



Australian
Human Rights
Commission

RACISM.
IT STOPS
WITH ME

AND THE NATIONAL
ANTI-RACISM STRATEGY:
ONE YEAR ON • 2013

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COVER IMAGE Adam Goodes, Sydney Swans. Photograph courtesy of the AFL Players Association.

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RACISM.
IT STOPS
WITH ME



Einbunpin Festival, Sandgate QLD. Photograph courtesy of the Multicultural Development Agency.

Introduction

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

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

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

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

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

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



A handwritten signature in black ink that reads "T Soutphommasane".

Dr Tim Soutphommasane
Race Discrimination Commissioner
September 2013

No place for racism

Racism has no place in Australian society. However, too many people continue to encounter it in their daily lives.

Around one in five Australians say they have experienced race-hate talk, such as verbal abuse, racial slurs or name-calling.

More than one in 20 Australians say they have been physically attacked because of their race.¹

In 2011, the Australian Government made a commitment to develop and implement a comprehensive National Anti-Racism Strategy.

The three year Strategy aims to generate sustained progress towards three key goals:

- More Australians will recognise that racism continues to be a serious issue in our community.
- More Australians will get involved in practical action to tackle racism, wherever they see it.
- Individuals will have the resources they need to address racism they encounter, to access legal protections and, where necessary, to obtain redress.

It has a focus on public awareness, education resources and youth engagement and will be underpinned by research, consultation and evaluation.

A key initiative of the Strategy is a nation-wide public awareness campaign, *Racism. It Stops with Me*.

Both the Strategy and campaign were launched in August 2012.

Listening to the community

The Strategy was directly shaped by the views of ordinary Australians through a wide-ranging consultation process held in early 2012.

We held consultations across every state and territory involving almost 700 people. We also received 200 submissions and over 1500 survey responses.

90% of survey respondents said racism was an “extremely important” or “very important” issue for Australia.

One clear message came through the consultation: tackling racism in all its forms is critically important if we want to build fair and inclusive communities.

There was also broad agreement about the priority areas where racism should be addressed, including:

- education
- workplaces
- sport
- services provided by government
- online communication, and
- the media.

‘(Racism) creates a divide. Australia is one country but it doesn’t feel like it.’

Survey respondent, National Anti-Racism Strategy consultation

Working in partnership

The Strategy has been developed and implemented through a partnership led by the Australian Human Rights Commission and including:

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

The Partnership meets regularly to provide strategic advice about the direction of the Strategy and campaign activities. Partnership members also help build support across government and within the community for our shared goal of tackling racism in all its forms.



'I'm a proud Australian but (racism) does make me cringe. We can do better.'

Survey respondent, National Anti-Racism Strategy consultation

Charting our progress

This report provides a snapshot of data collected during the first year of the National Anti-Racism Strategy and campaign through a survey of campaign supporters and evaluation of community engagement activities. It also features a selection of anti-racism initiatives undertaken by our campaign supporters.

This data and other evidence indicate that the Strategy and campaign have had a positive impact in its first year by:

- communicating a clear message that racism is unacceptable
- contributing to an increase in constructive media discussion about racism in Australia
- supporting prominent Australian leaders and organisations to take a public stand against racism
- increasing public understanding about the important role that bystanders can play in responding to racism, and
- encouraging young people to think about the impact of racist words and actions and providing strategies to stand up to racism when it's safe to do so.

A more detailed evaluation of the first year of the Strategy and campaign is available on the Commission's website. This is a first step in the evaluation process which will be implemented throughout the life of the Strategy, guided by a framework which covers the planning, development and implementation stages of the Strategy and campaign. We will be measuring our progress at regular points, charting what has worked and why it has been effective.

Building on firm foundations

When we developed the Strategy and campaign we looked at all the available evidence about what works in tackling racism.

Both the Strategy and the campaign are informed by the following key principles, which were highlighted in the research.

