



Australian
Human Rights
Commission

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

SUMMARY EVALUATION AND FUTURE DIRECTION • 2015



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

This is a summary of the National Anti-Racism Strategy and *Racism. It Stops with Me* evaluation report. The full report is available at: <https://itstopswithme.humanrights.gov.au/campaign/evaluation>

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RACISM. IT STOPS WITH ME



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.

We launched the Strategy 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 Strategy is a partnership-based strategy with a focus on public awareness, education resources and youth engagement. We 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 of the Strategy and campaign. It details the process and findings of the 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.

What was delivered

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
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.

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 on the opposite page provides a summary of the key outputs delivered over the three years of its implementation.

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



Tasmanian emergency services campaign event, 2014

- 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.

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.

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 focuses on the reach of impact of the *Racism. It Stops with Me* campaign.

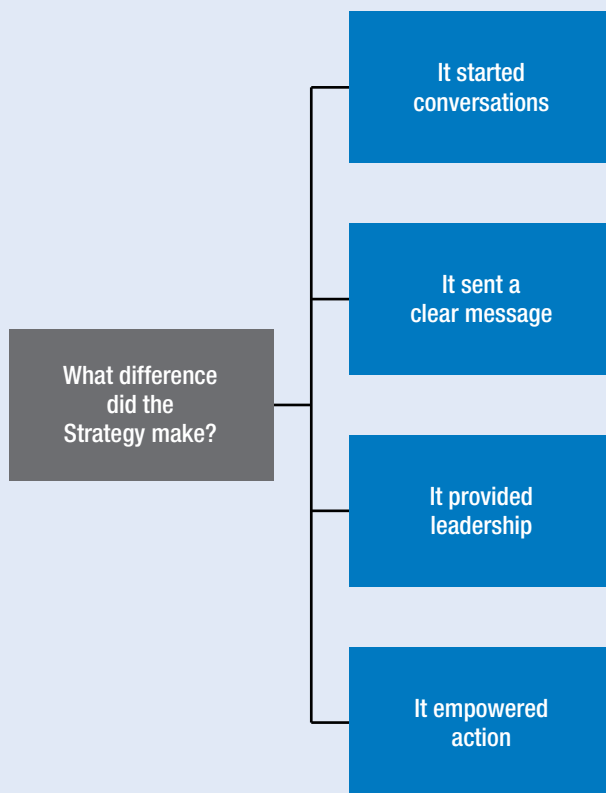
Supporter survey findings

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)

Themes for considering impact



“This is an excellent initiative. We commend the Commission for its leadership.”

(Online survey respondent)



Football Federation Victoria

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 organisations to take responsibility for ensuring that racism does not occur, or for doing something about it when it does. Many organisations joined the campaign to send a message – to their staff, or their community – that they would not condone 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 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 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



AFL captains. Courtesy of AFL Photos

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 school children on a Sydney bus.

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

(Newington Gunners Football Club)

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.

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 direction

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.



Welcoming Intercultural Neighbours

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 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 Commissioner² 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 2011 and 2015.

Establishing a partnership

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

- Attorney-General's Department
- Department of Families, Housing, Community Services and Indigenous Affairs³
- Department of Immigration and Citizenship⁴
- Australian Multicultural Council
- National Congress of Australia's First Peoples, and
- 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*, and
- Through radio advertising, aimed at Aboriginal communities in the Northern Territory.

“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.”

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

(Typical survey responses to the question ‘How does racism make you feel?’)

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 1 600 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.





Logan Metro Football Club and Ice Hockey WA

The consultation process found that:⁵

- Two thirds of respondents had experienced racism, and
- 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 consultation process found that:

- Two thirds of respondents had experienced racism, and
- 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.



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 levels⁶
- Engage people with relatively moderate racist views, rather than those who are particularly intolerant⁷
- Build empathy and promote dialogue about racism⁸
- Focus on changing behaviours as much as changing attitudes⁹
- Address institutional or organisational racism in particular settings. To be effective, this must involve a range of coordinated interventions and be supported by management¹⁰
- Adapt strategies to different settings and audiences, including local settings, and¹¹
- Target anti-racism initiatives towards priority areas, including workplaces, education and sport.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, and
- 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, and
- 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, and
- 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 the 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.

