

Evaluation of the

National Anti-Racism Strategy and *Racism. It Stops with Me*

**July 2015**

**Table of contents**

Introduction 3

Executive summary 5

Background and context 5

About this report 5

National Anti-Racism Strategy projects 6

*Racism. It Stops with Me* campaign 6

Activities and outputs 7

How well was the Strategy implemented, and what difference did it make? 9

What difference did the National Anti-Racism Strategy make? 11

Conclusion 12

Future directions 13

Development of the Strategy 14

Establishing a partnership 14

Community consultation 14

Responses from the community 15

The National Anti-Racism Strategy 16

National Anti-Racism Strategy projects 18

The *Racism. It Stops With Me* campaign 22

Evaluating the Strategy 29

Context 29

Evaluation and future planning 30

The evaluation framework 30

Evaluation findings – how well, and what difference? 34

Conclusion 41

Future direction 42

Appendix A – case studies 43

Greater Bendigo City Council 43

Football Federation Victoria 46

City of Greater Dandenong 50

City of Hobart 53

Maitland City Council 54

Netball Australia 56

Newington Gunners 58

Appendix B – supporters at June 2015 60

End notes 73

# Introduction

The National Anti-Racism Strategy was developed with a number of aims. It was about helping people to understand what racism is and why it is a problem. And it was about empowering people to prevent racism from happening and to reduce it in their communities.

Almost three years on from its launch in August 2012, we can report on the Strategy’s success.

But we do so in the knowledge that more remains to be done.

Tackling racism is by no means a simple task. Prejudice and discrimination can be a product of ignorance and arrogance just as much as hatred and fear. It can be crude as well as subtle, systemic as well as casual. Getting people to have conversations about race can, as most of us would know, be a fraught business.

This report reviews and evaluates the National Anti-Racism Strategy and the *Racism. It Stops with Me* campaign. It shows that the Australian Human Rights Commission has been able to do ‘a lot with a little’. We have done so by creating a network of partners and supporters, and by encouraging communities to be part of a national campaign.

I thank all of our partners: the Attorney-General’s Department, the Department of Social Services, the Department of Prime Minister and Cabinet, the Federation of Ethnic Communities’ Councils of Australia, the National Congress of Australia’s First Peoples and the Australian Multicultural Council. My thanks also to our *Racism. It Stops with Me* campaign ambassador, Adam Goodes.

Thanks as well to all of our campaign supporters. We have received great community support – to date, more than 360 organisations have formally signed on to the campaign, and we have the support of many more individuals.

Of course, the true success of our work cannot be measured in numbers. It is about starting conversations, be they in boardrooms, classrooms or living rooms. It is about getting people to reflect on what they can do to combat prejudice and discrimination.

This evaluation report has informed the planning of the next phase of the Strategy and campaign.

The Commission will build on our work in the areas of employment, education, media, government service provision, sport and the online environment. Our future work will be guided by two themes:

* Combating racism and discrimination, and
* Supporting diversity and inclusion.

We also look forward to expanding the National Anti-Racism Partnership.

The National Anti-Racism Strategy has started a national conversation about race in this country. I look forward to continuing that discussion.

Dr Tim Soutphommasane

Race Discrimination Commissioner

June 2015

# Executive summary

## Background and context

In 2011, the Australian Government made a commitment to a comprehensive National Anti-Racism Strategy (the Strategy).

The Australian Human Rights Commission (the Commission) was provided with a budget of $1.7 million over four years to develop and implement the Strategy.

The Strategy was launched in August 2012, along with a nationwide public awareness campaign *Racism. It Stops with Me* (the campaign).

The aim of the Strategy is “to promote a clear understanding in the Australian community of what racism is, and how it can be prevented and reduced.”

Its objectives are to:

* Create awareness of racism and its effects on individuals and the broader community
* Identify, promote and build on good practice initiatives to prevent and reduce racism, and
* Empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs.

The National Anti-Racism Strategy is a partnership-based strategy with a focus on public awareness, education resources and youth engagement. The Commission worked to meet these objectives through two separate, but related, streams of activity:

* The *Racism. It Stops with Me* campaign, intended to encourage and coordinate the efforts of individuals, organisations and communities that have an interest in anti-racism initiatives, and
* A series of strategic projects designed to reduce racism, support diversity and build social cohesion in priority areas identified during development of the Strategy.

## About this report

This report provides a snapshot of progress under the Strategy and campaign. It details the process and findings of the three year evaluation of the Strategy and campaign, which aimed to answer three key questions:

* What was delivered?
* How well was it delivered?
* What difference did it make?

The evaluation included:

* A theory of change and logic model
* Meta-analysis of projects and documents
* A survey of over 280 campaign supporters
* Interviews with 15 key campaign informants, and
* Seven in depth case studies of campaign supporters.

## National Anti-Racism Strategy projects

Six strategic projects have been developed and delivered to date, targeting priority areas identified in the Strategy. Given the resourcing and breadth of the Strategy, we have largely focused on creating resources that could be widely used within target sectors and which built on and reinforced existing good practice.

Considerable preparatory research and consultation was undertaken before these projects were developed to ensure they met the target audience needs.

The projects are:

1. What You Say Matters*,* an online anti-racism resource for young people.
2. Strengthening Connections*,* a training resource addressing systemic racism against Aboriginal and Torres Strait Islander people using government services.
3. The Workplace Cultural Diversity Tool, an audit tool for employers.
4. *RightsED*, education resources for schools on racism and race relations curriculum.
5. A National Forum on Diversity Training for police, and
6. Building Social Cohesion in Our Communities*,* a resource for local government.

As the resources and products produced by a number of these projects are still in the early implementation stage it is not yet possible to fully assess outcomes. However, they will be reviewed or evaluated where feasible.

## *Racism. It Stops with Me* campaign

The *Racism. It Stops with Me* campaign has three objectives - to:

* Ensure more Australians recognise that racism is unacceptable in our community
* Create tools and resources to support practical action against racism, and
* Empower individuals and organisations to prevent and respond effectively to racism.

To achieve these objectives, the Commission adopted a partnership approach. At the time of writing, 364 organisations have joined the campaign as supporters. They have each been asked to:

* Endorse the campaign publicly;
* Promote the campaign through their communications channels, and
* Identify activities that their organisation could undertake to support their stance against racism.

The campaign outputs have been reviewed, including the website, resources, and social media activity. A detailed analysis of feedback from surveys, interviews and case studies has also helped to determine the campaign’s impact and the extent to which it has met the campaign and Strategy objectives.

## Activities and outputs

The activities and outputs of the Strategy are documented in detail through the body of this report. The table below provides a summary of the key outputs delivered over the three years of its implementation.

|  |  |
| --- | --- |
| **Activity area** | **Outputs** |
| Key events | 23 public meetings, National Anti-Racism Strategy consultation process, March – May 2012 Launch, National Anti-Racism Strategy and Racism It Stops with Me campaign, August 2012‘Not Just Black and White’ event, International Day for the Elimination of All Forms of Racial Discrimination, March 2013Launch, ‘What You Say Matters’ resources, June 2013Launch, Workplace Cultural Diversity Tool (with Diversity Council Australia), September 2014Two launches, *RightsED* curriculum resources, December 2014 (Sydney) and March 2015 (Melbourne, with Castan Centre for Human Rights Law)National Forum on Diversity Training in Policing, October 2015 (with NSW Police) |
| Training and education | Strengthening Connections racism and unconscious bias training package, two training pilots (2013) and a report on pilot evaluation.Four *RightsEd* curriculum resources on racism and race relations (History years 6 and 10, Health and Physical Education years 5-6 and 9 - 10).  |
| Websites | *Racism It Stops with Me*<https://itstopswithme.humanrights.gov.au/> What You Say Matters<https://itstopswithme.humanrights.gov.au/resources/what-you-say-matters> Workplace Cultural Diversity Tool (with Victorian Health Promotion Foundation and Diversity Council Australia)<http://culturaldiversity.humanrights.gov.au/> Building Social Cohesion in our Communities [www.acelg.org.au/socialcohesion](http://www.acelg.org.au/socialcohesion)  |
| Publications | National Anti-Racism Strategy consultation paperNational Anti-Racism Strategy consultation reportNational Anti-Racism Strategy*Racism It Stops with Me* supporter prospectusesSeven factsheets, What You Say Matters resource kit*Racism It Stops with Me* and the National Anti-Racism Strategy: One Year On report Cyber-racism and ‘tips for bystanders’ factsheets Building social cohesion in our communities – summary publication |
| Videos  | What You Say Matters, 2013Two Community Service Announcements (May 2013, June 2014) |
| National Anti-Racism Partnership | Secretariat support for 17 meetings, 2011 - 2015 |
| Key Racism It Stops with Me activities | Support provided to 29 campaign launches by supporters since commencement of current Race Discrimination Commissioner in (Race Discrimination Commissioner in 2013 (Commissioner attendance and/or merchandise provided)Five supporter recognition events, 2015 24 email newsletters sent to campaign supportersRant Against Racism competition, 2014Annual supporter survey, 2013 and 2014Supporter resources including supporter toolkit and promotional merchandise (posters, pledge templates, pins, badges, stickers, lanyards, wristbands, coffee cups) produced and distributed to 364 campaign supporters since September 2012 |

## How well was the Strategy implemented, and what difference did it make?

As the Strategy projects are still in the early implementation stage it is too early to answer this question in relation to these initiatives – they will be considered as each project is evaluated. Much of the data at this stage focusses on the reach of impact of the *Racism. It Stops with Me* campaign.

### Supporter survey findings

The most recent annual survey of campaign supporters was sent to over 280 organisations in 2014 and had a response rate of 21 per cent. It found that 84 per cent of respondents felt the campaign had had a positive impact. No respondents indicated a negative impact.

Other key findings were:

Since joining the campaign, respondents had done, or were planning to do, the following:

* Informed their staff or volunteers (93 per cent) and/or clients or service users about their support for the campaign (80 per cent)
* Used the campaign to initiate anti-racism policies, training or other initiatives in their organisation (58 per cent)

Held an event to launch their support for the campaign (35 per cent

* Held another kind of event or activity to promote their support for the campaign (50 per cent).

57 per cent of respondents had anti-racism policies, procedures or projects in place prior to joining the campaign. 70 per cent of these thought that the campaign had been beneficial in reinforcing or leveraging support for these.

76 per cent of respondents thought the campaign had been useful to their staff/volunteers and 65 per cent thought it had been useful to their clients/ service users.

### Thematic analysis of impact

A thematic analysis was used to assess the impact of activities to date. The thematic findings link to the evaluation questions and relate back to the Strategy’s objectives.

Themes for considering impact

## What difference did the National Anti-Racism Strategy make?

### Theme 1: Starting conversations

Data suggests the Strategy, particularly the campaign, has been successful in starting conversations about racism. In the words of online survey respondents:

*The campaign almost legitimises people to feel more comfortable in talking about racism.*

*The campaign helps to bring the issue of racism to a conversational level.*

*I talk about the campaign wherever I go.*

*In some cases, joining the campaign mandated conversations about racism and an organisation’s response to it.*

*Referees were obliged to discuss zero tolerance to racism and talk about what players and spectators could do if an incident occurred.* (Football Federation Victoria)

### Theme 2: Sending a clear message

The rationale for the campaign slogan *Racism. It Stops with Me* was to encourage individuals and organisationsto take responsibility for ensuring that racism does notoccur, or for doing something about it when it does. Manyorganisations joined the campaign to send a message– to their staff, or their community – that they would notcondone racism.

Being a part of this campaign sends a strong message to our community that we support its cultural diversity and we, as a community, will bear no tolerance for racism. Our cultural diversity is our strength and the Shire will continue to employ methods to ensure that racism does not have a place in our community. (Online survey respondent)

Some case study participants identified resources provided by the Commission as particularly beneficial, while many supporters produced their own resources. For example, developing and displaying campaign posters on transport networks was the most popular activity undertaken by the campaign’s transport supporters, enabling them to effectively and efficiently communicate a strong anti-racism message to commuters.

### Theme 3: Providing leadership

There was broad recognition of the leadership displayed by the Commission in developing a national strategy:

*This is an excellent initiative. We commend the Commission for its leadership.* (Online survey respondent)

Also evident was the ways in which the Strategy, particularly the campaign, assisted supporter organisations to demonstrate leadership against racism. As Metro Tasmania’s chief executive officer said, “We want to be out there in the public face and show that if there is any racism out there we’ve got to stop it and we don’t want it.”[[1]](#endnote-1)

Similarly, the Newington Gunners Football Club wanted to show their community that “anti-racism and diversity are a part of our culture – this is nothing special – it’s the way we do business around here.”

### Theme 4: Empowering action

One of the most consistent findings was the extent to which the Strategy provided leverage to initiate anti-racism activities, or to build on and strengthen existing activities. This was clearly highlighted in both the quantitative and qualitative analysis of the *Racism. It Stops with Me* campaign.