- **Use complementary strategies and work at multiple levels**, including at the individual, organisational, community and societal levels.²
- **Engage people with relatively moderate racist views**, rather than those who are particularly intolerant.³
- **Build empathy** and **promote dialogue** about racism.⁴
- Focus on **changing behaviours** as much as **changing attitudes**.⁵
- **Address institutional or organisational racism** in particular settings. To be effective, this must involve a range of coordinated interventions and be supported by management.⁶
- **Adapt strategies to different settings and audiences**, including local settings.⁷
- **Target anti-racism initiatives towards priority areas**, including workplaces, education and sport.⁸



World Refugee Day Festival, Brisbane QLD. Photograph courtesy of the Multicultural Development Agency.

A call to action

‘All good people must stand solidly against racism. It’s very important to do this publicly.’

Football Federation of Victoria

Our public awareness campaign – *Racism. It Stops with Me* – is a call to action which invites all Australians to reflect on what they can do to counter racism, wherever it happens.

It also aims to support, promote and coordinate the many anti-racism initiatives taking place in communities, schools, workplaces and sporting clubs across the country.

We believe that building on these locally-developed programs is the most effective and sustainable way to prevent and respond to racism in the long term.

The campaign highlights examples of good practice through the *Racism. It Stops with Me* website, in regular news stories and through email updates to our supporters.

Our aim is to inspire other organisations and individuals to consider what they can do to take a stance against racism in the places where they live, work, study or play sport.

Over the past year, more than 160 organisations – from the business, sports, education, local government and community sectors – have signed on as supporters of the *Racism. It Stops with Me* campaign.

In addition, over 900 Australians have pledged their personal support to the campaign.

A full list of our supporter organisations is included at the end of this publication.



Mai-Wel's Serendipity Café, Maitland NSW. Courtesy of *The Maitland Mercury*. Photograph by Marina Neil.

Serendipity

Supporting our supporters

Our campaign supporters are crucial to the reach and effectiveness of the National Anti-Racism Strategy.

Over the past year, more than 160 organisations have pledged their support to tackling racism in Australia. They include leading companies, national sporting bodies, universities, local councils and community-based organisations.

We seek to provide our supporters with information and resources to assist them to take action against racism. We also provide them with regular email updates to highlight new developments and provide examples of good practice around the country.

As part of our evaluation process, we conducted a survey with our supporter organisations.

- 95% of respondents said they had read the information about racism on the campaign website.
- 85% of respondents said that awareness of racism had increased among their organisation's staff, customers/clients and/or members and affiliates.
- 70% of respondents indicated that they had used the campaign's information resources in their activities and promotions over the past year.
- 70% of respondents said they had implemented anti-racism activities to support the campaign, such as developing anti-racism policies and procedures, holding events or making a public statement against racism.
- 52% of respondents felt they were better equipped to respond to racism since signing on to the campaign.

Information about supporting the campaign is available at: itstopswithme.humanrights.gov.au

'(We support the campaign) because racism can only be tackled by everyone standing up and confronting it when they see it. (We) also wanted to raise awareness of it across all levels of the organisation and give employees the confidence to take action as required to reduce racism.'

Wyndham Community and Education Centre

OUR SUPPORTERS IN ACTION:

Ventura Bus Lines

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

Andrew Cornwall, Ventura Managing Director

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

Ventura – the largest private bus company in Melbourne – signed up as a supporter of the *Racism. It Stops with Me* campaign shortly after the incident took place.

The company has since installed campaign posters across 800 buses in its fleet. It has also developed protocols so that drivers know how to respond to any racist incidences that occur in the future.

Australian Human Rights Commission

Ventura

Everyone is entitled to a safe and pleasant journey.

That's why racism is not welcome on Ventura Buses.

If you witness a racist incident, consider:

- Notifying the driver
- Offering support to the victim
- Calling the police if you think a crime is occurring.

RACISM. IT STOPS WITH ME

For information about how to take action against racism or make a complaint of racial discrimination go to itstopswithme.humanrights.gov.au

OUR SUPPORTERS IN ACTION:

Multicultural Development Association

The Multicultural Development Association (MDA) is an independent, non-government organisation that settles newly-arrived refugees in Brisbane, Rockhampton and Toowoomba.