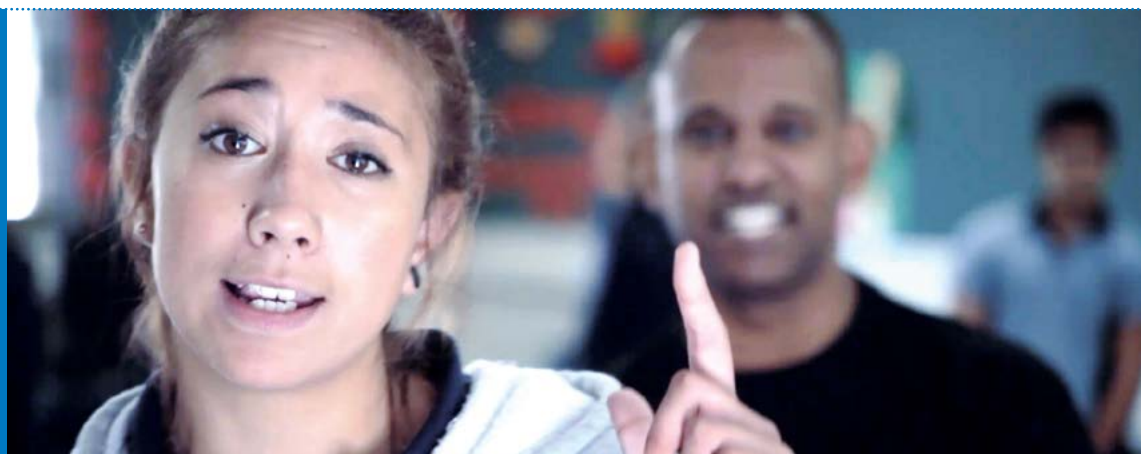
National Anti-Racism Strategy projects

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 Matters video



What You Say Matters resources 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 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 these 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, Malleasons, 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 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, and
- 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 continue 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.

We intend to collaborate further with NSW Police to progress this initiative.

Building social cohesion in our communities summary guide and the five elements for social cohesion

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.



Building social cohesion in our communities

A SUMMARY OF THE ONLINE RESOURCE FOR LOCAL GOVERNMENT • 2015



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 on’ 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 1 100 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 activities.

A range of materials has been developed and distributed to raise awareness about racism and promote actions that individuals and organisations can take to prevent and respond to it.



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 from 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 to date, with popular pages including 'why racism?', 'good practice case studies' and 'campaign materials'.

Promotional materials

A range of materials has 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.

We have used social media as a platform to leverage the Strategy's objectives and respond proactively to events of national significance.



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

On several occasions social media has been an integral part of other campaign activities. This has enabled broader reach and engagement than could otherwise have been achieved, as demonstrated by the examples below.

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 (shown opposite).

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.





Australian
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Commission

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

Adam Goodes
Sydney Swans

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*.



Racism.ItStopsWithMe @ItStopsWithMe · 25 May 2013
If you missed it during last night's AFL game, check out our new CSA with Adam Goodes & Nick Maxwell: bit.ly/1259a26 #ItStopsWithMe



Racism. It Stops With Me. TV spot. Feat. Adam Goodes
Find out about what you can do to tell everyone that Racism. It Stops With Me. at <http://itstopswithme.humanrights.gov.au/> and Play by the Rules - <http://www...>
View on web
RETWEETS 23 FAVORITES 4
8:48 AM - 25 May 2013 Details

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.

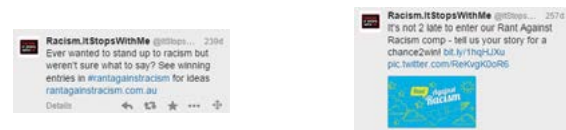
The What You Say Matters video has achieved over 50 000 views to date, with a longer than average viewing time at 2.54 minutes.

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 over-pronunciation. 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.

Campaign pledge competition entries



2015 – Merchandise give-aways

We have run several short-term merchandise giveaway campaigns on Twitter since launching the #ItStopsWithMe hashtag. Followers are asked for 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 joining 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.

625

EMERGENCY EXIT
PULL TO OPEN



Australian
Human Rights
Commission

PULL TO OPEN

PULL TO OPEN

RACISM.
IT STOPS
WITH **ME**

Everyone is welcome
on Metro buses

Metro

itstopswithme.humanrights.gov.au

DO NOT OVERTAKE
TURNING VEHICLE

MET 625
TASMANIA - HOLIDAY ISLE

Evaluating the Strategy

Context of the evaluation

An evaluation framework was developed by Commission staff with the support of an external evaluation expert. It linked up the objectives of the Strategy and campaign, was intentionally realistic and accounts for the challenges presented by programs such as these.