*Being part of a national campaign and the national Strategy demonstrates that we are not lone wolves and gives added strength to what we are saying.* (Supporter key informant 12)

Sometimes a specific incident prompted an organisation to join the campaign and take action. For example, the NSW Minister for Citizenship and Communities and the Member for Coogee announced the rollout of *Racism. It Stops with Me* posters on buses and bus stops in eastern Sydney following a racial attack against schoolchildren on a Sydney bus.

## Conclusion

This evaluation report demonstrates that the Commission has done ‘a lot with a little’ by creating a network of partners and supporters taking action against racism and by encouraging communities to use the national campaign to support their individual and organisational efforts.

With greater resources, more could have been achieved, such as broader reach and greater systemic change. However, our approach has been to share responsibility and resources and to use our status and leadership to encourage and support local initiatives.

There is good evidence that some short to medium term outcomes of the Strategy have been achieved in a relatively short timeframe. That is, awareness of racism and how best to respond to it is growing, and behaviour change is occurring, within individuals, organisations and communities reached by the Strategy.

## Future directions

This evaluation has been critical to the National Anti-Racism Partnership in planning the future direction of the Strategy.

In leading the next stage of the Strategy and campaign, the Commission will build on its efforts in the areas of:

* Employment
* Education
* Media
* Government service provision
* Sport, and
* the online environment.

We will also focus on communities and public places.

Work will fall under two distinct but complementary themes:

* Combating racism and discrimination, and
* Supporting diversity and inclusion.

We will prioritise the following activities:

* Developing and promoting education, training and resources aimed at addressing systemic issues of racism and racial discrimination
* Supporting research and good practice in racism prevention and reduction
* Building and strengthening partnerships with those committed to combating racism and discrimination and supporting diversity and inclusion, and
* Promoting community awareness of racism and how to prevent and respond to it.

The National Anti-Racism Partnership will continue to support the implementation of the Strategy and campaign, and will be expanded to enable more effective engagement with priority sectors.

# Development of the Strategy

In 2011, the Australian Government made a commitment to develop and implement a National Anti-Racism Strategy (the Strategy). The Race Discrimination Commissioner[[2]](#endnote-2) at the Australian Human Rights Commission (the Commission) led the implementation of the Strategy which has a focus on public awareness, education resources and youth engagement. The Strategy is underpinned by research, consultation and evaluation.

$1.7 million was allocated to the Commission to develop and then implement the Strategy over four years, between 2011and 2015.

## Establishing a partnership

A National Anti-Racism Partnership was established to support the implementation of the Strategy. Led by the Commission, the Partnership includes representatives of:

* the Attorney-General’s Department
* the Department of Families, Housing, Community Services and Indigenous Affairs[[3]](#endnote-3)
* the Department of Immigration and Citizenship[[4]](#endnote-4)
* the Australian Multicultural Council
* the National Congress of Australia’s First Peoples
* the Federation of Ethnic Communities’ Councils of Australia.

## Community consultation

We undertook three months of community consultation between March and May 2012 to develop the Strategy. A discussion paper was launched in March 2012, to inform and engage the community and other key stakeholders. A summary of the discussion paper was translated into 26 languages and made available on our website.

To encourage community participation the consultation process was promoted:

* By media release on the day of the launch
* On the Commission’s website
* In 11 major national daily newspapers
* In the *National Indigenous Times* and *Koori Mail*
* Through radio advertising, aimed at Aboriginal communities in the Northern Territory.

People were invited to participate in the consultation process by:

* Attending a public meeting
* Making a formal submission to the discussion paper
* Making an online submission via the website template, and
* Completing an online survey.

Around 680 people participated in the consultations with 23 public meetings held in 17 locations across every state and territory, including five consultations with Aboriginal and Torres Strait Islander communities. Some consultations were facilitated by state and territory Equal Opportunity Commissions.

Almost 1600 people completed the anonymous online survey, with 80 submissions made using the online submission template.

In addition, 123 formal submissions were received, 82 by organisations and 41 by individuals.

## Responses from the community

When asked ‘How does racism make you feel?’typical survey responses included:

It creates a divide. Australia is one country but it doesn’t feel like it.

Upset for the target, angry towards the perpetrator, embarrassed that I do not know how to stop it.

It makes me feel like a second class citizen in Australia, even though I have been living here for 14 years.

It makes me feel less connected to Australia and the Australian community to the point where I find it difficult to identify as Australian.

It makes me feel like I have made the wrong decision to enter this country.

I’m a proud Australian but it does make me cringe. We can do better.

The consultation process found that:[[5]](#endnote-5)

* Two thirds of respondents had experienced racism.
* Nine out of ten respondents said that racism was either an extremely important or a very important issue facing individuals and Australia as a whole.

People who engaged in community consultation identified five priority areas where racism should be addressed:

* Education
* Workplaces
* Sport
* Services provided by government
* The internet, and
* The media.

Approximately 80 per cent of submissions supported the need for a National Anti-Racism Strategy.

In addition to community consultation, we undertook extensive desktop research. The evidence-base on effective anti-racism interventions was considered, along with research into successful anti-racism strategies and initiatives used in other countries. This includes those aimed at the general population, as well as those targeting specific sectors like sports and education.

## The National Anti-Racism Strategy

Informed by the consultation process, we worked closely with our government and non-government partners to develop the National Anti-Racism Strategy.

The National Anti-Racism Strategy:

* Explains what racism is
* Articulates the rationale for the Strategy
* Provides the results of research identifying who experiences racism in Australia
* Identifies existing measures like international conventions to which Australia is a signatory
* Identifies a timeline over which the Strategy will be implemented, and
* Articulates three key desired outcomes based on the Strategy’s objectives.

### Principles guiding the Strategy

The Strategy is informed by the following key principles drawn from the research:

* Use complementary strategies and work at multiple levels, including at the individual, organisational, community and societal levels.[[6]](#endnote-6)
* Engage people with relatively moderate racist views, rather than those who are particularly intolerant.[[7]](#endnote-7)
* Build empathy and promote dialogue about racism.[[8]](#endnote-8)
* Focus on changing behaviours as much as changing attitudes.[[9]](#endnote-9)
* Address institutional or organisational racism in particular settings. To be effective, this must involve a range of coordinated interventions and be supported by management.[[10]](#endnote-10)
* Adapt strategies to different settings and audiences, including local settings.[[11]](#endnote-11)
* Target anti-racism initiatives towards priority areas, including workplaces, education and sport.[[12]](#endnote-12)

### Aims, objectives and actions

The National Anti-Racism Partnership collectively agreed on an aim, set of objectives and ‘high-level actions’ to guide implementation of the Strategy.

#### Aim

To promote a clear understanding in the Australian community of what racism is, and how it can be prevented and reduced.

#### Objective 1: Create awareness of racism and its effects on individuals and the broader community

High-level actions:

* Launch and implement a campaign to create public awareness of racism and what we can do about it.
* Identify and work with champions who will promote the objectives of the Strategy and activities to combat racism in identified priority settings.
* Support and promote research on the prevalence of racism in areas of public life to increase awareness of its economic and social impacts.

#### Objective 2: Identify, promote and build on good practice initiatives to prevent and reduce racism

High-level actions:

* Align with and reinforce policies and legal protections that promote respect and equality for Australians of all racial, ethnic and cultural backgrounds.
* Establish a clearinghouse of resources which demonstrate good practice in preventing and reducing racism, with a specific focus on young people.
* Work with stakeholders in identified priority settings to support and promote good practice initiatives to address systemic racism.
* Build partnerships with all levels of government and non-government organisations to support and promote good practice initiatives to address systemic racism at national, state and local levels.

#### Objective 3: Empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs

High-level actions:

* Identify and promote resources to support individuals and communities to respond effectively to interpersonal and systemic racism
* Identify and promote information to individuals and communities at particular risk of racism to strengthen their access to legal protections.

### What was delivered

Both the Strategy and campaign were launched in August 2012.

Between 2012 and 2015, we worked to progress the objectives and ‘high-level actions’ set out in the Strategy in ways appropriate to the available resources. For example, in order to support and promote research, we committed financial and in-kind resources to several Australian Research Council Linkage projects which further the Strategy objectives:

* ‘Using bystander anti-racism to reduce race-based discrimination: Examining the frequency, potential, benefits, facilitators and obstacles of bystander anti-racism’
* ‘Addressing race-based discrimination in Australia – a cost-benefit analysis’
* ‘Cyber-Racism and Community Resilience’, and
* ‘Standing up to racism and racial bullying among Australian school students’ (commencing 2015).

The work undertaken to meet the Strategy objectives was primarily implemented through discrete projects addressing systemic issues of racism, racial discrimination and cultural diversity, and through the *Racism. It Stops with Me* campaign.

## National Anti-Racism Strategy projects

Six key projects were developed and delivered in the last three years, targeting priority sectors identified in the Strategy.

We undertook considerable preparatory research and consultation in developing these projects to ensure they met the target audience needs. Some projects prioritise raising awareness about racism and effective responses to it while others address systemic issues of discrimination or cultural diversity within a specific sector, such as employment or policing.

Given the resourcing and breadth of the Strategy, projects have largely focused on creation of resources that could be widely used within target sectors and which built on and reinforced existing good practice.

### What You Say Mattersresources for young people

In 2013, the then Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) provided the means for anti-racism resources to be developed specifically for young people.

We surveyed almost 2 400 young people aged between 13 and 17, to determine the most appropriate form and content for these resources. This was done with the support of FaHCSIA, the Young and Well Cooperative Research Centre, and a social media provider.

We found that:

* Almost nine out of ten young people had experienced some kind of racism or seen it happen to someone else.
* 43 per cent said they had experienced or witnessed racism at school, and
* 33 per cent said they had experienced or witnessed it on the internet.

Informed by this research, we developed a suite of online resources using the What You Say Matters tag line.

These resources focus on the questions most commonly asked about racism by the young people surveyed:

* 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?

In addition to the online resources, a music video named What You Say Matters has been created and posted on YouTube. The video features hip-hop artist Brothablack and the students of James Meehan High School in Macquarie Fields, Sydney. The lyrics and scenes in the video draw on the issues and real-life experiences raised by young people who participated in the Commission’s survey and the students from James Meehan High School.

To date, the video has been viewed over 50 000 times on YouTube.

Building on these initiatives, a teaching module based on What You Say Matters resources was developed in 2015. This module adds to the curriculum resources developed under the Strategy (outlined below).

### *RightsED* education resources on racism and race relations

In 2014 we developed a suite of education resources for students in Years 5 to 10. These were designed to provide teachers with clear, engaging materials on racism and race relations in Australia. They include lesson plans and a range of classroom activities.

Informed by an extensive literature review, these resources draw on elements from best practice anti-racism educational materials, such as the NSW Department of Education’s Racism No Way resources.

The education resources address core content areas of the national curriculum and cover History and Health and Physical Education subjects:

• Australia as a nation: race, rights and immigration – History, year 6;

• The Globalising World: Changing policies and Australian identity – History, year 10;

• Take a stand against racism – Health and PE, years 5 and 6, and

• Tackling racism in Australia – Health and PE, years 9 and 10

Aware that educators generally have heavy workloads, limited resources and

Aware that educators generally have heavy workloads, limited resources and competing demands, we are promoting the *RightsED* resources to educators through teacher conferences and professional development events, and publications targeted towards teachers.

The resources are free and can be downloaded from both the Commission website and Scootle, an education portal. There have been over 3 600 downloads of the resources since they were launched in December 2014.

We will continue to promote the resources and will evaluate the project in late 2015.

### Workplace Cultural Diversity Tool

The Workplace Cultural Diversity Tool is a free online resource offering employers practical support to build and manage culturally diverse workplaces.

The tool was developed to support employers considering a focus on cultural diversity and to help those already committed to diversity move towards best practice. It consists of 30 items across seven best practice measures of workplace cultural diversity based on international research. Users can assess their organisations’ achievements against each measure and access good practice examples from other organisations. Once the tool has been completed, users receive a confidential report tailored to their organisation.

We developed the tool in partnership with Diversity Council Australia, and the Victorian Health Promotion Foundation (VicHealth). It builds on the work of VicHealth’s ‘Workplace Diversity and Anti-Discrimination Assessment Tool’, Diversity Council Australia’s ‘Capitalising on Culture’ survey, and Reconciliation Australia’s Reconciliation Action Plans.

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

The tool was launched in 2014 in partnership with Diversity Council Australia and has been promoted through employer networks, conferences and forums, and social media. At the time of writing the tool has been viewed over 23,000 times. 910 users have registered to use the tool and over 140 have completed the tool and produced a report for the organisation. The tool is currently being evaluated.

### Anti-racism and unconscious bias training

In 2012 we received funding from Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) to address systemic racial discrimination towards Aboriginal and Torres Strait Islander people in the delivery of government services.

We engaged the Victorian Equal Opportunity and Human Rights Commission (VEOHRC) to develop and pilot a training resource. This was based on a successful training program previously developed for the Victorian Health Promotion Foundation ‘Localities Embracing and Accepting Diversity’ initiative.

The aim of the training program is to improve the way government service providers deliver services to Aboriginal and Torres Strait Islander people. This can be done by building awareness and understanding of the way individual and systemic racism impacts on individuals and communities.

The training program was informed by consultation with Aboriginal community-controlled organisations as well as submissions made to the Strategy.