It has sought to involve all of its staff, clients and the community in the *Racism. It Stops With Me* campaign through activities including:

- producing campaign cards for staff security pass lanyards, which feature a QR code for people to find out more about the campaign on the MDA website
- inviting staff to make a personal pledge against racism with pledges shared on Facebook
- partnering with the Queensland Anti-Discrimination Commission to deliver training for staff on racism and how to make complaints of racial discrimination, and
- incorporating the campaign into the training sessions they deliver for newly-arrived refugees and asylum seekers.

In June 2013 MDA hosted a stall at the World Refugee Day Community Festival in Brisbane where they encouraged festival-goers to write their own personal anti-racism pledges. The photos of those who participated were added to MDA's Facebook page.

MDA has since held similar pledge events, including as part of Brisbane-North Melbourne game during the AFL's multicultural round and other local festivals, and plan to hold more in future.



Starting the conversation

‘The AFL is proud to say that racism stops with us.’

Andrew Demetriou, Chief Executive Officer, AFL Australia

In the first year of the Strategy, we wanted to start a national conversation about racism and the impact it has on individuals and the broader community.

The Strategy and the public awareness campaign – *Racism. It Stops with Me* – were launched on 24 August 2012 at Federation Square, Melbourne.

Bringing together political, business, sports and community leaders, the event received a high level of media coverage and generated significant discussion on social media.

Since the launch, a number of events have been held to promote discussion about racism, its impacts on those it affects and the broader community, and how we can best prevent and respond to it.

In March 2013 we hosted a public forum at Parliament House in Canberra with the support of the Department of Immigration and Citizenship to mark the International Day for the Elimination of Racial Discrimination.

The forum – **Not Just Black and White** – featured Senator the Hon. Penny Wong, Senator Michaelia Cash, Dr Tom Calma AO and 2013 Young Australian of the Year Akram Azimi.

Hosted by SBS World News Anchor, Janice Petersen, this panel of high profile Australians reflected on the issues of race and racism, culture, inclusion and diversity that both divide us and bring us together.

Senator the Hon. Penny Wong and Senator Michaelia Cash, Not Just Black and White forum.



Communicating the message online

'(We) have incorporated your campaign into training for the UTAS Student Advice team. The bystander tips section is great!'

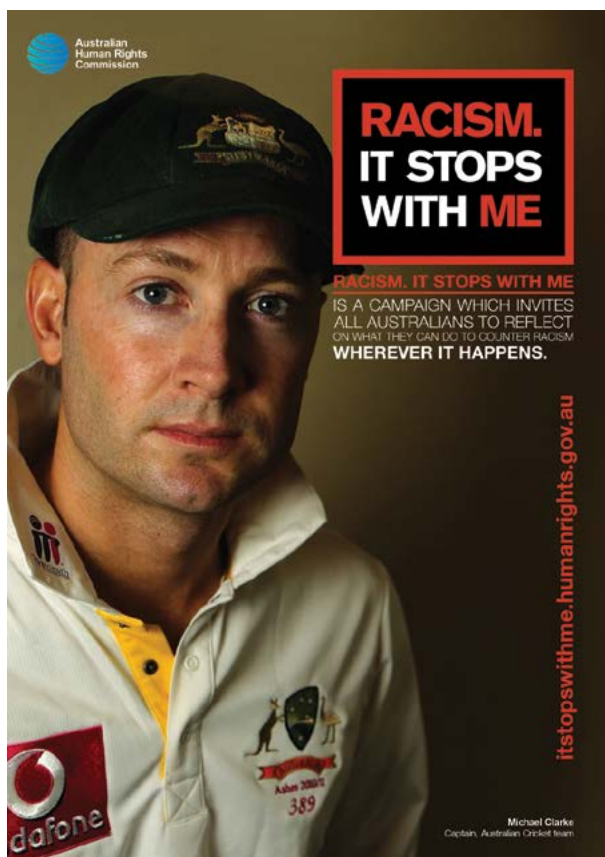
University of Tasmania

Racism. It Stops with Me has developed a strong online presence over the past year, with a user-friendly website attracting a large number of visitors. We also have a strong following on Twitter.

