

THE ONE PARRAMATTA PROJECT: ERASING RACISM IN PARRAMATTA



OUR GOAL WAS TO HELP ERASE RACISM IN PARRAMATTA

It gives me great pleasure to bring you this overview of All Together Now's latest venture, **One Parramatta**: an original pilot project dedicated to addressing interpersonal racism in Parramatta.

Erasing racism in Australia is an extremely difficult task. Many people are not comfortable even talking about the issue. So combating the problem on any level, even within a single community, is always going to be incredibly challenging.

Which made the One Parramatta project all the more rewarding.

This ambitious undertaking was only made possible thanks to an initial investment of \$50,000 from the Department of Immigration and Citizenship. From this seed funding, we managed to quadruple this amount by garnering over \$250,000 of project value along the way by leveraging business, volunteer and community support.

This support was truly heart-warming and humbling.
(As were the awards bestowed upon the project.)

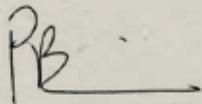
So I really want to say a huge *THANK YOU* to all our partners, supporters, friends and to everyone else involved.
(All of whom are mentioned at the back of this booklet.)

The One Parramatta project is just a small drop in an ocean of ideas and projects that All Together Now would like to develop. In order to make this happen, to help us grow and become sustainable, I ask you to join our journey.

Because together, I know we can definitively erase racism in Australia.

Please, donate at: <http://alltogethernow.org.au/get-involved/donations>

Thank you,



Priscilla Brice
Managing Director



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WHY WE DID IT

Our big, hairy, audacious goal:
To help Erase Racism in Parramatta.

By first reducing the number of racist incidents through increasing the number of people who have the courage and commitment to speak up whenever they witness racism.

Because 'Parra' is one of the most multicultural places in Australia.

- 51% of the population was *born overseas*
- 44% speak a language *other than English* at home



But, on the other hand...

- 31% have been *called names* or *insulted* due to their cultural background or race
- 30% have *experienced racism* while at a shop or restaurant
- 23% of locals identify themselves as *racist*
- And, strangely, *young adults* are both the *primary perpetrators* and *targets* of racism in the Parramatta area

HOW WE DID IT

- We interviewed and videotaped over **250** people on the streets of Parramatta asking them all sorts of question about racism
- By putting people on the spot, we encouraged them to reflect on their own behaviour
- These interviews became the basis for a series of 7 films which were then played back to the people of Parramatta at local cinemas

Those who weren't interviewed but saw the films, were encouraged to share their own stories via our website, comment on other's stories and start new conversations about racism and how we can all help erase it

- These conversations resulted in many more people accessing the films online - via the One Parramatta website and many other social media channels

We armed everyone we could with the information they need in order to speak up against racism.



WHO WE CHANGED



- Our films were screened at Parramatta Event Cinemas and reached more than

45,000 locals

- Over **5,500** people visited the One Parramatta website

• **79%** of survey respondents “agreed” or “strongly agreed” with the statement:

“I understand racism a little more as a result of watching one or more of the One Parramatta films.”



“I was interviewed at the NAIDOC Festival in Parramatta. And the person who interviewed me asked me: If I have ever fought racism. And I realised that I have never thought of that before. And then I realised that I should/could fight. I remembered that for days after the interview, I kept thinking of this question. And yes, I realised that I have the right to fight.” - May

• **88%** of respondents “agreed” or “strongly agreed” with the statement:

“I am more likely to be welcoming of other cultures as a result of watching one or more of the One Parramatta films.”



“I have a friend and we've been playing squash together for 15 years. Except that he kept calling me Bruce Lee. Being involved in One Parramatta and All Together Now helped me be more conscious about everyday racism. And I finally found the courage to tell my friend to stop and that it wasn't funny at all.” - Simon

Fig.1: Recall graph



- Percentage of the people we surveyed who were able to remember the main message, a quote or a statistic from one of our films two hours after watching it
- Percentage of those who couldn't

Fig.1

WHAT WE LEARNED

Tips for future anti-racism projects



People look for **direct information**: what to do when they **witness racism**

People **change** when they are pushed to reflect on their past behaviour



Getting locals **involved** helped spread the message as they told their **friends & family** about the **project**



Strong working relationships with local businesses and organisations **helped** increase the project's reach



Humour is one of the **best ways** to get people's **attention**: make our messages **funny** to get them **across**

Integrate campaigns with local events where **racism** might happen

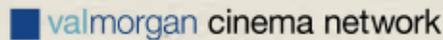


Racism is extremely personal. Organisations **must allow people** to tell their own stories in their own words.

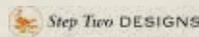
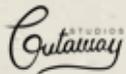


WHO WE NEED TO THANK

Our Passionate Partners: Thanks for providing your significant strategic, financial and/or in-kind support to ensure the One Parramatta project made a huge positive social impact.



Our Super Supporters: Thanks. Without your help this project wouldn't have looked so beautiful or run as smoothly.



Our Valiant Volunteers: Very big thanks to all these wonderfully dedicated people who generously donated weeks of their time in order to make this project a success.

Delphine Vuagnoux
Priscilla Brice
Remi Luxford
Les Luxford
Justine Malingrey
Anne Marie Borbe
Shiena Muniandy
Sarah Trevor
Preeti Naidu
Helen Callaghan

Monty Noble
Simon Rutherford
Kris White
Nic Alexander
Andy Minh Trieu
Kristy Best
Jacqueline Nelson
Rachael Henderson
Indu Balachandran
All the crew who worked on the films

Generous support and help also came from:

- The Body Shop
- Parramatta City Council
- Three Ropes
- Parramatta Library
- Parramatta Artist Studios
- Parramatta Event Cinemas
- AAP
- Aurora Community Channel
- ICE – Information and Cultural Exchange
- University of Western Sydney

WHAT IS 'ALL TOGETHER NOW'

All Together Now is the only national not-for-profit that focuses solely on addressing racism in Australia.

Our sole purpose is to promote the prevention of racism in Australia.

We seek to achieve this by creating innovative, evidence-based and effective social marketing that is positive, provocative and courageous.

You're welcome to view all our campaigns at our website; alltogethernow.org.au



HOW YOU CAN HELP ERASE RACISM

Ours is a big task. As such we're always in need of more help. So if you care about how Australians view each other and/or how the rest of the world view Australians, either donate your time or that of your company by emailing; volunteer@alltogethernow.org.au

Or make a tax deductible donation via our website (or scan the QR code); alltogethernow.org.au



One Parramatta by All Together Now.
Winner of the Jim Samios Memorial Award
for the Most Outstanding Project
at the Building Inclusive Communities Awards.

The awards were presented by NSW Premier, Barry O'Farrell,
at Parliament House, Sydney, in August 2013 and recognise those who make
a significant contribution to building a diverse and tolerant Australia.