In 2013, 25 people attended two pilot sessions of the training, one held in Melbourne and one in Port Augusta. An evaluation of the pilots indicates that participants improved their capacity to:

* Identify different forms of racial discrimination
* Understand how racial discrimination can occur in service delivery
* Appreciate the impact of discrimination on affected communities
* Identify steps to prevent or address racial discrimination in service delivery
* Identify how racial diversity can be supported or advanced within organisations.

We have since adapted the training for use in government and educational settings and continues to explore opportunities for delivering the training.

### National forum on police diversity training

In October 2014 we partnered with NSW Police to host a two-day forum on diversity training in policing. The forum objectives were:

* To identify and map diversity training in police jurisdictions
* To develop a common understanding of policing capabilities related to cultural diversity training across a range of contexts, and
* To progress towards a framework for applied diversity training, and possible benchmarks, in a policing context.

This work was based on international research already undertaken by NSW Police.

It was the first time a forum like this had been held. Bringing together policing jurisdictions, practitioners, academics, trainers, leaders and the Commission was considered an outcome in itself.

The forum was attended by representatives of a range of jurisdictions across Australia and representatives of the Australia New Zealand Policing Advisory Agency.

Some of the challenges in developing a national framework with benchmarks include: the need for a whole-of-organisation response that would filter across all areas of policing, and a commitment to integrating diversity training into police training and processes.

NSW Police and the Commission will collaborate further to progress this initiative.

### Building social cohesion in our communities

In 2014 we engaged the Australian Centre of Excellence for Local Government, University of Technology Sydney, to develop an online resource for local government. The resource is evidence-based and draws on Australian and international best practice.

The resource aims to address some of the issues identified by councils engaged in the *Racism. It Stops with Me* campaign and will help local government to:

* Understand communities and measure both strengths and weaknesses
* Engage communities and build partnerships between key stakeholders
* Prevent and respond to incidents of racism or conflict between groups
* Strategically plan for the evolving needs of their communities, and
* Monitor, evaluate and share outcomes.

This resource was launched in June 2015. Its impact will be evaluated in 2016.

## The *Racism. It Stops With Me* campaign

*Racism. It Stops with Me* is a national public-awareness campaign supporting the goals of the National Anti-Racism Strategy.

To meet the awareness-raising objectives of the Strategy, the National Anti-Racism Partnership determined that a national campaign was required. Research commissioned in early 2012 produced a campaign concept that:

* Targets a mainstream audience
* Engages people ‘in the middle’ - those who are not strongly racist or strongly inclusive, and
* Has a ‘call to action’ that encourages bystanders to take a stand against racism.

The campaign objectives align with and reflect those of the Strategy. They are to:

* Ensure more Australians recognise that racism is unacceptable in our community
* Create tools and resources to take practical action against racism, and
* Empower individuals and organisations to prevent and respond effectively to racism.

### Support and partnerships

We have invited organisations from a range of sectors to ‘sign up’ as campaign supporters. Supporters are asked to:

* Endorse the campaign, for example, by featuring the campaign logo on their website
* Promote the campaign through their communications channels, and
* Identify specific activities that they can undertake in support of the campaign.

Many organisations have signed up as campaign supporters as a way of demonstrating a stance against racism, sometimes in response to a racist incident in their organisation or community.

To date, 364 organisations have pledged support to the campaign. They span sectors as diverse as business, sport, local government, education and the community sector.

We placed great value on partnerships with supporter organisations to promote the campaign message and encourage anti-racism action. This was in part because the resourcing of the Strategy and campaign made it necessary for supporters to largely drive their own actions, but also because we felt that actions ‘owned’ by supporters would have greater longevity than those dependent on our involvement.

Nevertheless, the Campaign Secretariat at the Commission provided what assistance we could to support organisations to implement activities. This included helping organisations to determine what actions were appropriate for them, providing supporter toolkits and campaign merchandise, and participation of the Race Discrimination Commissioner in supporter launch events around the country.

While the primary focus of the campaign has been engaging organisations, nearly 1100 individuals have also pledged their support through a ‘photo sharer’ on the campaign website.

### Promoting the campaign

We have used a number of communication channels to promote *Racism. It Stops with Me* and help supporter organisations implement their own anti-racism activities.

#### Campaign website

The website <https://itstopswithme.humanrights.gov.au> is an important clearinghouse for information about racism and promoting effective responses to it. It features good practice examples implemented by supporters in a range of settings and functions as a clearinghouse for anti-racism research and resources.

There have been over 750,000 views of the website, with popular pages including ‘why racism?’, ‘good practice case studies’ and ‘campaign materials’.

#### Promotional materials

A range of materials have been developed and distributed to raise awareness about racism and promote actions that individuals and organisations can take to prevent and respond to it. These include posters, stickers and other promotional items. These materials have been adapted for different sectors and audiences and include information about cyber-racism, and bystander action against racism.

#### Speeches

The Race Discrimination Commissioner has worked to boost the profile of the campaign by speaking at many events aligned with the National Anti-Racism Strategy in the last four years, including campaign supporter launch events.

#### Email updates

The Campaign Secretariat sent regular email communications to individual and organisational campaign supporters in the last few years. Supporters have been inspired to action after receiving information about the great initiatives of other campaign supporters. Information about new resources, initiatives, events and campaign developments was shared with them to encourage the growth of the network. 24 email newsletters have been distributed since the launch of the campaign.

#### Social media activities

Resourcing of the Strategy and campaign has meant that we have largely relied on ‘below the line’ promotion, particularly via social media. We have used social media as a platform to leverage the Strategy’s objectives and respond proactively to events of national significance.

Social media has also proven to be a fast and useful way to respond when people have sent specific requests for assistance through social media channels, for example, requests for information about the Commission’s complaints service.

The campaign does not have a designated Facebook account so the pages belonging to the Australian Human Rights Commission and the Race Discrimination Commissioner are frequently used to post campaign-related updates.

Much of the campaign social media activity has occurred through Twitter. We have been able to widely disseminate factsheets, media articles, and reports as a result of the effort invested in building a strong network of followers on Twitter. This includes material on the prevalence of racism and its impacts, examples of anti-racism activities and good practice initiatives, and information on various ways people can take action.

The *Racism. It Stops with Me* campaign has over 5 000 followers on Twitter.

* By follower numbers, the campaign account is ranked in the top 150 000 of global Twitter accounts and ranked 581st in Australia
* The Twitter account ranks in the 96.8 percentile for global retweets, having received over 1 400 retweets since the account opened in October 2013
* Tweet impressions are commonly in the thousands, and occasionally in the tens of thousands, and
* Dozens of the campaign tweets have been deemed ‘great government tweets’, which means that a tweet is in the top 50 daily tweets by government agencies in terms of retweets and favourites; with one particular message ranked first for a tweet on 19 January 2015.

### Social media integration

#### 2012 – Community Service Announcement featuring Adam Goodes

In September 2012, the AFL Players’ Association signed on as a supporter of the campaign. Adam Goodes, chair of their Indigenous Players’ Advisory Board, agreed to be profiled on a campaign poster.

A community service announcement (CSA) was produced in partnership with the *Play by the Rules* program, featuring Goodes and other high profile sportspeople. The CSA was launched during the television coverage of the ‘Dreamtime at the G’ game between the Sydney Swans and Collingwood on 25 May 2012.

During the game, a racist comment was directed towards Goodes by a young Collingwood fan. The incident exploded in the media and the campaign responded via Twitter in support of Goodes, and encouraged the community to use the incident to take a stand against racism.

Use of the campaign hashtag #itstopswithme took off after Goodes’ tweet went out the day after the incident. His tweet included the campaign hashtag and was the campaign’s most retweeted post that day.

A number of high profile messages of support followed, including one from the then Prime Minister.

Not all engagement was positive, with the Commission required to disable comments on the CSA’s YouTube page due to the number and nature of racist comments posted.

Use of the campaign hashtag at this time resulted in:

* 240 000 ‘hits’ on the YouTube video over the weekend of the incident
* 30-40 per cent increase in Twitter followers, and
* Widespread media coverage including the front page of the *Sunday Telegraph.*

#### 2013 – What You Say Matters youth resources

### Development and promotion of the What You Say Matters youth resources also utilised social media in an integrated way.

### With the support of ‘The Line’ and a major social media provider, the Commission was able to survey a large number of young people in a short period of time. This provided invaluable information that contributed to the development of the resources.

### The What You Say Matters video has achieved over 50 000 views to date, with a longer than average viewing time at 2.54 minutes.

### More than 3 330 unique viewers came to the What You Say Matters website in the week following its launch, equating to 70 per cent of campaign website traffic. The Twitter reach was estimated at approximately 50 000.

#### 2014 – Rant Against Racism

The Rant Against Racism competition was run by the Australian Human Rights Commission and Victorian Equal Opportunity and Human Rights Commission in June 2014 with the aim of generating real-life stories of people taking a stand against racism ‘using wit, humour or by quietly making their point’.

The competition was advertised through Facebook promoted posts and through the *Racism. It Stops With Me* campaign’s Twitter account.

We received 70 individual ‘rants’ and selected five winners, including the examples below.

***Sanket, 27***

*I was working part time for (telecommunications company) two years back when I came across this customer on a call who wanted to speak to the CEO or the highest authority of the company as he had a billing dispute for (a) huge amount. However, while I was trying to help him he started shouting at me that he wouldn’t want to speak to, or deal with, an Indian and wanted to speak to the CEO of the company. I was quite upset by the way he said it as I was trying to help him and nothing more. He again asked me to transfer the call to the CEO or someone who could speak English and I thought this was the perfect chance to rant against his racist attitude, so I said “the CEO is Indian. Are you still keen to still speak to (the) CEO?” He was quiet for a moment and then apologised and said that he did not want to be rude. I think he learnt his lesson that day.*

***Jodie, 42***

*I lead (the) Cultural Manners (program) for our workplace. My team members had received all kinds of inappropriate, ignorant and hurtful comments and questions as Aboriginal guides working at a tourism attraction. We documented all the commonly asked stupid questions and our insightful and humorous answers to them into a handout so now our visitors pick up their “manners” on the way into our park to improve the psychological safety of our workplace for our team.*

***Josh, 24***

*I was working in a department store and this middle aged Caucasian woman came up to me, gestured wildly at a vacuum cleaner and said loudly, “Do you know how this works?” with obvious exaggerated pause between each word and intentional overpronunciation. When I replied calmly “Yes, of course – would you like me to show you?” she exclaimed, “Oh! You speaks English!” I honestly would not have minded the first question, however rudely it was articulated, but when she used grammatically incorrect English to express surprise at MY ability to comprehend HER, it was like striking a match in the heart of a forest. So I answered calmly, “English may not be my first language, but I’m pretty sure I still speak it better than you. All you have to do is press the ON button” and proceeded to show her how to operate the vacuum.*

#### 2015 – Merchandise give-aways

We have run several short-term merchandise giveaway campaigns on Twitter since launching the #ItStopsWithMe hashtag. People are asked for things like retweets, specific input into new posters, or individual anti-racism pledges.

*Tell us who U want 2see on an #ItStopsWithMe poster by 31 Oct for a chance2win campaign merch!*

*#ItStopsWithMe is now 2 years old! Be one of the 1st 10 people 2 tweet us happy bday & we'll send u a campaign mug!*

*Happy Friday!! Free stickers for the first 15 re-tweets :)*

To mark Twitter Australia’s support of the campaign, the Commission ran a competition in January 2015. It asked individuals to make personal pledges against racism on Twitter and almost 40 were received. The top ten pledges were sent a free merchandise pack.

# Evaluating the Strategy

## Context

In 2013 a detailed evaluation framework was developed to create a measurable ‘line of sight’ between the overarching objectives of the National Anti-Racism Strategy and the range of projects auspiced by the Strategy, and the campaign *Racism. It Stops With Me.*

Careful thought was given to achieving a robust framework and feasible evaluation plan which also took into account the following issues. These issues are present to a lesser or greater degree in the evaluation of any large and long term project, where the objective is behaviour change.

* The Strategy is aspirational. There is great value in aspirational plans and strategies, but also some dangers as such strategies and plans often raise unrealistic expectations. For example, as its objectives indicate, the Strategy was developed not just to ensure Australians became aware, or more aware of racism, and not just to change attitudes to racism, but ultimately to *change behaviour* so that where racist attitudes are expressed and racist behaviour occurs, it is not only recognised as unfair and unjust, it is *addressed.* This is highly aspirational in three years with minimal resourcing, especially given intervening factors in the Australian community over which the Strategy has no control.
* There are many examples of the time, resources and the multifactorial efforts that have been required to achieve the desired outcomes of successful campaigns such as reducing smoking, encouraging sun protection, or the wearing of seatbelts. While each of these campaigns must be considered highly successful, they have taken substantial resources and many years to achieve their objectives. Further, in each case, constant vigilance and ongoing strategies are required to ensure results are sustained.
* The National Anti-Racism Strategy is a government intervention. Many government programs are delivered in complex environments that are constantly changing and evolving. As history tells us, governments have an important role to play, but limited capacity and limited control to change behavior by themselves. This raises the issue of ‘attribution’ and the question of the extent to which outcomes, particularly longer team outcomes, can be attributed to only one factor or program.
* Community attitudes to issues such as racism are not static; they ebb and flow and are dependent on a range of factors. Similarly, the achievements of the Strategy will not be static – they too will change in response to external factors. A long term perspective needs to be adopted and change should be measured with these issues in mind.