The website – itstopswithme.humanrights.gov.au – provides accessible information for individuals and organisations about the practical steps they can take to prevent racism and to counter it when it happens, as well as downloadable posters and other resources. It also acts as a clearinghouse for research about racism and effective strategies to address it, and features examples of good practice in addressing racism around the country.

Our website received over 85,000 unique visits in the last 12 months.

We also encourage individual Australians to show their commitment to a racism-free Australia by posting their photo to the website and sharing it through their social media and community networks. **More than 460 people have pledged their support by uploading their photo to the website so far.**





We send regular email updates to our supporters which feature new developments, resources, anti-racism initiatives and upcoming events. The email updates are designed to inspire individuals and organisations to take action against racism in their daily lives.

We have used Twitter to extend the reach of our campaign and promote new initiatives, resources and examples of good practice. During the year, we tweeted nearly 400 times and **attracted well over 1600 followers**.

Our hashtag – #ItStopsWithMe – has been used by community, sports and political leaders to raise community awareness about the campaign and its key message: that we can all do something to stop racism.

'When it seemed that so many Australians were racist, it has been very reassuring to know that there are also very many people who are ready to stand against racism. That has been invigorating and supportive.'

Individual campaign supporter

Getting the message out through sport

In 2013 we partnered with *Play by the Rules* to produce a community service announcement (CSA) that promotes the message that racism has no place in sport. It features some of Australia's best known sporting heroes:

- Adam Goodes and Nick Maxwell (AFL)
- Greg Inglis, Cameron Smith and Timana Tahu (NRL)
- Peter Siddle (Cricket)
- Archie Thompson (Football)
- Sally Pearson (Athletics)
- Liz Cabbage (Basketball)
- Mo'onia Gerrard (Netball)
- Drew Mitchell (Rugby Union), and
- the 2013 AFL Indigenous All-Stars.

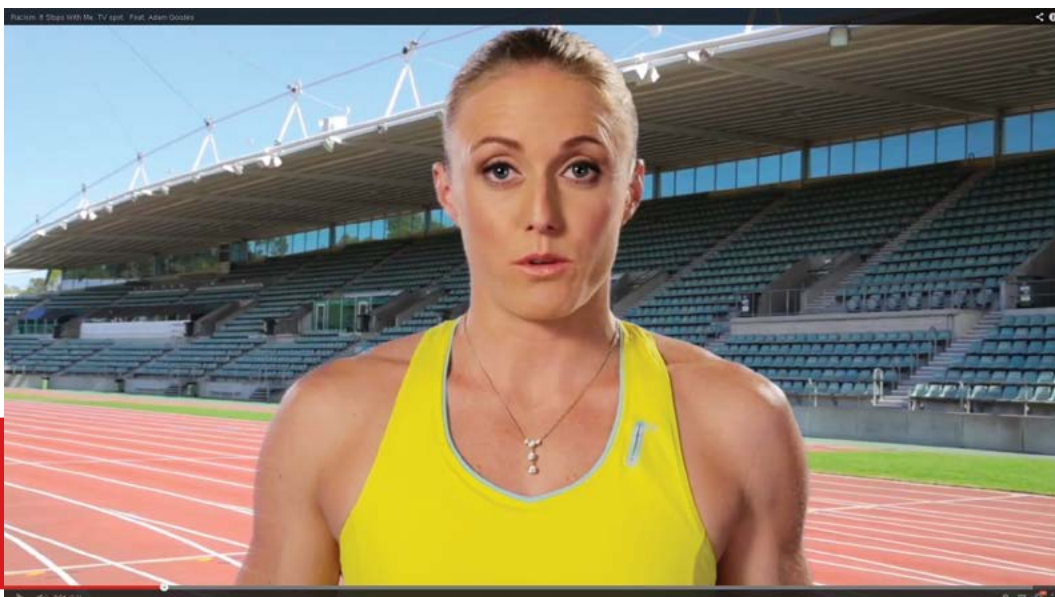
Six 30-second Public Information Messages were also produced for radio.