Such challenges include:

- **Aspiration**

The Strategy is highly aspirational, which can raise unrealistic expectations. For example, as its objectives indicate, the Strategy set out to not only raise awareness of racism but ultimately to change behavior – to empower action to prevent racism and to respond to racism when it occurs. This is highly ambitious in three years with modest resourcing, and in the face of factors in the Australian community over which the Strategy has no control.

- **Attribution**

Understanding attribution and contribution is important as programs seeking social change are usually the result of multiple activities, by multiple stakeholders, over lengthy periods of time.

- **Time, resources and effort**

Change campaigns, such as anti-smoking campaigns, require extensive resourcing and sustained effort over many years. They also require constant vigilance to deliver sustained results. In terms of racism, community attitudes to racism ebb and flow depending on a range of factors, so it's important to keep a long term perspective.

This evaluation also lays the foundation for planning the Strategy's future direction. In addition to evaluative activities, a number of structured interviews were conducted by the external evaluator with 12 'thought leaders' with expertise in the Strategy's priority areas and issues of race and cultural diversity. The findings of these were very helpful to the National Anti-Racism Partnership in considering the next phase of the Strategy.

Theory of change, sphere of influence and logic model

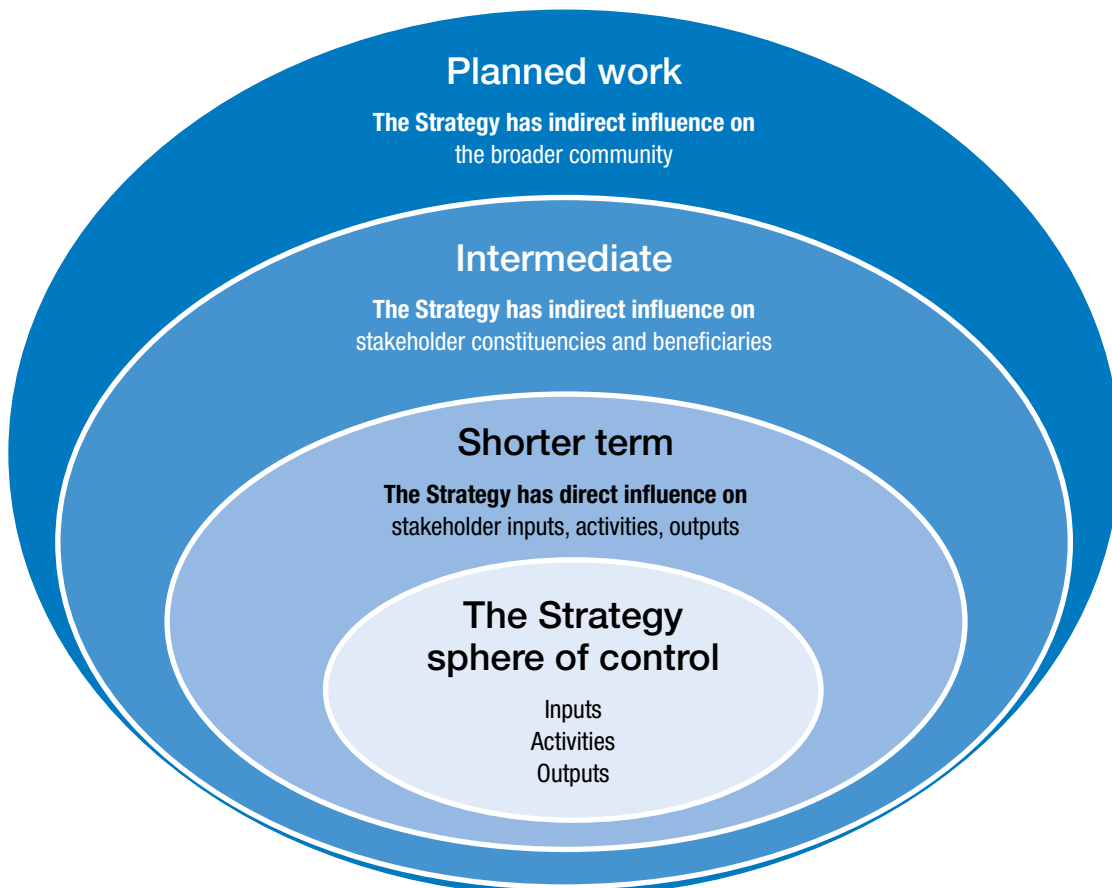
Underpinning the evaluation framework is a ‘theory of change’ that articulates how the Strategy objectives will be achieved and a logic model that sets out the inputs, activities, outputs and expected outcomes.