These points should be regarded only as a ‘reality check’ and a reminder of the challenges inherent in delivering national campaigns in changing environments with limited resources. In this context the Strategy has achieved a great deal, particularly given the Commission’s limited resources. In the future implementation of the Strategy it will be important to manage expectations and to be realistic when undertaking large initiatives such as this.

## Evaluation and future planning

This evaluation is a critical foundation for planning the future direction of the Strategy. In addition to the evaluation activities outlined below, a series of structured interviews were undertaken with 12 ‘thought leaders’ with expertise in the priority areas of the Strategy and issues of race and cultural diversity. These were conducted by the external evaluation expert in early 2015. While the findings are confidential, they were extremely beneficial to the National Anti-Racism Partnership in considering priorities of the next phase of the Strategy.

## The evaluation framework

The evaluation framework was the guiding document that mapped out all of the elements of the evaluation that needed to be taken into account over the three year evaluation period. It was developed by Commission staff working with an independent evaluation expert.

This process had several benefits including; ensuring that the Commission retained a level of independence and objectivity during the evaluation process and an assurance that best practice underpinned all aspects of the development and the implementation of the evaluation.

It included the following elements:

### Theory of change, sphere of influence and logic model

Underpinning the evaluation framework of the Strategy is a ‘theory of change’ that articulates the understanding of how the Strategy objectives will be achieved, and a logic model that articulates how the input and activities lead to outputs and the expected outcomes.

The theory of change at the heart of the Strategy is that:

‘*if the Commission and its partners can raise awareness and understanding of racism; promote what works; and guide action; they will engage stakeholders to take action to reduce and prevent racism in their spheres of influence*. *This will eventually create a broader environment of systemic change within organisations and constituencies reached by the Strategy and in which people will no longer accept nor tolerate racism. If sustained, this will ultimately reach the broader Australian community and the systems, practice and policy that enable racism’.*

This theory of change assumes that the Strategy’s desired objectives will be realised as a result of achievement of specific short, medium and long term outcomes set out in the logic model, and will occur in conjunction with Strategy’s widening ‘sphere of influence.’ The theory of change underpins both the Strategy implementation and evaluation. The Strategy’s logic model below is a recognised approach to plan, monitor and evaluate strategies such as this.13

### National Anti-Racism Strategy sphere of influence

### National Anti-Racism Strategy logic model

**Intermediate outcomes**

Continued engagement in anti-racism action by Racism It Stops with Me supporters and project stakeholders

Those with more understanding of racism positively change their attitudes, and this influences their behaviour

Those vulnerable to racism and bystanders feel empowered and confident to respond effectively to racism

Taking action leads to individual and systemic changes

**Outputs**

Evidence base to support Strategy and campaign

Launches and stakeholder events

Project-specific products and resources

Racism It Stops with Me website

Racism It Stops with Me resources and activities

Racism It Stops with Me supporter activities

**Activities**

Racism It Stops with Me campaign

Targeted projects

Social media presence

Race Discrimination Commissioner activities

National Anti-Racism Partnership governance

**Inputs** (Resources)

Strategy budget

National Anti-Racism Partnership

National Anti-Racism Strategy and Campaign Secretariat (at Australian Human Rights Commission)

Community consultation and research

**Longer term impact**

More individuals and organisations are empowered to take more action against racism

Actions result in positive change in community attitudes

A reduction in racism occurs

The lives of those vulnerable to racism are improved

**Shorter term outcomes**

Organisations sign on to support the Racism It Stops with Me campaign

More understanding and awareness of racism and racism prevention and response among:

* Racism It Stops with Me supporters and their constituencies
* Project stakeholders and audiences

Racism It Stops with Me supporters are motivated to utilise the campaign to speak up and take action against racism, and do so

Indirectly targeted audiences have more awareness of racism, its impacts, and how to respond to it

### Methodology and data collection

A triangulated approach was taken which used both qualitative (case studies and key informant interviews) and quantitative (surveys) methods. Using both approaches helped corroborate the findings and increased the robustness of the evaluation.

The data collection methods included:

* Meta-analysis of projects and documents – A document analysis of over 30 available project reports and key documents from the Strategy was conducted by the external evaluator. Overall the review included the consultation and set up phase, campaign and projects, and aligned activities conducted under the Strategy.
* Annual online survey – sent to over 280 campaign supporters using SurveyMonkey. This evaluation drew data from the 2014 survey.
* Supporter key informant interviews –15 semi-structured interviews were conducted with purposively selected supporters of the *Racism It Stops with Me* campaign. Supporters from the business, government, NGO and education sectors were selected to reflect the breadth of the supporter base, and to complement the sectors represented in the case studies. Interviews were conducted by phone by Commission staff.
* Case studies – seven supporter organisations were recruited to participate in the evaluation as case studies. The case studies provided a detailed picture of both the successes and the challenges experienced in implementing and building on the campaign. The case studies were based on in-depth interviews and document analysis conducted by the external evaluator (see Appendix A).

In selecting participants for the key informant interviews and case studies, care was taken to ensure inclusion of different sized organisations, representation of supporters in different states and in metropolitan and regional areas.

### Evaluation questions

The evaluation was framed by the three key questions and seven auxiliary questions below. The latter were used to guide data collection and the more detailed questions asked of stakeholders in the interviews, case studies and surveys.

|  |  |
| --- | --- |
| Framework | Data collection focus |
| What did the Strategy deliver? | 1. What have been the inputs/outputs of the Strategy?
 |
| How well was the Strategy implemented? | 1. To what extent have the activities reached their target audiences?
2. How satisfied are stakeholders with the activities they have experienced?
 |
| What difference has the Strategy made? | 1. To what extent have the activities influenced stakeholders?
2. To what extent have the activities influenced the constituencies and audiences targeted by stakeholder activities?
3. In what ways could the Strategy be improved and its impact increased?
 |

Information about what the Strategy delivered has been covered in the first half of this report. Discussion below focuses on the outcomes of the Strategy, how well it was implemented and what difference it made.

## Evaluation findings – how well, and what difference?

As the Strategy projects are still in the early implementation phase it is too early to answer these questions in relation to these initiatives. They will be considered as each project is evaluated. It will be possible to assess, for example, the number of organisations that have implemented the Workplace Cultural Diversity Tool or used the Building Social Cohesion in our Communities resource, and the changes to which these resources have contributed.

Much of the data at this stage focuses on the reach and the impact of the *Racism. It Stops with Me* campaign. The questions of how well the campaign was implemented and what difference it made should be considered with reference to the campaign objectives:

* Ensure more Australians recognise that racism is unacceptable in our community
* Create tools and resources to take practical action against racism, and
* Empower individuals and organisations to prevent and respond effectively to racism.

### Supporter survey results

The most recent annual survey of campaign supporters was sent to over 280 organisations in 2014 and had a response rate of 21 per cent. It found that 84 per cent of respondents felt the campaign had had a positive impact. No respondents indicated a negative impact.

Other key findings were:

* Since joining the campaign, respondents had done, or were planning to do, the following:
* Informed their staff or volunteers (93 per cent) and/or clients or service users about their support for the campaign (80 per cent)
* Used the campaign to initiate anti-racism policies, training or other initiatives in their organisation (58 per cent)
* Held an event to launch their support for the campaign (35 per cent)
* Held another kind of event or activity to promote their support for the campaign (50 per cent).
* 57 per cent of respondents had anti-racism policies, procedures or projects in place prior to joining the campaign. 70 per cent of these thought that the campaign had been beneficial in reinforcing or leveraging support for these, and
* 76 per cent of respondents thought the campaign had been useful to their staff/volunteers and 65 per cent thought it had been useful to their clients/ service users.

The primary reasons identified by campaign supporters for joining the campaign were:

* To increase awareness of racism amongst staff/ volunteers and/or clients/service users, and
* To encourage staff, volunteers, clients and/or service users not to tolerate racism and to speak up when they encounter it.

There were very few negative comments from supporters about the implementation of the campaign. Those that were provided related to the desire for greater resourcing to help supporters do more in support of the campaign – as one survey respondent stated:

*We really care about this campaign and are committed, we just struggle with the implementation due to significant resource constraints.*

Yet for some – particularly smaller community organisations – the low obligation placed on campaign supporters was seen as a positive.

*The campaign was good in that organisations could sign up and not necessarily have to do much more…It was good just to be able to put the posters up and get the message out there.*

Suggestions for improvement to the campaign’s implementation included a greater diversity of campaign ‘champions’ and more face-to-face engagement between supporters. We tried where possible to act on these suggestions. For example, in response to the request for greater supporter engagement, the Commission held ‘supporter recognition events’ in most states in 2015.

### Strategy - thematic analysis of impact

The National Anti-Racism Strategy involves a wide variety of activities using different delivery arms and target audiences. There is a need to bring the results of all of these different components together to gain an understanding of the impact of the *Strategy as a whole*, as well as its specific components.

To answer the question ‘What difference did the Strategy make?’ a thematic analysis was undertaken. The themes have been developed from an examination of the available findings from the different projects and the *Racism It Stops with Me* evaluation data.

The findings in this section of the report reflect the extent to which the Strategy and its associated activities have influenced stakeholders and the constituencies and audiences targeted by those activities. Given the relatively short time frame since the launch of the Strategy the focus is on the achievement of the Strategy’s short to medium outcomes. The results have been segmented into key themes reflecting the Strategy’s objectives.

### Theme 1: Increasing awareness of racism – facilitating conversations

Data suggests the Strategy, particularly the campaign, has been successful in starting conversations about racism, legitimatising what can often be a difficult topic. In the words of online survey respondents:

*The campaign almost legitimises people to feel more comfortable in talking about racism.*

*The campaign helps to bring the issue of racism to a conversational level.*

*I talk about the campaign wherever I go.*

*It’s been good to be a supporter of such a nationally recognised campaign. That shows we are committed to raising awareness of race-based discrimination as well as providing education, support and advocacy.*

Campaign resources like posters and lapel pins were helpful in starting conversations in sports clubs, schools, workplaces and in the community.

*People get talking and they ask what the pin is about. It invites a conversation. It puts the whole issue of race much more into my thinking. I feel more comfortable talking about it now.* (Supporter key informant 15)

*It (the campaign) helps to open up the conversation and get the message out there. Stickers and flyers were useful because we could give them out and get people talking.* (Supporter key informant 12)

In some cases, joining the campaign mandated conversations about racism and an organisation’s response to it.

*Referees were obliged to discuss zero tolerance to racism and talk about what players and spectators could do if an incident occurred.* (Football Federation Victoria)

In other cases such conversations were not compulsory, but nevertheless occurred.

*Since the team [of refugees] has joined the Club and other club members had the opportunity to meet the new arrivals and hear of their experiences, many club members who had given little thought to racial discrimination started to think and speak about it, and to understand the consequences of discriminatory behaviour.* (Newington Gunners Football Club)

### Theme 2: Sending a message

The rationale for the campaign slogan *Racism. It Stops With Me* was to encourage individuals and organisationsto take responsibility for ensuring that racism does notoccur, or for doing something about it when it does. Manyorganisations joined the campaign to send a message– to their staff, or their community – that they would notcondone racism.

*We want all who attend our site not to be at risk of any racially based taunting or abuse.* (Supporter keyinformant 12)

*(The) underlying message (of the campaign is) we have to be brave enough to call it out when it happens.* (Supporter key informant 15)

*Being a part of this campaign sends a strong message to our community that we support its cultural diversity and we, as a community, will bear no tolerance for racism. Our cultural diversity is our strength and the Shire will continue to employ methods to ensure that racism does not have a place in our community.* (Online survey respondent)

Several supporters commented on the visibility of the campaign in driving home its message:

*Just the fact that the logo and message are out there constantly and very visible is important for normalising the issue. The message starts to stick and people start thinking twice about racism.* (Supporter key informant10)

Some case study participants identified resources provided by the Commission as particularly beneficial in helping them spread the campaign message.

*In addition to the pivotal role played by the Australian Human Rights Commission’s Race Discrimination Commissioner, the support provided by Commission staff, the resources they provided and the access to other resources on the webpage were identified by Council staff as invaluable in terms of maximising the impact of Racism. It Stops with Me.* (Greater BendigoCity Council)

Netball Australia felt that:

*…the Australian Human Rights Commission’s national campaign against racism was an excellent vehicle that the national body could use to promote their message of diversity and social cohesion, especially (the) posters (featuring) Australian Diamonds players to promote and disseminate its key messages.*

Many campaign supporters produced their own resources. For example, the Newington Gunners Football Club paid for a large banner for permanent display at the club’s home ground. The banner is used to “proudly show the Club’s stance on racism to both its own players and members and to visiting clubs”*.* (Newington Gunners Football Club)

The Club launched the banner on its Facebook page with the following message:

*Our banner is in place*

*The message is clear,*

*There is no place for racism here.*

Developing and displaying campaign posters on transport networks was the most popular activity undertaken by the campaign’s transport supporters, enabling them to effectively and efficiently communicate a strong message to commuters.