The CSA was launched at the 'Dreamtime at the G' game on 25 May 2013 and broadcast nationally until 4 August 2013. It has also been played on the big screen at several major sporting events.

There has been an overwhelming public response to the CSA, the release of which coincided with the well-publicised incident of racial abuse experienced by Sydney Swans player Adam Goodes. Since being posted on YouTube, it has been viewed over 240,000 times.

The radio spots have also received tremendous support from broadcasters, with 223 radio stations in 132 markets currently playing one or more of the public information messages. Thirty-eight radio stations across Australia's major cities have broadcast over 2,300 spots.

Watch the CSA online at itstopswithme.humanrights.gov.au.





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RACISM. IT STOPS WITH ME

RACISM. IT STOPS WITH ME

IS A CAMPAIGN WHICH INVITES
ALL AUSTRALIANS TO REFLECT
ON WHAT THEY CAN DO TO COUNTER RACISM
WHEREVER IT HAPPENS.

itstopswithme.humanrights.gov.au

*Champions
2013*

Greg Inglis

NRL South Sydney Rabbitohs

Equipping Australians to counter racism

‘Everyone in the world should watch this.’

Comment on ‘What You Say Matters’ YouTube page

The National Anti-Racism Strategy aims to build the capacity of individuals, organisations and communities to prevent racism and to respond safely when it occurs.

In the past year we developed tools and educational resources to support individuals and organisations in some of the priority areas identified in the Strategy: education, government service provision and workplaces.

What you say matters

In early 2013 we surveyed nearly 2,400 young people aged between 13 and 17 and found that nearly nine out of ten young people surveyed had experienced some kind of racism or seen it happen to someone else. 43% said they had experienced or witnessed racism at school and 33% said they had experienced or witnessed it on the internet.

In June 2013 we launched an online anti-racism resource for young people, ‘What You Say Matters’.

The resource was developed with funding from the Department of Families, Housing, Community Services and Indigenous Affairs.

It features a hip-hop music video and easily accessible information about racism, how to prevent it from happening and, if it does, how to respond in ways that are safe for them and those around them.

We developed this information in response to the key questions asked about racism by the young people we 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?

The video features hip-hop artist Brothablack and the students of James Meehan High School in Macquarie Fields, Sydney. The lyrics drew on the issues raised by the young people we surveyed and the scenes in the video were developed in collaboration with the students based on their real-life experiences.



Filming 'What you say matters' at James Meehan High School. Photograph by Joanna Kelly.



The video has been viewed over 11,000 times on YouTube and received a very positive response.

In 2013–14 we are planning to incorporate ‘What You Say Matters’ into resources being developed for schools in line with the national curriculum.

Anti-racism training for government service providers

In 2012 we received funding from the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) to develop materials to address factors contributing to systemic racial discrimination in service delivery to Aboriginal and Torres Strait Islander communities.

We engaged the Victorian Equal Opportunity and Human Rights Commission to develop and pilot a training resource which aims to strengthen the capacity of organisations to provide services to Aboriginal and Torres Strait Islander people by building understanding of individual and systemic racism in service delivery and its impact on individuals and communities.

The training was informed by consultation with Aboriginal community controlled organisations and key submissions to the National Anti-Racism Strategy.

‘In essence, racism makes us sick – both in terms of the impact on victims and also the impact on society as it both diminishes society in general and creates a lack of social cohesion.’

Victorian Aboriginal Child Care Agency Co-op Ltd (VACCA)

‘Telstra is proud to be supporting this campaign ... We value the diversity of our people – it helps us connect with our customers and our communities, and fosters greater innovation and employee engagement.’

Tracey Gavegan, Group Managing Director Human Resources, Telstra

The training was piloted in Melbourne and Port Augusta in April – May 2013. Feedback from the pilot sessions indicated the workshop had improved the capacity of participants to:

- identify the 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, and
- identify how racial diversity can be supported or advanced within organisations.