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

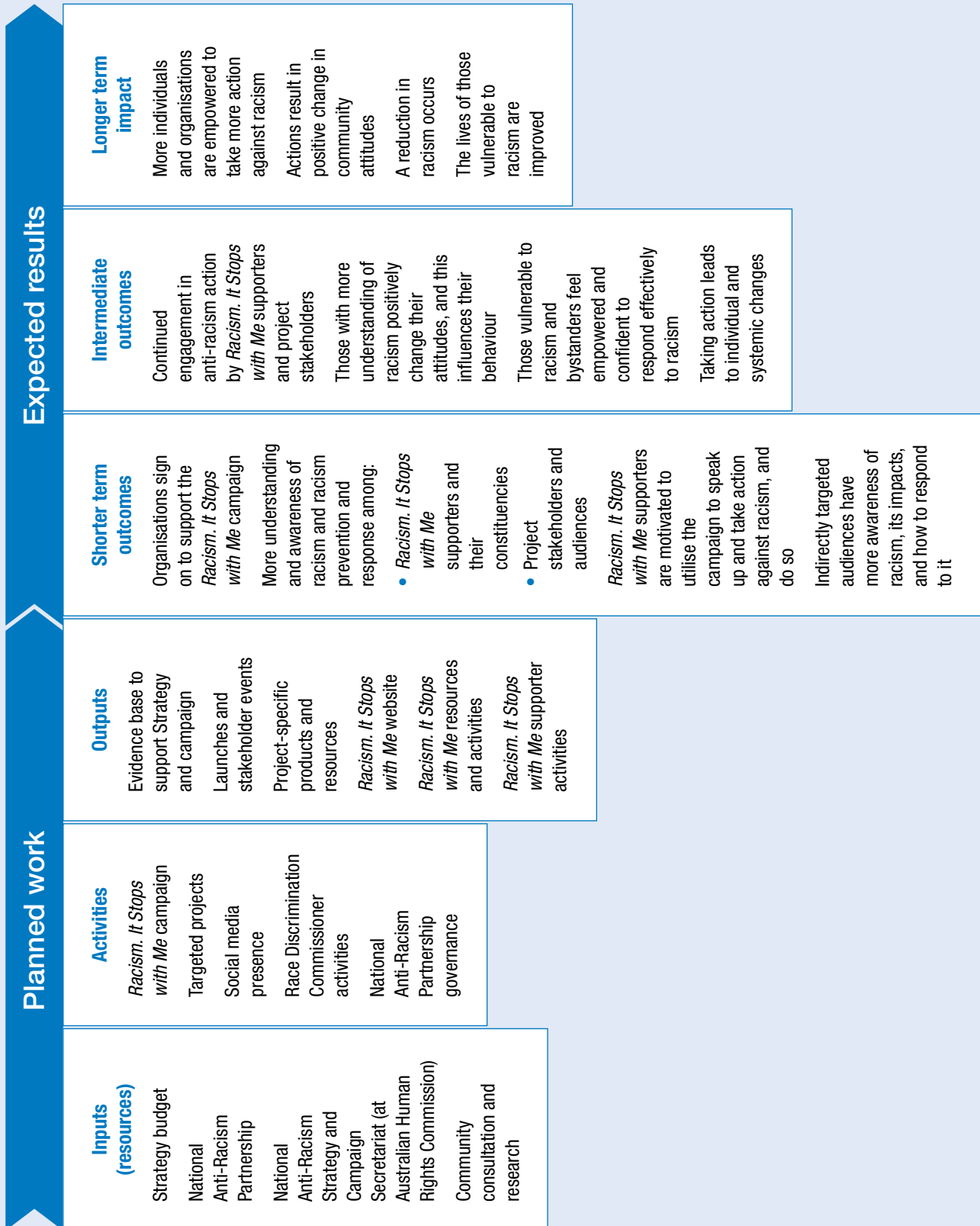
If the Commission and its partners can raise awareness and understanding of racism, promote what works and guide action, they will engage stakeholders to take action to reduce and prevent racism in their spheres of influence. This will eventually create a broader environment of systemic change within organisations and constituencies reached by the Strategy in which racism is not accepted or tolerated. If sustained, this will ultimately reach the broader Australian community and the systems, practices and policies 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



Methodology and data collection

The evaluation focused on the projects conducted under the Strategy and the *Racism. It Stops with Me* campaign, and the short to medium term outcomes of the activities.