For example, Transdev’s campaign advertisements feature the slogan ‘The bus is for everyone’. As its NSW Managing Director said:

*The campaign is a great initiative for both our drivers and customers. We are committed to making sure our services are safe and discrimination is not acceptable on Transdev buses.[[13]](#endnote-13)*

### Theme 3: Provision of leadership

There was broad recognition by supporters of the Commission’s leadership in developing a national strategy:

*This is an excellent initiative. We commend the Commission for its leadership.* (Online surveyrespondent)

Also evident were the ways in which the Strategy, particularly the campaign, assisted supporter organisations to demonstrate leadership against racism:

*It helps us to show leadership in this area because it is important for us to show leadership in this area.* (Supporter key informant 15)

As Metro Tasmania’s Chief Executive Officer said,

*We want to be out there in the public face and show that if there is any racism out there we’ve got to stop it and we don’t want it.*[[14]](#endnote-14)

Similarly, the Newington Gunners Football Club wanted to show their community that:

*Anti-racism and diversity are a part of our culture – this is nothing special – it’s the way we do business around here.*

In some cases, the campaign enabled supporters to support leadership in the broader community.

(After becoming a campaign supporter) *The Council began to be more proactive in reaching out to the community and supporting and encouraging community leaders to take a more supportive stance in their support of cultural diversity in our community.* (Greater Bendigo City Council)

Many people highlighted the leadership of campaign ambassador Adam Goodes as important as influencing attitudes about racism.

### Theme 4: Empowering action

## One of the most consistent findings was that the Strategy, particularly the campaign, initiated organisations taking anti-racist action and helped to strengthen existing antiracism activities.

*Being part of a national campaign and the national Strategy demonstrates that we are not lone wolves and gives added strength to what we are saying.* (Supporter key informant 12)

*The university already had a project (to encourage reporting of racism) and it seemed like a good idea to run the campaign and the project in conjunction to promote both. The campaign was a good way to leverage what we were already doing.* (Supporter key informant 14)

*Support for the national campaign has provided added context and official branding and support for our own local iteration of the campaign.* (Online survey respondent)

*The campaign helped us to create a platform to get the message across: if you hear something, say something.* (Supporter key informant 17)

*It has reinforced our existing policies and procedures, as well as relevant parts of our Code of Conduct.* (Online survey respondent)

## Supporters undertook a variety of activities appropriate to their organisation and context.

*It’s early days, but (we’re) hoping to develop workshops for schools, film resources for educational purposes to combat racism, and hoping to hold a Harmony Day event.* (Supporter key informant 9)

*We have collaborated with (local community agency) and the youth hip hop group made a video (and) performed for community. We have had a very positive response.* (Supporter key informant 13)

*We have paired younger and older people from different backgrounds to learn new skills and try and break down stereotypes.* (Supporter key informant 10)

*We have done the following:*

* *partnered with the local council and displaying campaign resources at events*
* *(held) anti-racism roundtables for organisations to think about how to address campaign priorities*
* *(held) meetings for people to discuss how they’ve supported the campaign, and*
* *encouraged organisations like TAFE and universities to sign up to the campaign.* (Supporter key informant 16)

*We are…collecting written pledges at festivals, and are writing to private boys schools to seek their pledge commitment. We did a 1.5 hour racism activity as part of Social Justice Week. We are very active and have done all of this with few resources because we believe it is worthwhile because people actively engage (particularly at festivals), and it starts lots of conversations.* (Supporter key informant 11)

Sometimes a specific incident prompted an organisation to join the campaign and take action. For example, following a serious racial attack against school children on a Sydney bus, the NSW Minister for Citizenship and Communities and the Member for Coogee announced the rollout of Racism. It Stops with Me posters on 30 bus stops and 500 buses across eastern Sydney in December 2014. The posters encouraged people to report public incidents of race and religious-based harassment to the Multicultural NSW Speak-Out Hotline.

Ventura Buses also produced and displayed posters following racial abuse on one of their buses in Melbourne, providing information about what passengers can do if they witness a racist incident. Ventura also implemented protocols to assist drivers to respond to racist incidents.

# Conclusion

This evaluation report demonstrates that the Commission has done ‘a lot with a little’ by creating a network of partners and supporters taking action against racism and encouraging communities to use the campaign to support their individual and organisational efforts.

Some activities under the Strategy are still in the early implementation phase so it is too early to assess their effectiveness. However, it is clear that the Commission has built strong partnerships, demonstrated leadership, shared knowledge and leveraged opportunities.

The Commission was provided with a budget of $1.7 million over four years to develop and implement the Strategy. It is hard to see how much more could have been achieved given this level of resourcing. The Campaign Secretariat has spent a great deal of time researching and promoting best practice, and consulting with stakeholders to ensure optimum efficiency and effectiveness.

With greater resources, more could have been achieved, such as broader reach and greater systemic change. However, our approach has been to share responsibility and resources and to use our status and leadership to encourage and support local initiatives, rather than try to do ‘everything for everyone’.

It’s unrealistic to argue that the Strategy was solely responsible for creating change where it occurred, given the allocated resources and strong focus on partnerships. However, many supporters were clearly aware of the advantages and value added to local efforts of an association with the campaign.

Further, there is good evidence that some short to medium term outcomes of the Strategy have been achieved in a relatively short timeframe. That is, awareness of racism and how best to respond to it is growing, and behaviour change is occurring, within individuals, organisations and communities reached by the Strategy.

# Future direction

This evaluation has been critical to the National Anti- Racism Partnership in planning the future direction of the Strategy. Future planning has also been also been informed by research on the prevalence of racism, trends in complaints to the Commission, and the Race Discrimination Commissioner’s engagement with communities affected by racism and discrimination. Additionally, a series of structured interviews with ‘thought leaders’ was conducted in 2015. Their expertise in the priority areas of the Strategy and in race and cultural diversity has been extremely beneficial.

In leading the next stage of the Strategy and campaign, the Commission will build on its efforts in the areas of:

* Employment
* Education
* Media
* Government service provision
* Sport, and
* The online environment.

We will also focus on communities and public places.

Work will fall under two distinct but complementary themes:

* Combating racism and discrimination, and
* Supporting diversity and inclusion.

We will prioritise the following activities:

* Developing and promoting education, training and resources addressing systemic issues of racism, discrimination, diversity and inclusion
* Supporting research and good practice in racism prevention and reduction
* Building and strengthening partnerships with those committed to combating racism and discrimination and supporting diversity and inclusion, and
* Promoting community awareness of racism and how to prevent and respond to it.

The National Anti-Racism Partnership will continue to support implementation of the Strategy and campaign, and will be expanded to enable more effective engagement with priority sectors.

# Appendix A – case studies

## Greater Bendigo City Council

The City of Greater Bendigo has a population of 105,000, and is the third largest urban area in Victoria. The city is governed by the Greater Bendigo City Council.

Greater Bendigo is less ethnically and religiously diverse than other regional areas of Victoria and the Victorian average. Only 1.2 per cent of the population have a religion other than Christianity, 5.3 per cent of population were born overseas, and only 2.1 per cent are from non-English speaking backgrounds.

However, cultural and religious diversity is changing rapidly. This includes the emergence of different places of faith such as the Great Stupa of Universal Compassion, a proposal for a monastery, and the approved application to build a mosque.

The Bendigo Islamic community is small, approximately 200 people, and extremely diverse in ethnicities and cultures. In December 2013 the Bendigo Islamic Association submitted a planning application to build a mosque in an industrial zone of Bendigo. The application was the catalyst for a challenge by some members of the Bendigo community to the rights of people to practice their own faith – specifically the rights of Muslims to practice Islam.

Soon after the application was lodged, a “Stop the Mosque” group was formed. The group was connected to external anti-Islam groups such as Restore Australia and the Australian Defence League. The Group was well organised and appeared to be well funded.

Although those objecting to the mosque said they were doing so on planning rather than religious grounds, Council documents showed that the majority of complaints related to concerns over the influence of Islam, citing the threat of terrorism, the introduction of Sharia and the dilution of "Christian values".

The ‘Stop the Mosque’ group engaged in strong lobbying of councillors and media, and undertook activities such as placing black balloons with tags stating “Mosque Busters” around the municipality. They held protests, including a very strong presence at the Council meeting on June 18th when the mosque application was approved by Council.

Although Council approved the mosque at the June Council meeting, a member of the anti-mosque group lodged a complaint with the Victorian and Civil Administrative Tribunal (VCAT).

### The role of Council

During the period leading up to the approval of the mosque application, the Council had not taken a public stand on the issue of peoples’ rights to practice their own faith, nor had it said where it stood politically, preferring to work quietly promoting the various strategies it had for community engagement and social cohesion.

In the meantime community leaders and community members combined to establish the “This is Bendigo” campaign aimed at acknowledging and celebrating diversity in Bendigo. This group also started a petition to support multiculturalism and diversity which received 2,000 signatures. At this time, Bendigo Bank acted to close the “Stop the Mosque” group’s account.

It became clear to Council that approval of the mosque would not make this issue disappear, and, furthermore, if Council did not demonstrate leadership and a public stance towards the promotion of multiculturalism, there was a risk that community conflict could spread and become an issue of even greater concern.

Council began to be more proactive in reaching out to the community and supporting and encouraging community leaders to take a more public stance in their support of cultural diversity. This resulted in several community initiatives including:

* A public commitment to engage business and community leaders to take action to increase social inclusion. This group of leaders will be involved in the development of the City’s Cultural Diversity Strategy.
* The development of a local interfaith council involving faith leaders and representatives from the following faith-based communities: Catholic, Jewish, Muslim, Buddhist, Sikh, and other Christian denominations.

These activities coincided with the development of the City of Greater Bendigo’s Human Rights Charter, endorsed by Council in October 2014.

### Becoming a campaign supporter

Following the experience of community opposition to the mosque, Council felt that it needed to be proactive and take a lead on addressing discrimination in Greater Bendigo. It therefore made a decision to broaden the issue from one narrowly focused on religious intolerance to broader issues of human rights. By doing this Council felt that there would be greater community understanding of the importance of the right of all people to ‘*live a life of dignity and freedom without fear, have equal opportunities, and (be) respected members of the community’*,[[15]](#endnote-15) and that there would be greater levels of community commitment to creating such a community in Bendigo.

The two initial initiatives that Council chose to adopt were:

* A public launch of support for the *Racism It Stops with* Me campaign, and
* the launch of Bendigo’s Human Rights Charter.

Race Discrimination Commissioner Dr Tim Soutphommasane wrote to the Mayor of Bendigo soon after Council’s decision to approve the mosque application, commending Council on its strong leadership and inviting the Council to join the national campaign. This mobilised the Council. The Mayor was quick to respond and was supported by other elected members, senior management and Council staff.  Council felt that the invitation from the Commission was an important initiative and the timing was right, especially as the meeting to consider the mosque application had been very challenging and demonstrated the need for greater leadership by Council.

Counil formally became a supporter of the *Racism. It Stops with Me* campaign in July 2014. To promote the campaign, Council held a large community event in the mall in the centre of town where residents pledged their support for the national campaign. An official pledge and speech was also made by the Mayor.

A social media campaign was also launched prior to the launch to promote the event. At the launch, community members, organisations and businesses took ‘selfies’ or group photos while they were signing the campaign ‘pledge’ and shared these using the hashtag #itstopswithmebendigo. For example, Bendigo Bank organised a photo of 250 of its staff taking the pledge and shared it via social media.

Council staff downloaded posters and other campaign resources were provided by the Australian Human Rights Commission. At the launch photos of posters and pledges were projected onto a large screen, which elicited a positive response from the community. Other campaign resources were ‘snapped up very quickly’, particularly by teachers, for displays in schools and for discussions about racism with their students.

The campaign and the launch gave community members the opportunity to express their position publicly. It built on the previous “This is Bendigo” event held by community leaders to support multiculturalism. The social media campaign also served to build up momentum for the upcoming public launch of the City of Greater Bendigo Human Rights Charter.  At that launch over 500 people also signed a pledge against racism.

In addition to the role of the Race Discrimination Commissioner, the support of Commission staff and the resources they provided were identified by Council staff as invaluable in terms of maximising the impact of the *Racism. It Stops with Me* campaign.

### City of Greater Bendigo Human Rights Charter

Bendigo’s Charter of Human Rights is underpinned by the fundamental philosophy that everyone is responsible for human rights. The Charter focuses on the areas for which Council has specific responsibility and sets out the four principles of human rights - freedom, respect, quality and dignity - and their relevance to Greater Bendigo.

The Charter was endorsed by Council on 22 October 2014 and formally launched on 11 November at a forum in the Bendigo Town Hall. The *Racism. It Stops with Me* campaign was referred to in all of the material promoting the forum.

Both of these events had to be resourced from existing Council budgets, although some in kind support was provided. Council staff volunteered their time and support was also provided from people in the community. Promotional resources were limited, so much of the promotion was done through individual and community networks.

