



Change the system. Change the story.

ANTI-RACISM & DISCRIMINATION CAMPAIGN AMPLIFICATION KIT

Welcome to Change the Story.
Explore tools and resources to help
tackle racism in your workplace.



Australian
Human Rights
Commission

Seen
& Heard



WATCH OUR LAUNCH VIDEO

Racism often hides in the everyday rules, policies and decisions that shape how work gets done. Over time, these choices influence who belongs, whose voices are heard and whose rights are protected. The impact can build quietly, leaving people feeling unseen, unheard and unsafe.

Changing this takes time and effort. But it can be done. And when change begins, the stories people experience begin to change too.

When leaders commit to addressing racism, teams feel safer, work better together and are more likely to retain good people.

Because when you change the system, you change the story.



WHAT WE HEARD ABOUT RACISM IN WORKPLACES

We listened closely to people across Australia who shared their experiences of racism in consultations for the Commission's **National Anti-Racism Framework**, our **Seen & Heard** project and our **Respect@Uni** study. Many told us the workplace was an important setting where they experienced:

- Increased discrimination, including being excluded, harassed and vilified
- Silencing and penalisation, including being monitored and censored for speaking up about racism
- Lack of safety when expressing identity, grief or solidarity, and an absence of culturally safe spaces and inclusive policies
- Job loss or job insecurity, including for raising concerns about racism

Here's how you can help

Workplaces have an important role to play in changing the conditions at work that allow racism to persist.

Download the campaign materials to start meaningful conversations with your teams, leadership groups and networks.

Print and place the **infographic and poster** where your people will see it, e.g. tearoom, meeting room, lifts. Use these resources as a conversation guide for internal discussions and onboarding purposes. You can add your organisation's logo and contact details to **the poster should you wish**.

Listen. Learn. Lead. Grow your own understanding of how your decisions, behaviours and workplace structures shape people's experiences.

Spread the word across your organisation's social media channels using our **shareable images, videos and copy**, and tag #ChangeTheStory. See following pages for a range of suggested posts.

Amplifying the message

Use this URL to help promote the campaign: https://humanrights.gov.au/changethesystem_changesthestory

You can download the social media tiles via the link below and personalise the messaging to reflect your organisation.

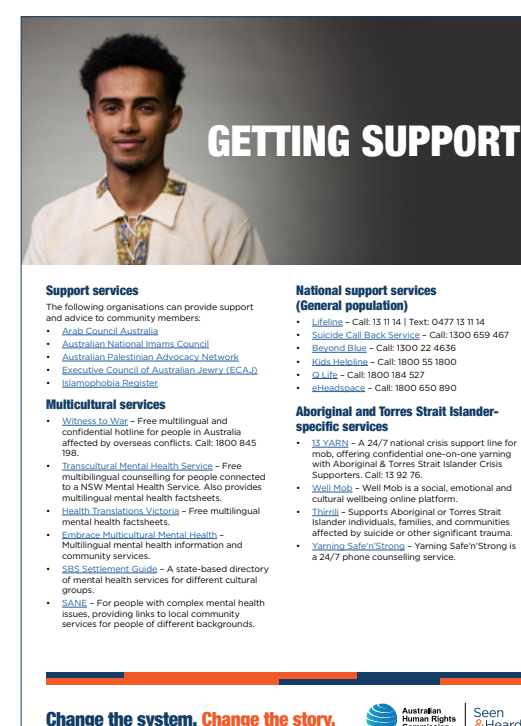
When sharing, please use #ChangeTheStory and tag the Australian Human Rights Commission.

Follow the Australian Human Rights Commission's accounts, and tag us in your posts:

Facebook @aushumanrights

Instagram @aushumanrights

LinkedIn @Australian Human Rights Commission



How to use

Download the social media tiles via the link below and use the following post options across each platform: Instagram, Facebook, and LinkedIn. You can also personalise the messaging to reflect your organisation.

When sharing, please use #ChangeTheStory and tag the Australian Human Rights Commission.



Download social media kit

SOCIAL MEDIA **INSTAGRAM & FACEBOOK**

Option 1

Racism at work isn't always obvious. Often, it's built into everyday systems and decisions.

This campaign reflects the voices of many different communities affected by racism and discrimination.

As leaders, we can make a difference.

Change the system. Change the story.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 2

Racism has increased in Australian workplaces - and it affects communities in different ways.

This campaign brings together the experiences of a broad range of communities impacted by racism and discrimination.

When leaders respond with empathy and purpose, work becomes safer and fairer for everyone.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 3

Communities told us how racism shows up at work - through exclusion, silence and fear of speaking up.

This campaign reflects the experiences of a range of communities impacted by racism and discrimination, because change starts with listening to all of them.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 4

Racism at work can leave people feeling unseen, unheard and unsafe - and no two experiences are the same.

This campaign reflects the voices of many different communities affected by racism and discrimination.

But with strong leadership, the story can change.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 5

Racism hides in everyday rules, decisions and behaviours. If we don't look for it, we won't fix it.

This campaign shines a light on how racism and discrimination in the workplace affects people from many communities. But change is possible.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

Change the system, change the story.