We used both qualitative (case studies and key informant interviews) and quantitative (surveys) data to corroborate findings and make the evaluation more robust. Data collection methods included:

- Meta-analysis of projects and documents – the external evaluator analysed over 30 of the Strategy’s available project reports and key documents
- Annual online survey – a 2014 survey of over 280 campaign supporters using SurveyMonkey
- Supporter key informant interviews – 15 semi-structured phone interviews of campaign supporters, and
- Case studies – these provided a detailed picture of successes and challenges of the campaign based on in-depth interviews and document analysis by the external evaluator.¹⁴

In selecting participants in key informant interviews and case studies, care was taken to ensure representation of campaign supporters across the country and that organisations of different types and sizes were included.



Evaluation questions

Three key and six auxiliary questions framed the evaluation. The latter guided data collection and the more detailed questions to stakeholders.

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?	2. To what extent have the activities reached their target audiences? 3. How satisfied are stakeholders with the activities they have experienced?
What difference has the Strategy made?	4. To what extent have the activities influenced stakeholders? 5. To what extent have the activities influenced the constituencies and audiences targeted by stakeholder activities? 6. In what ways could the Strategy be improved and its impact increased?

The first half of this report covers what the Strategy has delivered to date. Discussion below focuses on how well it was implemented, and on the outcomes of the Strategy or 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.

Thematic analysis of impact

A thematic analysis was used to assess the impact of activities to date. 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.

Theme 1: Starting conversations

Data suggests the Strategy, particularly the campaign, has been successful in starting conversations about racism, legitimising 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)

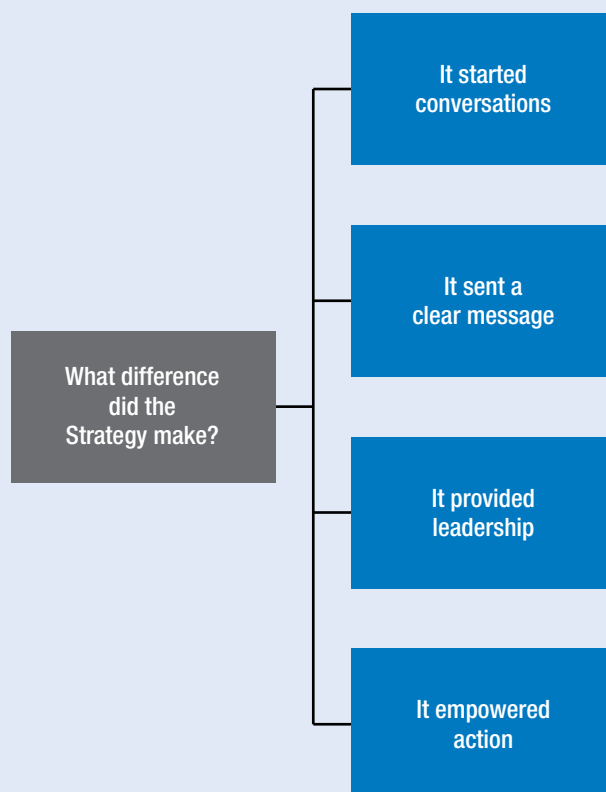
In some cases, joining the campaign mandated conversations about racism and an organisation's response to it.

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)

Themes for considering impact



“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)

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.



Theme 2: Sending a message

The rationale for the campaign slogan *Racism. It Stops With Me* was to encourage individuals and organisations to take responsibility for ensuring that racism does not occur, or for doing something about it when it does. Many organisations joined the campaign to send a message – to their staff, or their community – that they would not condone racism.

We want all who attend our site not to be at risk of any racially based taunting or abuse. (Supporter key informant 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 informant 10)

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 Bendigo City 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.*

ADSHEL

9243 8888

mvcc.vic.gov.au



Moonee Valley proudly supports



Does it stop with you?

Find out how you can help combat racism at
itstopswithme.humanrights.gov.au

"We stand together"



bit.ly/mvtogether



Poster on Transport NSW bus in Sydney and City of Canada Bay banner displayed at Rhodes train station

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.*¹⁵

Theme 3: Providing 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 survey respondent)

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.*¹⁶

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.

“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.”

(Metro Tasmania)



Greater Bendigo City Council, *Racism. It Stops with Me* campaign launch event, July 2014

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 anti-racism 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)

“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)

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.