While resourcing these events presented a considerable financial challenge, from Council’s perspective they were well worth the time and effort as they had the desired effect of making it easier for the community to express its support for equality and multiculturalism.

### The future

These initiatives have been important, not just for the council but also for the greater Bendigo community. They have empowered the community so they do not feel, as some had feared, ‘tarnished’ by the actions of the “Stop the Mosque” group. Rather they have enabled the community to demonstrate its support of multiculturalism and that it values difference.

Although the Council has experienced significant challenges in its efforts to reduce racism and to build a community that is respectful of difference, it has also achieved a great deal. Council has received positive feedback from the community for demonstrating leadership in addressing a complex and difficult social problem, and is committed to continue to demonstrate such leadership.

Council will continue to maintain its commitment to *Racism. It Stops with Me*. It will be incorporated into other human rights work promoted by council and linked to a range of local initiatives. These will include:

* Supporting the development of a multicultural roundtable including representatives of business, government and not for profit organisations
* The development of a Cultural Diversity and Inclusion Plan
* Continuing to support the Interfaith Council which was established as a result of the “Stop the Mosque” Campaign, and
* Publicly supporting those organisations that have stood up and taken action. For example, a number of local faith and community organisations have run interfaith sessions that have received a very strong response.

While grateful for the assistance and resources provided by the Australian Human Rights Commission, the Greater Bendigo City Council hopes that the Commission will continue to provide leadership and resources for the continuation of the *Racism. It Stops with Me* campaign. In particular Council would welcome additional resources to support bystander action and address systemic racism.

## Football Federation Victoria

In 2014 the Football Federation Victoria (FFV) and Victorian Health Promotion Foundation (VicHealth) joined together to empower soccer clubs and their players, officials and spectators to respond and intervene safely when racism is seen or heard. FFV is the first sporting body in Victoria to partner with VicHealth on bystander anti-racism ntervention. This partnership builds on the VicHealth “Choose to Act” report that found that every racist incident that can be prevented diminishes the risk of mental illness.

FFV’s bystander intervention program *Don’t Stand By. Stand Up!* is supported by A-League and W-League ambassadors, Melbourne Victory’s Gulcan Koca and Andrew Nabbout, and Melbourne City’s (formerly Melbourne Heart) Jason Hoffman.

*Don’t Stand By. Stand Up!* has been embedded in FFV’s Discipline and Tribunal By-Laws and Rules of Competition and a new anti-discrimination tribunal and mediation panel have been established.

The CEO of FFV signed an agreement to support the *Racism. It Stops with Me* campaign. The Federation felt that the campaign would provide the perfect platform on which to build and strengthen its bystander intervention program, and would also give greater credibility to *Don’t Stand By. Stand Up!*

### Developing the campaign

The catalysts for the development of the FFV campaign were multifaceted. For example, VicHealth had undertaken research which indicated that, although racism is prevalent in the Australian community, most people surveyed were not confident about when and how to intervene safely in a racist situation.

VicHealth had also undertaken research which indicated that victims of racism were more likely to turn to unhealthy behaviours to cope with mental health problems and had developed and implemented several programs addressing racial discrimination. These included the ‘Localities Embracing and Accepting Diversity’ program which had a particular focus on local government. VicHealth wanted to expand the work they were doing to include sports clubs, as they saw that athletes were often admired as community role models. Additionally, while sport was often a site of racism, it was also a multicultural space with high profile athletes from different cultural backgrounds.

VicHealth provided funding to FFV to assist with the development and implementation of *Don’t Stand By. Stand Up!*

### Don’t Stand By, Stand Up!

*Don’t Stand By. Stand Up!* has been developed as a multi-faceted education and promotion campaign aimed at empowering the soccer community to respond and intervene safely when racism is seen or heard, on or off the pitch. The campaign includes the following elements:

* A website containing information about actions people can take if they observe or experience racism
* Promotion on social media networks
* An educational video where high profile footballers speak about attitudes regarding racism in sport, and the damage done through racist behavior
* Marketing and promotional materials
* An updated “Respect and Responsibility” course targeted at club administrators
* The “My Pledge” program, adapted from the *Racism It Stops with Me* pledge initiative
* Recruitment of high profile male and female football ambassadors, and
* Establishment of the Anti-Discrimination Mediation and Tribunal Panel and amendments to the Tribunal By-Laws and Rules of Competition that have now been embedded in all administrative and compliance areas affecting FFV competition.

One of the key elements of *Don’t Stand By. Stand Up!* was the pledge program. For a club to take the pledge involved specific challenges and commitments, designed by FFV to ensure that there was real commitment to addressing and reducing racism in those clubs that became campaign champions. These included undertaking a range of measures demonstrating that they had educated their officials, players and spectators about racism, such as:

* Nominating at least two club officials to undertake FFV’s updated “Respect and Responsibility” course
* Completing an online survey to test knowledge of bystander intervention
* Providing evidence it has communicated the initiative to its members
* Confirming the club has read and understood FFV’s policies and procedures on racial vilification, and
* Proof that the club has promoted the initiative at its club facilities and on its website and social media.

FFV had an aspirational goal of 50 clubs they hoped would sign the Pledge and become champion supporters of both *Don’t Stand By. Stand Up!* and *Racism It Stops with Me*. Despite initially feeling felt they may have set the bar too high, at the time of writing over 50 clubs had taken the Pledge and become ‘champions’.

The establishment of the Tribunal was designed to ensure that instances of racism were dealt with appropriately and that those who came before it were required to promote the campaign message. This included a requirement to attend the “Respect and Responsibility” course and pledge support for the program.

### Support for *Racism. It Stops with Me*

Although already a supporter of *Racism It Stops with Me*, in early 2014 FFV began to further strengthen its support for the campaign and, in doing so, turned this commitment into a ‘practical partnership’.

With the support of its senior managers FFV began to include the campaign brand on all of its resources including posters, videos and the “Respect and Recognition” course.

In the media release promoting the launch of *Don’t Stand By. Stand Up!,* the CEO of FFV stated that:

 *FFV is honoured to be working alongside VicHealth with the assistance of the Victorian Equal Opportunity and Human Rights Commission and the Australian Human Rights Commission in raising awareness and empowering the football community to not stand by but to stand up safely to support a victim and have the confidence to do so.*

*Don’t Stand By. Stand Up!* was launched on 25 May 2014. Over that weekend all games were promoted as ‘Don’t Stand By. Stand Up!/ Racism. It Stops With Me matches. Referees were obliged to discuss zero tolerance to racism and to talk about what players and spectators could do if an incident occurred.

The FFV has made it clear that its association with *Racism. It Stops with Me* has greatly enhanced both the credibility and the promotion of *Don’t Stand By. Stand Up!* and that it will continue to provide strong support for the campaign in future.

### Campaign evaluation

*Don’t Stand By. Stand Up!* underwent a comprehensive formal evaluation by independent consultants, a requirement of VicHealth’s grant conditions. This was regarded as a positive step by FFV as it has helped the organisation to better understand whether the campaign is achieving its desired results and where it may need to be changed or strengthened.

The purpose of the evaluation was to:[[16]](#endnote-16)

* Establish a baseline of the Victorian football community’s knowledge, awareness, confidence, attitude and behaviour in relation to race-based discrimination prior to the launch of the program
* Support the development of key messages and outputs prior to the launch of the program through baseline data collection
* Determine the extent to which the Victorian football community is aware of the program
* Determine the extent to which the football community’s knowledge, awareness, confidence, attitude and behaviour in relation to race-based discrimination has changed as a result of the program through a comparison of baseline and comparative survey and interview data
* Determine the effectiveness of the key program outputs, and
* Determine the extent to which the program is adaptable by other sporting codes.

The evaluation report indicated that *Don’t Stand By. Stand Up!* achieved its short-term outcomes in relation to raising awareness about the program amongst the Victorian football community. In addition, the report notes that

‘*respondents with some level of familiarity with the program, on average, agreed that they were more confident that racism will be handled more effectively by their club as a result of the program. While respondents, on average, neither agreed nor disagreed that they were more confident that racism will be handled more effectively by FFV as a result of the program, those with higher levels of familiarity had more confidence in FFV’s handling of racism.’*

The evaluators note that it is possible to conclude that ‘*respondents’ average level of confidence in FFV will increase over time, as the Victorian football community becomes more aware of the program’.*

The evaluators observed that these findings should not be considered surprising when considering

‘*the short timeframe between baseline and comparative data collection and the typical theory of change within education archetype programs such as ‘Don’t Stand By. Stand Up!’ Typically, beneficiaries of education programs experience increased knowledge and awareness in the short-term but changes in attitudes and behaviour are more medium and long-term outcomes and are also impacted upon by factors external to a program, such as individual experiences and other, broader societal changes.’*

### The future

Through its own reflections and experience, and as a result of the independent evaluation, FFV has identified and acknowledged some challenges in developing and implementing *Don’t Stand By. Stand Up!*, especially the unexpectedly high commitment of staff time in ensuring that clubs manage and deliver on their pledge commitments. FFV has also recognised the importance of documenting club successes, particularly with respect to addressing racism. FFV intends to continue to encourage its clubs to support the bystander intervention program and *Racism. It Stops with Me*.

## City of Greater Dandenong

The City of Greater Dandenong is Victoria’s most culturally diverse municipality, representing more than 156 nationalities with over half (60 per cent) of the community born overseas from non-English speaking backgrounds. Diversity is further reflected in the range of faiths in the community including Buddhism, Islam, Hinduism and Christianity.

Rates of migrant settlement are correspondingly high, with 7 per cent of residents having arrived in Australia within the previous 2.5 years. Languages other than English are spoken by 64 per cent of the population. Reflecting this diversity of culture, 14 per cent of its population have limited fluency in the use of spoken English; this is over three times the metropolitan level of 4 per cent.

The City of Greater Dandenong Council has a staff of 960 and became a *Racism. It Stops With Me* supporter in 2013.

### The local campaign

City of Greater Dandenong Council understands the strengths and the challenges that come with such a diverse community. Indeed, for some time Council has adopted and promoted cultural and social inclusion as core values. It incorporates these values in the work it undertakes both in and on behalf of its local community through various strategies and events. These include the acknowledgement and celebration of Refugee Week, support for local interfaith network leaders, development and promotion of cultural tours and engaging widely with diverse groups of residents through varied cultural programs. All of Council’s initiatives are underpinned by an understanding that the more opportunities people have to get to know and understand each other and build empathy, the less likely it will be that there will be conflict and discrimination based on difference.

As part of its ongoing commitment to social cohesion, Council developed a series of initiatives in response to the *Racism It Stops with Me* campaign. A number of reports of racial abuse within the community guided the development of the local initiatives. With the support of councillors and senior management, the Arts and Cultural Development team and the Community Engagement team worked with the community to develop ‘Racism. Get up. Speak Out’, a campaign aimed at empowering bystanders to intervene and speak out when they witness racist behaviour.

Initial concerns about the project included the ensuring the campaign would not be seen as just a series of ‘bad news stories’. The team worked with peak bodies and referred to research by key organisations such as the Municipal Association of Victoria and VicHealth. They were fully supported across Council and ensured that the project was developed in consultation with the community

Following the research and consultation processes a multi- faceted campaign was developed that encouraged local people to speak out against racism and that facilitated the sharing of experiences through storytelling, experiential theatre, film and other media. It was felt that this approach would best acknowledge and support the positive action people can take when they witness racist behaviour. By sharing these experiences across multiple platforms it was hoped that other community members would feel empowered to speak out against racism, and that the campaign would build individual and community resilience.

Below are the key components of the City of Greater Dandenong’s ‘Racism. Get up. Speak Out.’ campaign.

* Website. The ‘Racism. Get up. Speak Out.’ website brings together all the elements of the project, including stories of local people speaking out against racism. It has links to the project posters, postcards and banners, project images and documentary films, and presents a range of strategies to empower people to ‘Get up’ and ‘Speak out’ when they witness racist behaviour. The website also makes explicit Council’s relationship to, and support for, the National Anti-Racism Strategy and *Racism. It Stops with Me* campaign.
* Community pledge. Local residents were invited to come together and ‘Speak out’ against racism and pledge their opposition to racism. Through a series of public workshops members of the local community created over 1,000 imprinted ceramic tiles which were then mounted to form a series of three mosaic panels. Each tile is decorated with individual affirmations countering racism, such as ‘I Have a Voice’, ‘I Make a Difference’ and ‘I Speak Out’. The tiles form an interlinking pattern symbolising the diversity of the Greater Dandenong community and their ability to come together to hear each other’s voices. The community pledge mosaic panels are permanently on display at the Dandenong Market
* Forum theatre. Forum theatre is a problem-solving theatre technique that was employed with local refugee and migrant youth aged 14-25 years through the ‘Get Up. Speak Out’ project. Professional facilitators devised a number of scenarios highlighting racist behaviour. These scenes were then replayed to an audience who were invited to stop the action, step in and replace the character they felt was ‘lacking power’ and improvise a more affirmative solution. In partnership with Southern Ethnic Advisory and Advocacy Council and the Noble Park English Language School, the group performed the theatre activity to a selection of local secondary schools where the audience members then participated in making a change to discriminatory situations that often reflected their experiences in the real world. Approximately 150 students from five local schools participated, with the students playing different roles. The format has been so successful that both partners have elected to continue, fund and expand the activity using the same professional local artist as facilitator.
* Community stories. Local community members were invited to share their own stories of racism in the community and positive actions people have taken when witnessing racist behaviour. Strength, courage and optimism were common threads of each story, while encouragement to look beyond stereotypes, value diversity and talk to each other offered inspiration and direction for the future. These stories were published in the local newspaper the Dandenong Leader, and were also presented on the Council’s website and the Herald Sun website. These community members became ‘the face’ of the campaign with key elements of their stories reproduced and distributed in postcards, posters, DVDs and banners.
* Documentary series. Building on the community stories, the theme of speaking out against racism was explored through a moving series of five mini-documentaries. The documentaries showed that different sections of the community experience discrimination in very different ways but showed how the impact was similar for all. The documentaries continue to be screened across Council’s service facilities and YouTube, and are now part of Council’s induction program .They have been screened on Channel 31 and NITV, shown at Federation Square in central Melbourne and at local schools especially on Harmony Day and during Refugee Week. They have also been screened at local and international film festivals including the Amnesty International ARTillery Film Festival and Human Rights Arts and Film Festival.

