

RACISM. IT STOPS WITH ME

INFORMATION PACK

About the campaign

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 - in the workplace, sports clubs, schools or public places.

The campaign aims to:

- 1. Ensure more Australians recognise that racism is unacceptable in our community.**
- 2. Give more Australians the tools and resources to take practical action against racism.**
- 3. Empower individuals and organisations to prevent and respond effectively to racism.**



The campaign is an initiative of the National Anti-Racism Strategy.

Why do we need a campaign?

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

A seven year study by researchers at the University of Western Sydney found that:

- about one in five Australians have experienced race-hate talk, such as verbal abuse, racial slurs or name-calling; and
- over one in 20 people have been physically attacked because of their race.¹

Racism locks people out of social and economic opportunities. It works against our goal of building fair, inclusive communities. Racism is bad for us all.

We all have a role to play to counter racism wherever we see it and to support initiatives to stop it from happening. All across Australia, people and organisations are doing great things to prevent and reduce racism. For example, *Play by the Rules* provides information, resources,

tools and free online training to increase the capacity and capability of sporting organisations and grassroots administrators, coaches, officials, players and spectators to promote and deal with issues around safe, fair and inclusive sport. The website (www.playbytherules.net.au) also features videos/audio from sportspeople promoting positive messages around anti-discrimination and inclusion for all.

We believe that the most effective way to make a difference is to encourage and coordinate anti-racism activities through close partnerships with organisations and individuals across the community.

Despite a range of programs and policies, incidents of racism and discrimination still occur on a regular basis from the elite to grassroots level across a range of sports every season. That's why it's so encouraging to see so many sporting organisations take a strong stand against racism by committing to the *Racism. It Stops with Me* campaign.

Campaign supporters

Over 100 organisations have now committed their support to the campaign, including some of the following sporting organisations:



How can you take part in the campaign?

INDIVIDUALS

Upload your photo to our supporters gallery

You can take a personal stand against racism by uploading your photo to our website gallery [here](#). The gallery allows you to share your photo through social media and promote the campaign to your friends and family.

Help promote the campaign through Twitter

You can follow us on Twitter at [@ItStopsWithMe](#). We appreciate messages of support, tweets about your

organisation's efforts to address racism or re-tweets of campaign messages that are relevant to your work.

Share your story

The Commission's Something in Common website is always looking for inspiring stories to profile. If you have experienced discrimination, or have developed an innovative way to overcome it, you can share your story [here](#).

The screenshot shows the homepage of the 'Racism. It Stops With Me' campaign website. At the top, there is a navigation bar with the campaign name and several menu items: 'THE CAMPAIGN', 'WHY RACISM?', 'ORGANISATIONS', 'INDIVIDUALS', 'RESOURCES', 'CASE STUDIES', and 'LINKS'. Below the navigation bar is a large hero section featuring a photo of Michael Clarke, a professional cricketer, wearing a white shirt with 'asics', 'vodafone', and 'voestalpine' logos. To the right of the photo, the text reads: '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.' Below the hero section, there are two main columns. The left column is titled 'HOW YOU CAN GET INVOLVED' and contains two sections: 'I WANT TO SUPPORT THE CAMPAIGN' with a link to sign up for the mailing list or add a photo, and 'MY ORGANISATION WANTS TO SUPPORT THE CAMPAIGN' with a link to find out what's involved. The right column is titled 'Tweets' and shows two tweets from the campaign's Twitter account, including one about a new clip and another about an interactive exhibit.

CLUBS/ORGANISATIONS

Become a supporter

If your club or organisation is not already a formal campaign supporter, you can find out more about joining the campaign [here](#).

Spread the word

We encourage campaign supporters to spread the word by promoting their activities through the media and social media. We can provide supporters with templates to assist them with their media messaging on request.

Use our resources

• Community Service Announcements

The Australian Human Rights Commission and Play by the Rules have produced this information pack in conjunction with a Community Service Announcement (CSA) video and several radio CSAs. The CSA's feature some of Australia's greatest sporting heroes and will be broadcast nationally on TV and radio between May-August 2013.

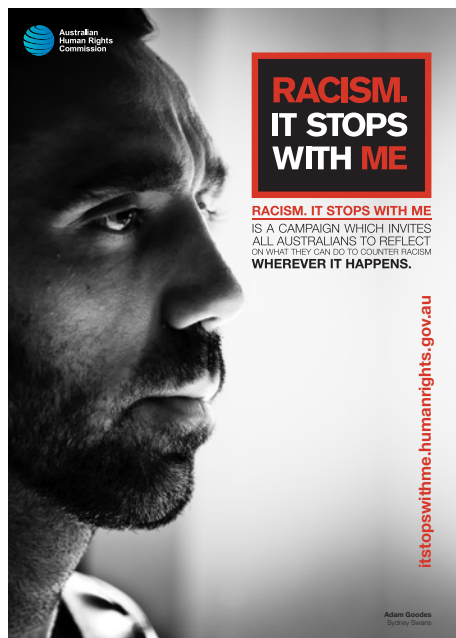
Sporting organisations are encouraged to play the CSAs at their events, promote them on their websites and through their social media forums, such as Facebook and Twitter. They will be available on the Australian Human Rights Commission and *Play by the Rules* YouTube channels and websites.

• 'Racism in Sport' Toolkit

Play by the Rules has developed a 'Racism in Sport' toolkit, which features a range of tools and resources that can help you to prevent racism in your club or organisation, including policies and guidelines, interactive scenarios, free online training (Discrimination & Harassment) and promotional material.

• Racism. It Stops with Me campaign resources

There are a range of resources on the *Racism. It Stops with Me* campaign website, such as posters, flyers, and good practice case studies profiling the work of other organisations who have taken action against racism.



Participation and leadership initiatives

Many clubs and organisations have already developed initiatives to engage Aboriginal and Torres Strait Islander and culturally and linguistically diverse communities. There are several government programs which can provide financial assistance towards these programs, including:

Indigenous Sport and Active Recreation Program

Multicultural Youth Sports Partnership program

Diversity and Social Cohesion Program

2013 NRL Indigenous Players Camp



More information

National Anti-Racism Strategy and campaign

For more information on the National Anti-Racism Strategy and the *Racism. It Stops With Me* Campaign, contact the campaign team at antiracismsecretariat@humanrights.gov.au or visit the website at <http://itstopswithme.humanrights.gov.au/>.

Play by the Rules



Play by the Rules is a unique collaboration between the Australian Sports Commission, Australian Human Rights Commission, all state and territory departments of sport and recreation, all state and territory anti-discrimination and human rights agencies, the NSW Commission for Children and Young People and the Australian and New Zealand Sports Law Association (ANZSLA). *Play by the Rules* is a supporter of the National Anti-Racism Strategy.

For more information on how to promote safe, fair and inclusive participation within your sporting club or organisation contact admin@playbytherules.net.au or visit the website at www.playbytherules.net.au.

¹ The Challenging Racism Project included research based on random phone surveys with 12,500 people between 2001 and 2008. K Dunn, Challenging Racism: The Anti-Racism Research Project. At: http://www.uws.edu.au/social_sciences/soass/research/challenging_racism/findings_by_region