



ANNUAL REPORT 2013-14

ALL TOGETHER NOW

All Together Now is the only national charity dedicated to erasing all forms of racism in Australia.

Our vision is for an Australian community that is free from racism. We seek to achieve this by promoting the prevention of racism using creative, innovative, evidence-based and effective social marketing that is both positive and courageous.

Our work targets the behaviour of the 40% of adult Australians who are ambivalent about cultural diversity. We do this by engaging the 50% of adult Australians who are already positive about diversity and encourage them to speak to their friends, colleagues and family members. This is because they are the people who are most likely to initiate conversations about cultural diversity and speak up when they witness racism, thereby building positive social norms.

Our organizational strategy focuses on achieving:

- improved racial literacy among Australians;
- increased confidence among Australians to speak up when they witness racism;
- a change in behaviour of the 40% of Australians who are ambivalent about cultural diversity; and
- a greater understanding of the types of solutions that effectively reduce racism in the Australian context.

All Together Now was formed as a national not-for-profit organisation in June 2010. This is our fourth annual report

Our Approach

Our approach is based on the “Building on our strengths” framework published in 2009 to reduce race-based discrimination in Australia, and is guided by a Reference Group of specialist academics and practitioners.

We use these tactics:

- **educating** Australian residents about how racism manifests and the effects it has on people subjected to it, thereby increasing personal accountability;
- **raising awareness** among Australian residents about different cultures, thereby breaking down misconceptions, busting stereotypes, and challenging xenophobia;
- **increasing empathy** among Australian residents towards people from different cultures, thereby lowering people’s biases against people from other cultures;
- **promoting values** that underpin cultural diversity such as mutual respect, empathy, insight, compassion and dignity;
- **empowering** Australian residents to embrace their own culture/s without fear of prejudice or persecution, thereby enabling people to understand the importance of culture;
- **building positive social norms** through the use of popular culture such as advertising and social media; and
- **measuring – and learning from – our work** and sharing our evaluation with others.

Chairperson's report

I am honoured again to share with you how All Together Now is making a difference in erasing racism in 2014.

During the 2013-4 financial year we had many successful campaigns and highlights:

- Our Exit project was again awarded a grant from the Attorney General's Department for work to be completed during 2013-14.
- The Everyday Racism mobile app launched and was recently awarded a finalist of the prestigious Intercultural Innovation Award by UNAOC & BMW in Bali.
- Together with the Football Federation Australia and the Professional Footballers Australia we held an Erase Racism round to raise awareness.
- Our Managing Director, Priscilla Brice, was awarded the prestigious Churchill Fellowship and completed her trip researching the factors which make non-profit racism prevention initiatives effective.
- We officially welcomed new board member Peter Seligman as our Company Secretary.
- We welcomed both Bruce Djite and L-FRESH The LION to our ambassador team with Andy Minh Trieu and Kristy Best. Bruce is an Australian professional footballer who currently plays for Hyundai A-League club Adelaide United as a striker. L-FRESH The LION is a practicing Hip Hop artist/musician. He has made a name for himself in the music industry as a leading voice on issues relating to social justice.

As a board we are fine tuning our strategy to ensure we provide long-term impact in altering racism in Australia.

Our focus on preventing racism remains steadfast. In the coming years we will be the source of anti-racism action & advice, promote the prevention of racism through education and finally become an independent, financially viable not-for-profit organisation.

I'd like to take this opportunity to thank our Managing Director Priscilla Brice and the team who volunteered and donated their services to All Together Now this year – thank you as you have all made a significant contribution. The organisation has performed well under Priscilla's leadership and is positioned to provide further momentum together with the board on our strategic goals.

Additionally I would like to acknowledge the significant contribution of my fellow Board members. The Board comprises of Priscilla Brice, Sam Chadwick, Monty Noble, Yin Paradies, Peter Seligman and myself. They are tireless in their time and support to our strategy, focus and campaigns.

The entire Board is committed to ensuring All Together Now is run in the best interests of our members, volunteers, subscribers and donors. It's been an amazing year and we are well positioned to continue striding forward in 2015.