### Evaluating success

While assessing longer term social change is challenging, evaluation of the ‘Racism. Get Up. Speak Out’ program found several indicators of success. These included:

* Website traffic
* Industry recognition (the project was awarded the ‘Multicultural Australia – Strength in Diversity’ award at the National Awards for Local Government in June 2014)
* The decision to continue to deliver the forum theatre project to young people across the city
* Levels of community awareness, and
* The fact that the campaign is a sustainable project with ‘its own life’ within the community.

### Becoming a supporter of *Racism. It Stops with Me*

When Council became aware of the *Racism. It Stops With Me* campaign,it recognised that support for this campaign would provide legitimacy and prestige to the local campaign, and would further empower local community members to take a public stand against racism.

City of Greater Dandenong Council is very keen to ensure that the community knows they are aligned with *Racism. It Stops With Me*. They support opportunities to promote this relationship and the national campaign wherever possible, including using the campaign logo on promotional material and through a range of activities it undertakes as part of Harmony Week and Refugee Week.

### The future

Council is committed to continuing its support of *Racism. It Stops with Me* and to extending and building on the ‘Racism. Get up. Speak Out’ project. It is working with the community to broaden the learnings from project and continues to provide information and tools that can be used to take action when racism occurs. Council also continues to work with other councils and agencies to develop sustainable ways of dealing with issues of racism and discrimination issues and working towards positive community outcomes.

## City of Hobart

City of Hobart has over 750 employees and over 700 volunteers.

Council was seeking to network with other councils to identify common projects and initiatives to deliver at events such as Harmony Day and Refugee Week. In 2004 Council had already signed up to be a Refugee Welcome Zone, one of the first in the state to commit to this – but there was a desire to do more.

Council was particularly interested in developing partnerships with other councils based on their common commitment to addressing racism. Council was also keen to build on the initiatives it had already put in place, and to provide leadership in building a diverse and socially cohesive community.

### Developing the campaign

In 2013, in response to a racist attack in Hobart, a meeting was held between five councils and three local taxi companies. City of Hobart was already aware of the *Racism It Stops with Me* campaign which had been advertised on local TV, and had been invited to support the campaign.

Council became a supporter of the campaign in June 2014 at a launch attended by the Race Discrimination Commissioner. Other Tasmanian organisations that signed on to support the campaign at that time included the Office of the Anti-Discrimination Commissioner, Metro Tasmania, Yellow Cabs Tasmania, Taxi Combined Services, 131 008 Hobart and Glenorchy City Council.

The four Tasmanian emergency services –Tasmania Police, Ambulance Tasmania, the Tasmania Fire Service and the State Emergency Service - signed on to support the campaign later in 2014.

### Support for the campaign

Campaign activities undertaken by City of Hobart include:

* Racism. It Stops with Mestickers were placed on all council light vehicles
* All council multicultural community events promote the campaign
* A ‘Human Books’ activity was held at Salamanca Market during Human Rights Week where community members could discuss racism and discrimination with Human Book volunteers
* The campaign is promoted by the Mayor on Harmony Day, and
* Council supports the local Students Against Racism group who speak at local events.

City of Hobart also has made good use of the campaign resources provided by the Australian Human Rights Commission, including posters which are displayed and distributed at community events, workplaces and at tourist centres, and lapel pins which are worn by Aldermen.

Council is committed to promoting zero tolerance of any form of racial discrimination and to supporting the *Racism. It Stops With Me* campaign in whichever ways it can.

## Maitland City Council

Maitland, with a population of 75,000, is the fastest growing inland city in NSW.

At the 2011 census, the proportion of residents in the City of Maitland local government area who stated their [ancestry](http://en.wikipedia.org/wiki/Ancestor) as [Australian](http://en.wikipedia.org/wiki/Australians) or [Anglo-Saxon](http://en.wikipedia.org/wiki/Anglo-Saxons) exceeded 82 per cent. Over 67 per cent of residents nominated a [religious](http://en.wikipedia.org/wiki/Religion_in_Australia) affiliation with [Christianity](http://en.wikipedia.org/wiki/Christianity_in_Australia) which was significantly higher than the national average of 50.2 per cent.

Historically Maitland has had a mainly Anglo-Saxon population. Many in the town strongly supported the position of Pauline Hanson when she was living there. However, Maitland is changing, and the population is becoming more multicultural. One of the first newly arrived communities to settle in Maitland was the Sudanese escaping the civil war in their country. There are now over 100 Sudanese people living in Maitland. The area currently has approximately 20 new residents a week, many from a multicultural background.

### Development of the campaign

The catalyst for Maitland City Council to demonstrate its support for the *Racism.* *It Stops with Me* campaign was a series of nasty racist attacks on the local Sudanese community in 2013. At this time, one of the primary victims of the attacks summoned the courage to speak publicly about her experience. Amnesty International supported the woman and called for the council to to become a supporter of *Racism. It Stops With Me*. It said that

“*If council puts its name to this then this is a real commitment to making Maitland the sort of place that says no to racism*.”

At that time the Australian Human Rights Commission also wrote to council inviting it to join the campaign.

One councilor put a formal proposal to her fellow elected members to accept the invitation to become a supporter of the campaign, however Council was aware that not all members of the community would be supportive and they would need to approach the issue carefully.

The victim of the ongoing racist attacks was invited to speak publicly about her experience at a council meeting. Following this, Council made a decision to accept the invitation to become a supporter of the campaign.

This decision was promptly and publicly supported by the local paper The Maitland Mercury, which presented it as an example of good leadership by Council.

This demonstration of leadership by the Council, and its support from the newspaper was a catalyst for bringing the community together. It allowed community members who had felt ashamed about the racism directed towards the local Sudanese community, but who had nevertheless remained silent, to speak out in support of the Council’s decision. The Sudanese woman who had spoken out about the racist attacks, and had been featured in the paper, said that people had stopped her in the street and apologised for what she and her family had experienced.

The Mercury continued to publish positive articles and editorials. A number of community events were also held, including a ‘Politics in the Pub’ event, where one of the participants from the television program ’Go Back to Where You Came From’ spoke about what they had learned through their participation in the program.

Each article and event strengthened public opposition to racism. There were letters in the paper and members of the community ringing Council asking what they could do to help.

### Next steps

In 2014 Maitland City Council considered whether to publicly oppose proposed changes to the Federal *Racial Discrimination Act 1975.* This was another difficult situation for Council, not least because it concerned federal legislation and council’s remit is local. However, as the councilor who had led the argument to have Council support the Racism It Stops with Me campaign said, while the matter was a federal issue, it was Council’s responsibility to oppose changes to the law because they would affect people at a local level. The argument was put to council that ‘racists would be given a free pass’ if changes to the Act were to go ahead.

The Mayor proved crucial in getting the motion to oppose the proposed changes passed, with the deciding vote.

The Maitland Mercury strongly supported the Council’s position with an editorial stating that the councillor who put the motion and the Mayor

‘S*hould be applauded for saying, loud and clear, that the people of Maitland will not tolerate racism. We abhor insults, humiliation or intimidation based on ethnicity or race’.*

The last word in this case study should go to the councillor who worked particularly hard to drive public opposition to racism by the council and in the Maitland community:

*“This may not be as much of a strategic campaign as in some in other councils and communities – but you should never underestimate the impact it has had.”*

## Netball Australia

Netball Australia was one of the first sporting organisations to sign on to *Racism. It Stops With Me*. The organisation became a supporter of the campaign after it applied for and received a grant to promote cultural diversity from the then Department of Immigration and Citizenship in 2012. When undertaking activities through this grant, messaging in support of the campaign was always used in order to reach a broader audience.

Netball Australia felt that the campaign against racism was an excellent vehicle to promote its message of diversity and social cohesion, especially when the Commission worked with them to produce posters featuring Australian Diamonds players to highlight the message.

### Support for the campaign

Since becoming a supporter of the campaign, Netball Australia has undertaken a range of initiatives including the following:

* Each year, with support from the Commission, Netball Australia produces a print run of 1,000 posters featuring national team players and the campaign logo. Whilst the first netball player to be featured on the poster was Mo’onia Gerrard, who is of Tongan heritage, Netball Australia has made a conscious decision not to focus only on athletes from particular cultural backgrounds. As Netball Australia’s Community Engagement Manager said, “We want all of our players, regardless of their background, to be sending the same message, that racism is unacceptable to everyone in our netball community.”
* *Racism. It Stops with Me* features at all national championships with the logo clearly displayed in the program, and
* Netball Australia encourages all of its clubs to undertake its “Connected Clubs and Communities” workshops, which focus on creating inclusive and welcoming netball environments. Those that do receive a *Racism It Stops with Me* poster.

The *Racism. It Stops With Me* message aligns with, and is strongly promoted through. Netball Australia’s ‘One Netball’ program which is designed to ensure that netball is welcoming and inclusive of Australia’s diverse communities.

Netball Australia has not undertaken a formal evaluation of its anti- discrimination program, however as a result of consistent messaging about racial discrimination and its ongoing support for *Racism. It Stops With Me*, it feels that the campaign has enabled netball to promote a strong message to players, coaches, administrators and volunteers that racism will not be tolerated

While Netball Australia considers that the support it has received from the Australian Human Rights Commission has been pivotal in maintaining its capacity to continue to promote the national campaign and its message to the widest possible audience, it also has some suggestions for further initiatives it would like to see undertaken through the campaign. These include:

* Training programs and/or manuals on cultural competency
* Online cultural awareness tools
* A social media campaign by athletes talking about their understanding and experience of racism, and how this has changed them ( a ‘sporting First Contact’), and
* More online bystander resources.

### The future

Netball Australia is passionate about creating a more diverse and connected netball community. The *Racism. It Stops With Me* campaign is part of achieving that goal, and the organisation will continue to promote its message wherever possible.

## Newington Gunners

Newington Gunners is a soccer club based in the suburb of Newington, Sydney. Located within the Auburn local government area, Newington is in one of the most culturally diverse communities in Australia and one which has attracted media attention relating to racial tensions in the area.

Newington has a short, but unique history. It is a “greenfields” site which included the Athletes Village for the 2000 Olympics. No resident had lived in Newington prior to 1998 and it was one of the first residential areas to be governed by community title.

Newington proudly houses people from all over the world, all of whom live ‘cheek by jowl’, and it was in this environment that the soccer club was formed.

The club had not given too much thought to the issue of racism, despite being in such a racially diverse area. However the Newington Gunners experienced a significant change when some of their members came across a group of men having an informal game in a local park. All of these men were recently arrived asylum seekers and refugees who were looking for a club to play with, but had no resources for registration or equipment.

The Club Registrar wanted to give these men an opportunity to play as representatives of the Gunners Club. He invited them into the club, secured sponsorship from an anonymous benefactor and support from Settlement Services International, a NSW based not-for-profit organisation. Since then the story of the Gunners “refugee team” has spread, and other sponsors have come on board.

In 2015 the team’s and the club’s dreams became reality. The “refugee team” won the grand final, competing in the Granville Associations Men’s All Age 6 competition, and for the first time the Newington Gunners Soccer Club could say they had a champion team in their midst.

### Newington Gunners and the campaign

Early in 2014 the club received an email from the Australian Human Rights Commission congratulating them on their support for the “refugee team” and inviting it to become a supporter of the *Racism It Stops with Me* campaign.

The Club accepted the invitation and, at its own expense, developed a large *Racism It Stops With Me* banner. The banner was put on display at its home ground in May 2014 with the following message and photo of the banner on the club’s Facebook page:

*“Our banner is in place*

*The message is clear,*

*There is no place for racism here”.*

Since the refugee team joined the club, other club members have taken the opportunity to meet the new arrivals and hear of their experiences. Many members who had given little though to racial discrimination started to think and speak about it, and to better understand the consequences of this behaviour. The invitation from the Australian Human Rights Commission was therefore, in the words of the Club Secretary:

*“Fortuitous timing. We wanted to be more proactive about anti- racism, and wanted to be prepared in case there were any issues.”*

The profile of the refugee team has had the effect of attracting more people of colour to the club because they feel comfortable with the Club’s environment and attitude. The club’s teams are very diverse and made up of players from countries such as Afghanistan, Turkey, Africa and several Asian countries. The club now feels it reflects the racial and cultural diversity of its local community. Club teams have also experienced increasing success as more talented players join.