Supporter case studies collected through the evaluation demonstrate in greater depth the role of the campaign in supporting anti-racism action in local communities, as the following case study summaries¹⁷ illustrate.

Greater Bendigo City Council

In December 2013 the Bendigo Islamic Association’s application to build a mosque was challenged by members of the community. A ‘Stop the Mosque’ group was formed, connected to external anti-Islam groups like Restore Australia and the Australian Defence League. It was well organised and well-funded. ‘Stop the Mosque’ was very active around the municipality and was a very strong presence at the Council meeting where the mosque application was approved. The group lodged a planning complaint sooner after.

During the period leading up to approval of the mosque application, community leaders and members established a campaign, ‘This is Bendigo’, aimed at acknowledging and celebrating diversity in the area. Following the application approval, Council felt that it also needed to take a strong stance against discrimination and in support of diversity.

Council joined the campaign and held a public launch of the campaign in the mall in the centre of town. The launch was well attended by the community. Residents pledged their support to the campaign, as did sporting clubs, educational institutions and local businesses. For example, Bendigo Bank organised for 250 of its staff to pledge their support to the campaign and shared the photo via social media.

Council also developed, endorsed and publicly launched a Human Rights Charter for the City of Greater Bendigo in November 2014.

Council has identified that these initiatives have been important, not just for the council but for the greater Bendigo community. They have helped the community to not feel ‘tarnished’ by the actions of the ‘Stop the Mosque’ group, but to demonstrate its support for multiculturalism and diversity. Council has received positive feedback from the community for demonstrating leadership in addressing this complex issue, and is committed to continue to demonstrate such leadership. Future planned activities include:

- A multicultural roundtable including representatives of business, government and not for profit organisations
- Development of a Cultural Diversity and Inclusion Plan, and
- Continued support for the Interfaith Council which was established as a result of the ‘Stop the Mosque’ campaign.

City of Hobart

In 2013, in response to a racist attack in Hobart, a meeting was held between five councils and three local taxi companies. The 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 had signed up to be a 'Refugee Welcome Zone', one of the first in the state to commit to this, and wanted to do more. Council was particularly keen to provide leadership in building a diverse and socially cohesive community.

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

Activities undertaken by Council in support of the campaign include:

- *Racism. It Stops with Me* stickers were placed on all City of Hobart light vehicles to help promote the initiative
- 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
- On Harmony Day the campaign is promoted by the Mayor who makes it clear that the Council does not tolerate racism, and
- The Council supports the local Students Against Racism group who speak at local events.

Supported by the OADC and City of Hobart, 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. In doing so, Tasmania Police Commissioner Darren Hine, said:

Tasmania's emergency services are at the frontline serving the community every day. We do so without fear or favour – serving everyone regardless of who or where they have come from, whatever their background....

It is an important statement for us to make that racism has no place in the way we operate, both as organisations and in the way our services are delivered or in the behaviour we expect within the community.... Racism hurts people. It robs them of their dignity and it perpetuates an injustice that will not be tolerated.¹⁸

Maitland City Council

Maitland has not historically had a culturally diverse community but it is becoming more multicultural, with over 100 Sudanese fleeing the civil war settling there. In 2013 a series of nasty racist attacks were perpetrated against members of the local Sudanese community. One of the primary victims summoned the courage to speak publicly about her experience. Amnesty International Australia called for Maitland City Council to become a supporter of the *Racism. It Stops With Me* campaign and the Commission also wrote to Council inviting it to join the campaign.

The victim of the racist attacks then spoke at a Council meeting and shortly after the Council became a campaign supporter, a move strongly supported by the local newspaper, *The Maitland Mercury*. Posters stating 'Racism. It Stops with Me in Maitland' were produced by Council and *The Maitland Mercury* and prominently displayed around town.

Council's leadership stance against racism prompted other actions. *The Maitland Mercury* published a number of positive articles and editorials and a number of community events were held, such as 'Politics in the Pub', which was addressed by a participant in the ABC's 'Go Back to Where You Came From'. There were many letters to the paper and community members ringing Council asking how they could help. The woman who was the primary victim of the racist attacks said that people had stopped her in the street and apologised for what she and her family had experienced.

One of the councillors who worked to drive Council's response to racism in the community had this to say about the experience:

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



Mai-Wei's Serendipity Cafe, Maitland NSW. Courtesy of The Maitland Mercury. Photograph by Marina Neil



Conclusion and future direction

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 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.