Kylie O'Reilly

Managing Director's statement

In January 2014, All Together Now launched its most engaging resource yet: the Everyday Racism mobile phone app. People who download the app are encouraged to take the seven-day personal challenge to experience what it might be like to be a target of racism as either an Aboriginal man, a Muslim woman or an Indian student. During the first five months since the launch of the app, over 6,000 people have downloaded it.

In March 2014, All Together Now worked with the Football Federation Australia and the Professional Footballers Australia to run the Erasing Racism Hyundai A-League Round, attended by 63,547 football supporters. The timing was perfect as racism in sport had become a hot topic in the media given a number of racist incidents. All Together Now produced a television commercial featuring high-profile football players, that was played on SBS and at each game. All Together Now was also able to collect donations in the stadiums at each game, which helped the organisation to continue its work.

All Together Now was pleased to be awarded a second round of Commonwealth Government funding for its Exit White Power project. The grant has enabled the Exit White Power project team to build on the knowledge that they acquired during the initial 2012-13 funding period, by creating resources for front-line workers including police and school councillors. Exit White Power also hosted a tour by Robert Orell from Exit Sweden to demonstrate that it is possible for white nationalists to turn their life around.

I was honoured to be awarded a Churchill Fellowship during the financial year, which gave me the opportunity to travel to USA and Europe to study effective racism prevention programs and apply their successful principles

back home in Australia. I have recently presented recommendations to All Together Now's board which will mark a new approach for the organisation's work and will build on the organisation's successes to date.

During the year All Together Now continued to grow by attracting very experienced staff (both volunteers and paid employees) to carry out its work. The organisation's work would simply not be possible if it wasn't for the volunteers who contribute week in, week out. They are the heroes of racism prevention in this country.

While most of All Together Now's staff work on a volunteer basis, like all businesses All Together Now has essential costs that it needs to cover in order to run programs and make a positive impact on society. In this regard the organisation saw a 29% increase in income during the year. Three government grants – one to finalise the One Paramatta project and two to cover the costs of running the Exit project – made up a large proportion of this income. The Body Shop provided a large donation off the back of the profits of Dragonfruit Lip Butter. Three universities contributed to the costs of the Everyday Racism mobile phone app. All Together Now also received a number of donations from individuals.

In addition to this income, All Together Now could not have done its work without the generous support of businesses that have provided substantial services in-kind. In particular the organisation would like to thank Step Two Designs, Noble Brands Worldwide, Medianet, Shoot to Kill, UFO Films, and Wintergate for their ongoing support.

In June 2015, All Together Now will celebrate its fifth birthday. Leading up to this, All Together Now will be reflecting on the recommendations from the Churchill Fellowship and looking for solutions to achieve racial justice in Australia. It will also be reviewing how it will make its business financially viable so it can continue this important work in the future.

Priscilla Brice

Major Achievements

During the 2013-14 financial year, All Together Now undertook the following business activities:

- Launched the Everyday Racism mobile phone app with University of Western Sydney, Deakin University and Melbourne University. The app resulted in over 6,000 downloads during the first six months.
- Worked with the Football Federation Australia and the Professional Footballers Australia to organise the Erasing Racism round over one week in March.
- Finalised Phase I of the Exit White Power program by hosting a media tour by former white supremacist and now leader of Exit Sweden, Robert Orell Resulting in over 10 media pick-ups.
- Commenced Phase II of the Exit White Power program by continuing to debunk far right myths. The Exit team produced an electronic booklet for frontline workers including police and school councillors that informs them about far-right groups in Australia and explains what to do if they see a young person becoming involved.
- Increased the organisation's supporter base and interaction on social media pages across Facebook, Twitter and YouTube, further encouraging constructive discussions about racism.
- Published three infographics during the year, each based on local academic evidence. These have been very successful in illustrating the extent of racism in Australia and pointing to potential solutions.
- Welcomed football player Bruce Djite and hip-hop artist L-FRESH THE LION as Ambassadors for All Together Now.
- Gave presentations at the Diversity, Disadvantage, Discrimination, Development conference in Sydney in July, FWD online campaigning Conference in Melbourne in November, Countering Violent

Extremism symposium in Perth in November, and the Reconfiguring Antiracism symposium in Melbourne in December.