#ChangeTheStory

Option 6

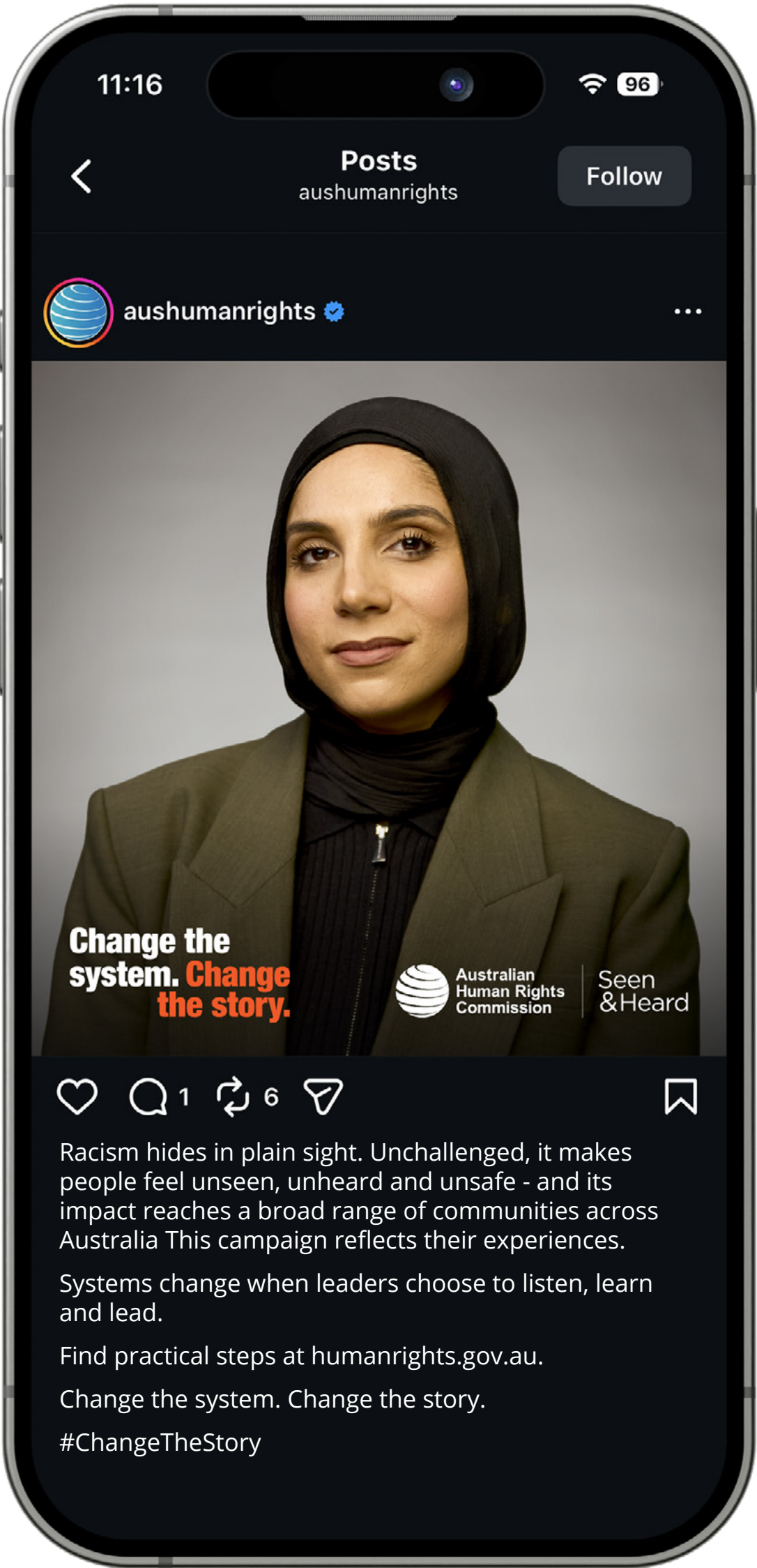
Racism hides in plain sight. Unchallenged, it makes people feel unseen, unheard and unsafe - and its impact reaches a broad range of communities across Australia. This campaign reflects their experiences.

Systems change when leaders choose to listen, learn and lead.

Find practical steps at humanrights.gov.au.

Change the system. Change the story.

#ChangeTheStory



SOCIAL MEDIA LINKEDIN

Option 1

Racism at work is often shaped by everyday decisions, policies and systems - and it's felt differently across the many communities it affects.

This campaign brings together the experiences of a broad range of communities impacted by racism and discrimination. Leaders have a role in seeing it and changing it.

Change the system. Change the story.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 2

What we heard was clear: racism at work makes people feel unseen, unheard and unsafe - and this campaign draws on the experiences of a many communities impacted by racism and discrimination.

Addressing it starts with listening, learning and leading with empathy and purpose.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 3

Leadership shapes culture. When systems change, people's experiences change too - and this campaign reflects the how people from different communities are impacted by racism and discrimination in the workplace.

Change the system. Change the story.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory

Option 4

Racism at work makes people feel unseen, unheard and unsafe. This campaign reflects the experiences of many different communities impacted by racism and discrimination.

But with strong leadership, the story can change.

Listen. Learn. Lead.

Go to humanrights.gov.au for more information.

#ChangeTheStory



NEED FURTHER HELP?

If you have any questions, or would like to find out how you can best use the materials in your workplace, please feel free to contact us:

AHRC Media

media@humanrights.gov.au



Australian
Human Rights
Commission

Seen
& Heard