Work will fall under two distinct but complementary themes:

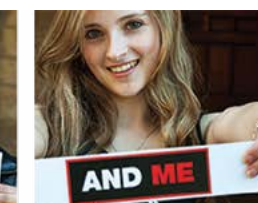
- Combating racism and discrimination, and
- Supporting diversity and inclusion.

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.

University of Western Australia shows its support for the campaign



Appendix: Campaign supporters, June 2015

131008 Hobart	Australian National University
37 Property Group	Australian Olympic Committee
ACT Government	Australian Partnership of Religious Organisations
ACT Little Athletics Association	Australian Red Cross
Advocacy for Inclusion	Australian Rugby Union
Advocacy Tasmania	Australian Sports Commission
AFL Central Australia	Australian University Sport Limited
AFL Players Association	Australian Youth Affairs Coalition
African Women Australia Inc.	Badminton Australia
Albury Wodonga Aboriginal Health Service Inc.	Bagdad Childcare Centre
Alcohol Tobacco and Other Drug Association ACT	Banyule City Council
All Together Now	Basketball Australia
Alternative Dispute Resolution Practitioners	Basketball SA
Ambulance Tasmania	Beasley Intercultural
AMES	Bendigo Loddon Primary Care Partnership
ANESYS	Beryl Women Inc
Anglicare Tasmania	Big hART
ANZ Bank	Blacktown City Council
Around the Campfire	Blacktown Youth Services Association
Ashfield Council	Bluearth Foundation
Auburn Community Development Network	Bluestone Edge
Australia Council for the Arts	B'nai Brith Anti-Defamation Commission
Australian Bahai Community	Bogan Shire Council
Australian Baseball Federation	Bond University
Australian Catholic University	Brotherhood of St Laurence
Australian Council for Human Rights Education	Buildfirst
Australian Council of Social Services	Business Port Augusta
Australian Council of Trade Unions	Cambridge Primary School
Australian Federal Police	Canberra Institute of Technology
Australian Federation of Medical Women	Canvas Executive Search
Australian Football League	Castan Centre for Human Rights Law
Australian Hotels Association SA	Centacare Migrant Services
Australian Hotels Association WA	Centacare South West NSW
Australian Industry Group	Central Highlands Regional Council
Australian Multicultural Foundation	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
 CRANApus
 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

Glen Eira City Council	Lake Macquarie Football Club
Glenelg Shire Council	Lane Cove Council
Glenorchy City Council	Latrobe City Council
Goldfields Land and Sea Council	Legal Services Commission of SA
Golf Australia	Life Without Barriers
Government of South Australia	LINC Tasmania
Greater Bendigo City Council	Linkz Incorporated
Greater Dandenong City Council	Little Athletics Australia
Greater Shepparton City Council	Liverpool City Council
Griffith University	Living Positive Victoria
Harden Shire Council	Logan Metro Football Club
Hawthorn Football Club	Lutheran Community Care
Henn Sheng Lawyers	Luv A Duck
Hervey Bay Neighbourhood Centre	Macquarie University
HK Training and Consultancy	Maitland City Council
Hobson's Bay City Council	Maribyrnong City Council
Hockey Australia	Marrickville Council
Holroyd City Council	Melbourne City FC
Homebase Youth Services	Melbourne High School
Housing for the Aged Action Group	Melbourne Storm
Human Rights Law Resource Centre	Mental Health in Multicultural Australia
Hunter New England Local Health District	Methodist Ladies College Melbourne
Ice Hockey Australia	Metro Tasmania
Inclusion WA	MG My Gateway
Indigenous Allied Health Australia	Midnight Basketball Australia
Indigenous Business Australia	Mid-North Coast Community Legal Centre
International Education Association of Australia	Migrant Resource Centre of SA
International House	Migrant Resource Centre Southern Tasmania
Ipswich City Council	Migration Council Australia
James Cook University	Mildura Rural City Council
Kilcunda Bass Football Netball Club	MissChu
Kings Basketball	Moira Shire Council
Kingston City Council	Monash City Council
Knitting for the Soul	Monash University
Know The Game	Moonee Valley City Council
Knox City Council	Mooroopna Education and Activity Centre
Kurruru Youth Performing Arts	Moreland City Council