- Contacted local councils regarding the successful One Parramatta concept, with one council partnership confirmed at the time of writing.
- Made a submission to the government about the Racial Discrimination Act.
- Made a submission to the government about the repeal of the ACNC.

All Together Now has also improved the way it works by undertaking the following operational activities:

- Registered as a charity with the new governmental body Australian Charities and Not-for-profits Commission (ACNC).
- Inducted Pete Seligman as Company Secretary, replacing Nameeta Pai.
- Inducted Rahul Roy onto the Management Committee.
- Continued to refine the organisational structure to make the most efficient use of volunteer time and effort.
- Continued to update and introduce new internal policies and processes that ensure the organisation is prioritising projects in line with the organisational strategy and undertaking them in an ethical and sustainable way.

Business Activities (At a glance)

Exit

The Exit project was established in October 2012 to prevent young people across Australia from being recruited into white supremacy groups. Thanks to the continued support of the Australian Attorney General's Building Community Resilience grant program, in October 2013 the second phase of the Exit project was launched.

Over the past year Exit has continued to develop the exitwhitepower.com website, publishing a range of evidence-based counter arguments that debunk white supremacist ideology and raise awareness of the risk facing young people who become involved in these groups. Online advertising targeted to people searching for information about white supremacy, resulted in over 12,000 Australians visiting the website since October 2013.

The 'White Power? Discussion Page?' was established on Facebook in December to engage Australians drawn to white supremacist ideology in discussions that challenge the myths and conspiracy theories used by white supremacist groups.

The project also published 'Responding to White Supremacy', a guide aimed at community workers to help them identify young people at risk of involvement in white supremacy and offer practical tips on responding. The guide has been distributed to agencies working with young people across Australia, and can be read online at guide.exitwhitepower.com.

Throughout the year Exit has also worked to raise awareness of the importance of preventing white supremacist recruitment. In December 2013, All Together Now organised an Australian media tour by Robert Orell, a Swedish former neo-Nazi, now managing the program in Sweden.

During his tour Robert spoke to a wide range of media, helping to raise awareness of the dangers of involvement in white supremacy, and promoting the exitwhitepower.com website.

In June 2014 Exit began work with Curtin University on a collaborative research project to test the effectiveness of messages that counter white supremacism. The project will continue until October 2014 and is expected to result in greater knowledge of the effectiveness of online counter narratives to white supremacy alongside policy recommendations.

Everyday Racism

The Everyday Racism mobile phone app was launched in January 2014. Players who download the app challenge themselves to understand racism better over a seven-day game.

The app consists of two game plans:

- People who choose to play as one of the characters – an Aboriginal man, a Muslim woman or an Indian student – will experience what it might feel like for somebody who is a frequent target of racism. This builds understanding about racism and empathy for targets of racism.
- People who choose to play as themselves will witness racist incidences and have the opportunity to learn appropriate responses to them so when they witness racism in real life they are better prepared.

The app was produced in conjunction with the University of Western Sydney, Deakin University and Melbourne University.

To ensure that the scenarios within the app are evidence-based, All Together Now worked in partnership with its university partners and a reference group of people representing each of the characters in the app, to ensure that the scenarios have integrity.

The app has been downloaded 6,000 times during the first five months since its launch. This was achieved by handing out promotional postcards at train stations, Facebook advertising, and media attention.

Since the end of the financial year, the app has been awarded an Intercultural Innovation Award from the United Nations Alliance of Civilizations and BMW Group. It came second place out of over 600 applicants in the world.

Erasing Racism football round

In March 2014, All Together Now launched the Erasing Racism football round in partnership with the Football Federation Australia and the Professional Footballers Australia.

To promote this round, All Together Now created a 30-second video featuring famous football players. This was shown on SBS and at each of the games over the Erasing Racism week, seen by people who attended the round. All Together Now was also able to collect donations in the stadiums at each game, which has helped the organisation to continue its work.