The training will be made available by FaHCSIA for use around Australia. In 2013–14 we will be exploring opportunities for delivering the training in different sectors.

Workplace cultural diversity health check

During 2012–13 we have been working in partnership with Diversity Council Australia and the Victorian Health Promotion Foundation (VicHealth) to develop a workplace cultural diversity assessment tool, or ‘health check’. The health check aims to assist employers to assess their organisation’s performance on cultural diversity, identify barriers to the recruitment and retention of culturally diverse employees, and address potential areas of discrimination.

The health check is based on a tool that was developed by VicHealth following a comprehensive review of international best practice in assessing workplace policy and practices in relation to diversity and discrimination.

We piloted the tool in June 2013 with a number of leading organisations including the Australian Council of Trade Unions, Commonwealth Bank, Telstra, Australian Insurance Group, Phillips, the University of Western Australia and the Australian Red Cross.

The response to the pilot was positive, with most organisations reporting that the tool was a useful resource that would assist them to set cultural diversity priorities in future.

We anticipate launching the health check in early 2014.

Building on the momentum

In 2013–14 we aim to build on the growing community support for the National Anti-Racism Strategy and the *Racism. It Stops with Me* campaign. We will continue to communicate a clear message that racism is unacceptable and to support prominent Australian leaders and organisations to take a public stand against racism.

We will continue to profile effective anti-racism initiatives by our supporters and others, and to work with priority sectors to build their capacity to identify, prevent and respond to racism and discrimination.

We will continue to build understanding of the harm caused by racism to individuals and communities, with a greater focus on cyber-racism and ‘casual racism’, and we will continue our efforts to support young people and bystanders to stand up to racism.

Our goal is to equip everyday Australians who experience or witness racism with strategies to respond safely, appropriately and effectively.

Timeline of activities

February 2011	Australian Government committed to develop and implement a National Anti-Racism Strategy for Australia in <i>The People of Australia – Australia’s Multicultural Policy</i> .
March – May 2012	Australian Human Rights Commission invited public input into the development of the Strategy. 23 public meetings are held in 17 locations across every state and territory, involving nearly 700 people. The Commission receives 200 submissions and over 1500 survey responses.
August 2012	National Anti-Racism Strategy and ‘Racism. It Stops with Me’ campaign launched.
March 2013	‘Not Just Black and White’ event held at Parliament House in Canberra on the International Day for the Elimination of Racial Discrimination. Campaign passed 100 supporter organisations.
May 2013	‘Racism. It Stops with Me’ Community Service Announcement developed in partnership with <i>Play by the Rules</i> launched at <i>Dreamtime at the G</i> game.
June 2013	‘What you say matters’ anti-racism youth resources funded by FaHCSIA launched by National Children’s Commissioner Megan Mitchell.
July 2013	Campaign reaches 150 supporter organisations.

OUR SUPPORTERS IN ACTION:

City of Greater Dandenong

The City of Greater Dandenong joined the *Racism. It Stops with Me* campaign in June 2013.

In support of the campaign, the City of Greater Dandenong has developed 'Racism. Get Up. Speak Out.', a project which invites local people to share stories that affirm and celebrate positive action against racism within the Greater Dandenong community.

'Respect and support for diversity is one of Council's key priorities.'

Angela Long, Mayor, City of Greater Dandenong

The Racism. Get Up. Speak Out. project includes:

- A series of community profiles published in the local newspaper the Dandenong Leader which highlight positive action people take when they witness or experience racist behaviour
- Posters, postcards and banners distributed to the community with positive tips on speaking out against racism
- A short film following the stories of six Greater Dandenong residents and their personal experiences with racism which will be screened as part of the Greater Dandenong Film Festival in April 2014, and
- 'Forum theatre' – style drama workshops to engage young people and deepen their understanding of racism. This form of theatre encouraging audience members to put themselves in the characters' shoes and discuss the issues presented. The theatre group will perform for local schools throughout Greater Dandenong.

John

Studies at Melbourne University
Broke his leg playing soccer
Regularly quotes Nelson Mandela
Speaks Out against racism

How can you SPEAK OUT against racism?

