm and celebrate positive responses to acts against racism within Greater Dandenong. Part of the project included creating a series of short films following the stories of Greater Dandenong residents and their personal experiences in countering racism. View the full project at www.greaterdandenong.com


Maribyrnong City Council facilitates the Raw Elements hip hop program. This program helps young people write lyrics and record songs, and works on using hip hop as a tool for people to tell stories and campaign on social issues. The program developed a song and video based on the messages of the *Racism. It Stops With Me* campaign, entitled ‘It Stops With Me’: http://www.youtube.com/watch?v=Ra3e1fwiK0&list=UUueim3hqs-TX8mgwil1VQAA&feature=share&index=4

Clip from ‘It Stops With Me’ music video

About the National Anti-Racism Partnership

The Partnership is led by Australia’s Race Discrimination Commissioner and includes:

- Australian Human Rights Commission
- Australian Multicultural Council
- Department of Social Services
- Attorney-General’s Department
- Department of Prime Minister and Cabinet
- Federation of Ethnic Communities’ Councils of Australia
- National Congress of Australia’s First Peoples

For more information

Email: antiracismsecretariat@humanrights.gov.au  
Website: https://itstopswithme.humanrights.gov.au/