Churchill Fellowship

Although the Churchill Fellowship was awarded to All Together Now's Managing Director, the impacts of this research will be organisation-wide – and potentially further.

Priscilla had the opportunity to travel to USA and Europe to study effective racism prevention programs. On her return, she has written a report with recommendations for All Together Now's board. At the time of writing, these recommendations are being reviewed by the board.

All Together Now's work online

All Together Now uses websites – and particularly social media – to promote the prevention of racism in Australia. It uses this platform to start constructive conversations and build a community around the issue of racism prevention, particularly on:

- Facebook: facebook.com/alltognow
- Twitter: twitter.com/alltognow
- YouTube: youtube.com/alltognow

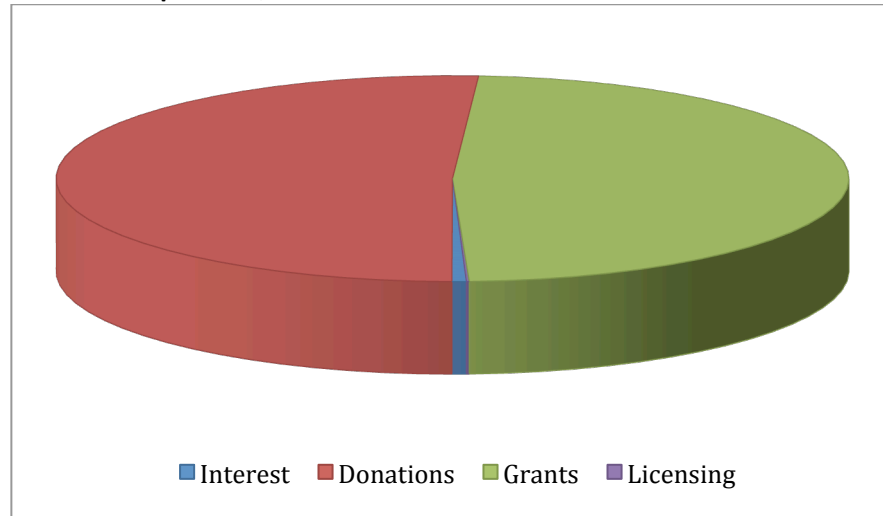
All Together Now regularly publishes posts on its blog, which is accessible from the home page of its website <http://alltogethernow.org.au>.

Financial highlights 2013-14

All Together Now received total revenue of \$171,448 during the year (\$133,033 in 2012-13).

The grant income was primarily for the Exit White Power project and the Everyday Racism mobile phone app, as well as the final installment for One Parramatta. The Body Shop Foundation made the majority of donations, from the profits of sales of the product Dragonfruit Lip Butter.

Income components, shown as % of total income



All Together Now's expenses came in at \$144,874 during the year (\$118,885 in 2012-13).

The largest component of this was for wages, at \$74,889 for the Exit White Power project, followed by campaign production at \$21,910 to cover activities such as design and implementation of our projects.

Expenditure

	A\$
Accountancy Services	1,680.77
Advertising and promotion	12,808.66
Bank fees	3.80
Merchant fee	75.53
Campaign production	21,909.57
Events and evaluation	1,446.57
Insurance	3,542.94
Internet	636.33
Media	250.00
Office supplies	8.46
Postage	526.48
Printing & stationary	1,971.2
Research	4,750.00
Training	318.49
Subscriptions	434.11
Superannuation	6927.16
Telephone	201.92
Travel & conference	12,493.28
Wages	74,888.53

All Together Now's Net Assets rose to \$72,573.99 at the end of the financial year, an increase of 95% y-o-y, representing cash at bank.

A copy of our audited financial statement is available on request.