If you witness racism towards someone there are **POSITIVE** things you can do to help.

- Offer support – Go and sit or stand with them. Ask them if they're OK.
- Say something only if it feels ok to do so – "That was offensive, please have some respect for yourself and for others."
- Report the incident to Victoria Police and if the situation is threatening call 000.
- For information about making a complaint call the Victorian Equal Opportunity and Human Rights Commission on 1300 262 153 or the Australian Human Rights Commission on 1300 656 419.
- Protect your physical safety – don't put yourself at risk.

Speaking Out CAN make a difference

For more tips on Speaking Out against racism visit the Racism. It stops with me website www.itstopswithme.humanrights.gov.au or check out the Anti-Hate campaign website www.anti-hate.vic.gov.au

Racism. Get Up. Speak Out.
www.greaterdandenong.com
9239 5141 / culture@cgd.vic.gov.au

Pictured: John James
Photography by Dulce Amor Temporal

OUR SUPPORTERS IN ACTION:

Clubs Australia

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

Shannon Gill, Clubs Australia spokesman

Clubs Australia is the peak industry body representing the nation's 6,500 licensed clubs.

Since signing on as a supporter in September 2012, Clubs Australia has undertaken a range of activities to promote the *Racism. It Stops with Me* campaign, including:

- designing campaign coasters and distributing them to clubs across Australia
- distributing campaign posters to clubs across Australia, and
- featuring the campaign in the premiere issue of *National Club Life* magazine.

In July 2013, community clubs across Victoria championed the campaign by displaying posters, using the campaign coasters in their bars and bistros and playing the community service announcement on their screens.

Their activities received prominent media coverage from local television and newspapers, with club ambassadors talking about how racism had affected them personally and why they were committed to promoting the campaign's message of tackling racism.



Veneto Club and Bulleen Lions, Victoria. Photograph courtesy of Clubs Australia.

Campaign supporters

***Racism. It Stops with Me* campaign supporters at August 2013**

Advocacy for Inclusion	Blueearth Foundation
AFL Players Association	Bluestone Edge
African Women Australia Inc.	B'nai Brith Anti-Defamation Commission
Albury Wodonga Aboriginal Health Service INC	Brotherhood of St Laurence
All Together Now	Buildfirst
Alternative Dispute Resolution Practitioners	Business Port Augusta
AMES	Castan Centre for Human Rights Law
Anglicare Tasmania	Centacare Migrant Services
ANZ Bank	Central Institute of Technology
Australia Council for the Arts	Centre for Cultural Diversity in Ageing
Australian Bahai Community	Centre for Multicultural Youth
Australian Baseball Federation	City of Ballarat
Australian Council of Social Services	City of Darebin
Australian Council of Trade Unions	City of Fremantle
Australian Federal Police	City of Marion
Australian Federation of Medical Women	City of Perth
Australian Football League	City of Port Adelaide
Australian Hotels Association WA	City of Port Phillip
Australian Industry Group	Clubs Australia
Australian Multicultural Foundation	Community West
Australian Olympic Committee	Confederation of Australian Motor Sport
Australian Partnership of Religious Organisations	Corrs Chambers Westgarth
Australian Red Cross	Cosgrove High School
Australian Rugby Union	CRANApus
Australian Sports Commission	Cricket Australia
Australian University Sport Limited	David Wirrpanda Foundation
Australian Youth Affairs Coalition	Deaths in Custody Watch Committee WA
Badminton Australia	Deloitte
Basketball Australia	Diversity Council of Australia
Big hART	Eastern Suburbs District Rugby League Club Ltd (Roosters)

University of Western Australia shows its support for the campaign.