Morella Community Centre	Play by the Rules
Mornington Peninsula Shire Council	Port Augusta City Council
Mt Eliza Football Netball Club	Port Macquarie-Hastings Council
Multicultural Affairs Queensland	Proactive HR Solutions
Multicultural Development Association	Public Transport Ombudsman
Multicultural NSW	QAILS
Multicultural Youth Advocacy Network	QLD Anti-Discrimination Commission
Municipal Association Victoria	Queensland African Communities Council
Murdoch University	Queensland University of Technology
Music Council of Australia	Randwick City Council
Muswellbrook Shire Council	Reconciliation Australia
Naracoorte Lucindale Council	Reconciliation South Australia
National Australia Day Council	Red Cliffs Football Netball Club
National Congress of Australia's First Peoples	Red Dust Role Models
National Ethnic and Multicultural Broadcasters' Council	Red Elephant Projects
National Museum of Australia	Redfern Legal Centre
National Rugby League	Refugee Council of Australia
National Rural Health Alliance	Relationships Australia
National Union Of Students	Religions for Peace
Netball Australia	Resource Work Cooperative
New Hope Foundation	Rose Bay High School, Tasmania
Newington Soccer Club	Royal Australian College of General Practitioners
North Sydney Council	Royal Melbourne Institute of Technology
Northside Community Services	Ruah Community Services
NSW Department of Justice	Rural City of Murray Bridge
NSW Police Force	SA Equal Opportunity Commission
OCTEC Limited	SACCS
Office of the Anti-Discrimination Commissioner Tasmania	SACOSS
Old Parliament House	Sandcastles Early Education Centre
Olympic Winter Institute of Australia	SBS
Online Hate Prevention Institute	Scanlon Foundation
OOFRAS	Scouts WA
Optimum Consulting Group	Serbian Community Association of Australia
Overseas Students Ombudsman	Settlement of Australia
Passion for Purpose Group	Settlement Services International Inc.
Perpetual Limited and Novion RE Limited	Shelter SA
Persian Cultural Association of South Australia Inc	Shire of Katanning

Shoalhaven City Council	University of Southern Queensland
Skilled Migrant Professionals Australia	University of Tasmania
So Change Inc	University of Technology Sydney
Softball Australia	University of the Sunshine Coast
Soroptimist International of Hobart Inc.	University of Western Australia
South Australian Guardian for Children and Young People	University of Western Sydney
Southern Cross University	University of Wollongong
St John's Youth Services	UNSW Australia
STAR Project	Ventura Bus Company
State Emergency Service (Tasmania)	Victoria Legal Aid
Strathbogie Shire Council	Victoria Police
Surf Life Saving Australia	Victorian Aboriginal Legal Service
Swinburne University	Victorian Equal Opportunity and Human Rights Commission
Table Tennis Australia	Victorian Local Governance Association
TAFE SA	Victorian Medical Women's Society
Tamworth Basketball	Volleyball Australia
Tas TAFE	WA Equal Opportunity Commission
Tasmania Police	WA Little Athletics
Tasmanian Centre for Global Learning	Walpiri Youth Development Aboriginal Corporation
Tasmanian Fire Service	Welcome to Australia
Tasmanian University Union Water Polo and Swimming Club	Welcoming Intercultural Neighbours
Taxi Combined Hobart	Werribee Football Club
TCL International Australia	Western Bulldogs
Telstra	Western Regional Health Centre
The Huddle	Western Sydney Community Forum
The Neighbourhood Centre	WIRE Women's Information
The University of Queensland	Wirrpanda Foundation
The University of Sydney	Women's Health West
Toowoomba Hockey Association	Wreck Bay FC
Touch Football Australia	Wushu & Tai Chi Practitioners Australia
Townsville Multicultural Support Group	Wyndham City
Transdev Australasia	Wyndham Community and Education Centre
Twitter Australia	Yarra City Council
Unions NSW	Yarraville Community Centre
Universities Australia	Yellow Cabs
University of Melbourne	Young and Well Cooperative Research Centre
University of South Australia	

Endnotes

- 1 A Langenberg, 'Facing up to Racism', *The Advocate*, 13 June 2014. At: www.theadvocate.com.au/story/2349019/facinguptoracism/?cs=87.
- 2 Dr Helen Szoke concluded her role as Race Discrimination Commissioner in December 2012. Dr Tim Souphommassane was appointed Race Discrimination Commissioner in August 2013.
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- 6 VicHealth, *More than tolerance: Embracing diversity for health*, 2007, p 47.
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- 13 Department of Finance, *Enhanced Commonwealth Performance Framework*, 2015.
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