The Gunners Club feels that sport can create cultural differences, but, in their experience, it can also build racial harmony and strengthens social cohesion through diversity.

The message that the Club wants to send to other sports clubs and to the local community is that “*anti-racism and diversity are a part of our culture – this is nothing special - it’s the way we do business around here.”*

### The future

The Gunners Club is looking to the future. They are considering gaining accreditation through Football NSW and they will then formalise their anti-racism policies and procedures. The Club wants to ensure that not only does it support the message of the *Racism It Stops with Me* campaign but that its members “live it out.”

# Appendix B – supporters at June 2015

131008 Hobart

37 Property Group

ACT Government

ACT Little Athletics Association

Advocacy for Inclusion

Advocacy Tasmania

AFL Central Australia

AFL Players Association

African Women Australia Inc.

Albury Wodonga Aboriginal Health Service Inc.

Alcohol Tobacco and Other Drug Association ACT

All Together Now

Alternative Dispute Resolution Practitioners

Ambulance Tasmania

AMES

ANECSYS

Anglicare Tasmania

ANZ Bank

Around the Campfire

Ashfield Council

Auburn Community Development Network

Australia Council for the Arts

Australian Bahai Community

Australian Baseball Federation

Australian Catholic University

Australian Council for Human Rights Education

Australian Council of Social Services

Australian Council of Trade Unions

Australian Federal Police

Australian Federation of Medical Women

Australian Football League

Australian Hotels Association SA

Australian Hotels Association WA

Australian Industry Group

Australian Multicultural Foundation

Australian National University

Australian Olympic Committee

Australian Partnership of Religious Organisations

Australian Red Cross

Australian Rugby Union

Australian Sports Commission

Australian University Sport Limited

Australian Youth Affairs Coalition

Badminton Australia

Bagdad Childcare Centre

Banyule City Council

Basketball Australia

Basketball SA

Beasley Intercultural

Bendigo Loddon Primary Care Partnership

Beryl Women Inc

Big hART

Blacktown City Council

Blacktown Youth Services Association

Bluearth Foundation

Bluestone Edge

B'nai Brith Anti-Defamation Commission

Bogan Shire Council

Bond University

Brotherhood of St Laurence

Buildfirst

Business Port Augusta

Cambridge Primary School

Canberra Institute of Technology

Canvas Executive Search

Castan Centre for Human Rights Law

Centacare Migrant Services

Centacare South West NSW

Central Highlands Regional Council

Central Institute of Technology

Centre for Cultural Diversity in Ageing

Centre for Multicultural Youth

Channel 9 Adelaide Football League

Chinese Welfare Services of SA

City of Ballarat

City of Canada Bay

City of Charles Sturt

City of Darebin

City of Fremantle

City of Hobart

City of Marion

City of Palmerston

City of Perth

City of Port Adelaide Enfield

City of Port Phillip

City of Ryde

City of Sydney

City of Vincent

City of Whittlesea

City West Water Corporation

Clarence City Council

Clarendon Vale Neighbourhood Centre

Clubs Australia

Coffs Harbour City Council

Coleman Rail

Colony 47 Inc

Commonwealth Ombudsman

Community Centres SA

Community West

Confederation of Australian Motor Sport

Construction Training Centre

Coonamble Shire Council

Corporate Values and Equity, Curtin University

Corrs Chambers Westgarth

Cosgrove High School

Council of International Students

Country Life Publishing

CQUniversity

Craig Edmonds Consulting Services

CRANAplus

Cricket Australia

Deakin University

Deaths in Custody Watch Committee WA

Deloitte Touche Tohmatsu

Diversity Council Australia

Diving Australia Inc

Duc Mai Lawyers

East Gippsland Shire Council

Eastern Suburbs District Rugby League Club Ltd

(Roosters)

Echuca Primary School

Echuca South Primary School

EcoNorfolk Foundation

ECU Student Guild

Edith Cowan University

Education Adelaide

Elders Limited

Energy and Water Ombudsman NSW

Engenco Limited

English as an Additional Language Program

Ethnic Communities Council of Victoria

Executive Council of Australian Jewry

Family Worker Training and Development Programme

Federation of Ethnic Communities’ Councils of Australia

Federation University Australia

Flinders University

Football Federation Australia

Football Federation SA

Football Federation Victoria

Football United Program

Fred Hollows Foundation

Gippsland East Local Learning and Employment Network

Gippsland Trades & Labour Council

Gippsport

National Anti-Racism Strategy and *Racism. It Stops with Me*: Summary evaluation and future direction • 49

Glen Eira City Council

Glenelg Shire Council

Glenorchy City Council

Goldfields Land and Sea Council

Golf Australia

Government of South Australia

Greater Bendigo City Council

Greater Dandenong City Council

Greater Shepparton City Council

Griffith University

Harden Shire Council

Hawthorn Football Club

Henn Sheng Lawyers

Hervey Bay Neighbourhood Centre

HK Training and Consultancy

Hobson's Bay City Council

Hockey Australia

Holroyd City Council

Homebase Youth Services

Housing for the Aged Action Group

Human Rights Law Resource Centre

Hunter New England Local Health District

Ice Hockey Australia

Inclusion WA

Indigenous Allied Health Australia

Indigenous Business Australia

International Education Association of Australia

International House

Ipswich City Council

James Cook University

Kilcunda Bass Football Netball Club

Kings Basketball

Kingston City Council

Knitting for the Soul

Know The Game

Knox City Council

Kurruru Youth Performing Arts

Lake Macquarie Football Club

Lane Cove Council

Latrobe City Council

Legal Services Commission of SA

Life Without Barriers

LINC Tasmania

Linkz Incorporated

Little Athletics Australia

Liverpool City Council

Living Positive Victoria

Logan Metro Football Club

Lutheran Community Care

Luv A Duck

Macquarie University

Maitland City Council

Maribyrnong City Council

Marrickville Council

Melbourne City FC

Melbourne High School

Melbourne Storm

Mental Health in Multicultural Australia

Methodist Ladies College Melbourne

Metro Tasmania

MG My Gateway

Midnight Basketball Australia

Mid-North Coast Community Legal Centre

Migrant Resource Centre of SA

Migrant Resource Centre Southern Tasmania

Migration Council Australia

Mildura Rural City Council

MissChu

Moira Shire Council

Monash City Council

Monash University

Moonee Valley City Council

Mooroopna Education and Activity Centre

Moreland City Council

Morella Community Centre

Mornington Peninsula Shire Council

Mt Eliza Football Netball Club

Multicultural Affairs Queensland

Multicultural Development Association

Multicultural NSW

Multicultural Youth Advocacy Network

Municipal Association Victoria

Murdoch University

Music Council of Australia

Muswellbrook Shire Council

Naracoorte Lucindale Council

National Australia Day Council

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

New Hope Foundation

Newington Soccer Club

North Sydney Council

Northside Community Services

NSW Department of Justice

NSW Police Force

OCTEC Limited

Office of the Anti-Discrimination Commissioner Tasmania

Old Parliament House

Olympic Winter Institute of Australia

Online Hate Prevention Institute

OOFRAS

Optimum Consulting Group

Overseas Students Ombudsman

Passion for Purpose Group

Perpetual Limited and Novion RE Limited

Persian Cultural Association of South Australia Inc

Play by the Rules

Port Augusta City Council

Port Macquarie-Hastings Council

Proactive HR Solutions

Public Transport Ombudsman

QAILS

QLD Anti-Discrimination Commission

Queensland African Communities Council

Queensland Univerity of Technology

Randwick City Council

Reconciliation Australia

Reconciliation South Australia

Red Cliffs Football Netball Club

Red Dust Role Models

Red Elephant Projects

Redfern Legal Centre

Refugee Council of Australia

Relationships Australia

Religions for Peace

Resource Work Cooperative

Rose Bay High School, Tasmania

Royal Australian College of General Practitioners

Royal Melbourne Institute of Technology

Ruah Community Services

Rural City of Murray Bridge

SA Equal Opportunity Commission

SACCS

SACOSS

Sandcastles Early Education Centre

SBS

Scanlon Foundation

Scouts WA

Serbian Community Association of Australia

Settlement of Australia

Settlement Services International Inc.

Shelter SA

Shire of Katanning

National Anti-Racism Strategy and *Racism. It Stops with Me*: Summary evaluation and future direction • 51

Shoalhaven City Council

Skilled Migrant Professionals Australia

So Change Inc

Softball Australia

Soroptimist International of Hobart Inc.

South Australian Guardian for Children and Young People

Southern Cross University

St John's Youth Services

STAR Project

State Emergency Service (Tasmania)

Strathbogie Shire Council

Surf Life Saving Australia

Swinburne University

Table Tennis Australia

TAFE SA

Tamworth Basketball

Tas TAFE

Tasmania Police

Tasmanian Centre for Global Learning

Tasmanian Fire Service

Tasmanian University Union Water Polo and Swimming

Club

Taxi Combined Hobart

TCL International Australia

Telstra

The Huddle

The Neigbourhood Centre

The University of Queensland

The University of Sydney

Toowoomba Hockey Association

Touch Football Australia

Townsville Multicultural Support Group

Transdev Australasia

Twitter Australia

Unions NSW

Universities Australia

University of Melbourne

University of South Australia

University of Southern Queensland

University of Tasmania

University of Technology Sydney

University of the Sunshine Coast

University of Western Australia

University of Western Sydney

University of Wollongong

UNSW Australia

Ventura Bus Company

Victoria Legal Aid

Victoria Police

Victorian Aboriginal Legal Service

Victorian Equal Opportunity and Human Rights

Commission

Victorian Local Governance Association

Victorian Medical Women's Society

Volleyball Australia

WA Equal Opportunity Commission

WA Little Athletics

Walpiri Youth Development Aboriginal Corporation

Welcome to Australia

Welcoming Intercultural Neighbours

Werribee Football Club

Western Bulldogs

Western Regional Health Centre

Western Sydney Community Forum

WIRE Women's Information

Wirrpanda Foundation

Women's Health West

Wreck Bay FC

Wushu & Tai Chi Practitioners Australia

Wyndham City

Wyndham Community and Education Centre

Yarra City Council

Yarraville Community Centre

Yellow Cabs

Young and Well Cooperative Research Centre

# End notes

1. A Langenberg, ‘Facing up to Racism’, *The Advocate*, 13 June 2014. At: www.theadvocate.com.au/story/2349019/facinguptoracism/?cs=87. [↑](#endnote-ref-1)
2. Dr Helen Szoke concluded her role as Race Discrimination Commissioner in December 2012. Dr Tim Souphommasane was appointed Race Discrimination Commissioner in August 2013. [↑](#endnote-ref-2)
3. Replaced by representatives of the Department of Prime Minister and Cabinet following 2013-14 machinery of government changes [↑](#endnote-ref-3)
4. Replaced by representatives of the Department of Social Services following 2013-14 machinery of government changes [↑](#endnote-ref-4)
5. Australian Human Rights Commission, *National Anti-Racism Strategy: Consultation Report*, July 2012. At: https://itstopswithme.humanrights.gov.au/campaign/consultations. [↑](#endnote-ref-5)
6. VicHealth, *More than tolerance: Embracing diversity for health,* 2007, p 47*.* [↑](#endnote-ref-6)
7. 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, p 103. [↑](#endnote-ref-7)
8. VicHealth, above n 6, p 50 and A Pederson et al, ‘Talk does not cook rice: Beyond anti-racism rhetoric to strategies for social action’, 40 (1) *Australian Psychologist 20*, March 2005, p 23, 25. However, the report notes that creating empathy must be approached with care as different forms of empathy can lead to different motivations. [↑](#endnote-ref-8)
9. Pederson et al, above, p 28. [↑](#endnote-ref-9)
10. H Babacan and D Hollinsworth, *Confronting Racism in Communities Project: A final report on the nature and extent of racism in Queensland*, 2009, Centre for Multicultural Pastoral Care, p 61. [↑](#endnote-ref-10)
11. Pederson et al, above n 9, p 27 [↑](#endnote-ref-11)
12. VicHealth, above n 6, p 51. [↑](#endnote-ref-12)
13. ‘Bus Driving Home Campaign’, *Local News Plus*, 7 July 2014. At: www.localnewsplus.com.au/story.php?ID=64458. [↑](#endnote-ref-13)
14. A Langenberg, above n 1 [↑](#endnote-ref-14)
15. Text from the poster of the launch of the City of Greater Bendigo’s Human Rights Charter [↑](#endnote-ref-15)
16. Final Report Bystander Intervention project evaluation Prepared for Football Federation Victoria November 2014 by Sinergistiq, Carleton, Victoria. [↑](#endnote-ref-16)