EcoNorfolk Foundation
 Elders Limited
 English as an Additional Language Program
 Ethnic Communities Council of Victoria (ECCV)
 Executive Council of Australian Jewry
 FECCA
 Football Federation Australia
 Football Federation Victoria
 Football United Program
 Fred Hollows Foundation
 Goldfields Land and Sea Council
 Golf Australia
 Greater Dandenong City Council
 Hobson's Bay City Council
 Hockey Australia
 Human Rights Law Resource Centre
 Ice Hockey Australia
 Indigenous Business Australia
 International Education Association of Australia
 Know The Game
 Lake Macquarie Football Club
 Legal Services Commission of SA
 Life Without Barriers
 Linkz Incorporated
 Little Athletics Australia
 Lutheran Community Care
 Luv A Duck
 Maribyrnong City Council

Melbourne High School
 Methodist Ladies College Melbourne
 Mid-North Coast Community Legal Centre
 Migrant Resource Centre of SA
 Migrant Resource Centre Southern Tasmania
 Migration Council of Australia
 Monash City Council
 Moreland City Council
 Mornington Peninsula Shire Council
 Mt Eliza Football Netball Club
 Multicultural Development Association
 Multicultural Youth Advocacy Network
 Murdoch University
 Music Council of Australia
 National Congress of Australia's First Peoples
 National Ethnic and Multicultural Broadcasters' Council
 National Museum of Australia
 National Rugby League
 National Rural Health Alliance
 National Union Of Students
 Netball Australia
 Office of the Anti-Discrimination Commissioner Tasmania
 Online Hate Prevention Institute
 Optimum Consulting Group
 Persian Cultural Association of South Australia Inc
 Play by the Rules





Port Augusta City Council
 Proactive HR Solutions
 Public Transport Ombudsman
 QLD Anti-Discrimination Commission
 Reconciliation Australia
 Reconciliation South Australia
 Red Dust Role Models
 Red Elephant Projects
 Relationships Australia
 Religions for Peace
 Royal Australian College of General Practitioners
 Ruah Community Services
 SA Equal Opportunity Commission
 SBS
 Scanlon Foundation
 Scouts WA
 Serbian Community Association of Australia
 Settlement of Australia
 Settlement Services International Inc.
 Softball Australia
 South Australian Guardian for Children and Young People
 Strathbogie Shire Council
 Surf Life Saving Australia
 Table Tennis Australia
 Tasmanian Centre for Global Learning
 Telstra
 The Huddle

Toowoomba Hockey Association
 Touch Football Australia
 Townsville Multicultural Support Group
 Unions NSW
 Universities Australia
 University of Melbourne
 University of Tasmania
 University of Western Australia
 Ventura Bus Company
 Victoria Legal Aid
 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
 Walpiri Youth Development Aboriginal Corporation
 Welcome to Australia
 Western Regional Health Centre
 Western Sydney Community Forum
 WIRE Women's Information
 Women's Health West
 Wushu & Tai Chi Practitioners Australia
 Wyndham Community and Education Centre
 Yarra City Council
 Yarraville Community Centre
 Young and Well Cooperative Research Centre



Endnotes

- 1 K Dunn, Challenging Racism: The Anti-Racism Research Project. At: www.uws.edu.au/social_sciences/soss/research/challenging_racism/findings_by_region.
- 2 VicHealth, *More than tolerance: Embracing diversity for health*, 2007 at 47.
- 3 Robert J Donovan and Rodney Vlasis, *A review of communication components of anti-racism/anti-discrimination and pro-diversity social marketing/public education campaigns*, VicHealth, 2006 at 103.
- 4 VicHealth, *More than tolerance: Embracing diversity for health*, 2007 at 50 and Pederson et al 2005 at 23 and 25. However, the report notes that creating empathy must be approached with care as different forms of empathy can lead to different motivations.
- 5 Anne Pederson, Iain Walker and Mike Wise, ‘“Talk does not cook rice: Beyond anti-racism rhetoric to strategies for social action’, *Australian Psychologist*; March 2005; 40(1): 20-30 at 28.
- 6 Hurriyet Babacan and David Hollinsworth, *Confronting Racism in Communities Project: A final report on the nature and extent of racism in Queensland*, 2009, Centre for Multicultural Pastoral Care at 61.
- 7 Pederson et al at 27.
- 8 VicHealth, *More than tolerance: Embracing diversity for health*, 2007 at 51.

RACISM.
IT STOPS
WITH ME

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