Non-financial support

In-kind support

In addition to financial income, All Together Now received substantial in-kind support. We accomplished our 2012-2013 achievements thanks to:

- AAP MediaNet continued to provide media services and media monitoring
- Coffy Print and Coffee provided discounted printing
- Noble Brands Worldwide continues to provide advertising contacts, advice and services
- Saasu provided discounted software
- Salesforce continues to provide CRM software
- Shoot to Kill provided film production services Erasing Racism
- Step Two Designs continues to provide office space and other overheads
- UFO Film provided film production services for Erasing Racism

Staff

All Together Now has benefited from a very talented and enthusiastic workforce, most of whom work on a volunteer basis. In particular, our volunteers have run all the operational tasks for the organisation. Our deepest thanks go to:

- **Anne Marie Borbe**, Communications
- **Cameron McGinnley**, Research Assistant
- **Delphine Vuagnoux**, Strategic Communications Manager
- **Joe Straface**, General Manager
- **Joice Sam**, Office Manager
- **Jonathan Deakin**, Communications Coordinator

- **Josh Krook**, Communications Coordinator
- **Kate Hollingsworth**, Counsellor
- **Kate Barrelle** Academic
- **Kiran Zowarar**, Marketing Manager
- **Laura Grenon**, Communications Manager
- **Lucy Watson**, Communications Coordinator
- **Maria Nguyen**, Admin Assistant
- **Michael Mironov**, Research Assistant
- **Priscilla Brice**, Managing Director
- **Rohit Thomas**, CRM Coordinator
- **Shandon Harris Hogan**, Academic
- **Suzanne Nguyen**, Communications Coordinator
- **Stevie Voogt**, Project Manager
- **Tammy Wang**, Web Developer
- **Theresa Luu**, Communications Coordinator
- **Will Harvey**, Project Manager
- **Yvonne Everett**, Website Coordinator

Our Board of Directors

Our volunteer board is:

- **Kylie O'Reilly**, Chairperson, has over 15 years' experience in the media industry;
- **Monty Noble**, Board Director, has over 20 years of experience in the ad industry;
- **Nameeta Pai***, Company Secretary, has solid experience in corporate governance;
- **Peter Seligman***, Company Secretary, has diverse experience in a range of roles, industries and locations;
- **Priscilla Brice**, Founder and Managing Director, has several years' social marketing experience;
- **Prof. Yin Paradies**, Board Director, is an academic specialising in racism and anti-racism; and

- **Sam Chadwick**, Board Director, is an experienced sports administrator, lawyer and businessman.

* Nameeta departed All Together Now in November 2013. Peter joined All Together Now in early 2014.

Our Public Fund Committee

All Together Now’s Management Committee oversees the governance of the organisation’s Deductible Gift Recipient status. Donations to the Public Fund of \$2 or more are tax-deductible.

The Public Fund is managed by:

- **Christine Gibbs**, has over 20 years’ experience running communications projects within the Victorian state government and not-for-profit sectors;
- **Samantha Yorke**, has several years’ experience in anti-bullying and online privacy law;
- **Tarun Sankaran**, is a business consultant with accounting and legal qualifications; and
- **Rahul Roy**, is a qualified governance professional and company secretary.

Our Ambassadors

All Together Now looks for Ambassadors who have already made a public statement about the harmful nature of racism in Australia. They are role-models in Australian society who resonate with our mainstream audience and have an ability and desire to reinforce All

Together Now’s racism prevention messages. Our Ambassadors are:

- **Andy Minh Trieu**, actor and presenter currently co-hosting the Channel 9 show “Kitchen Whiz” and also “Chatterbox” on Foxtel;
- **Kristy Best**, hosts Sunday Best on ABC2, is creator of web series

Deadheart and producer/director of Something Fishy;

- **Bruce Djite***, a professional footballer who currently plays for Hyundai A-League club Adelaide United as a striker; and
- **L-Fresh the LION***, a practicing Hip Hop artist/musician.

Other Supporters

A number of key people have provided us with advice, research and/or contacts “behind the scenes” during the year. A special thankyou to:

- **Andrew Jakubowicz**, professor, University of Technology
- **Anne Pederson**, associate professor PhD, psychologist
- **Allison Henry**, political consultant
- **Deb Baxter**, The Body Shop
- **Jacqueline Nelson**, University of Western Sydney
- **Jenna Coulston**, Val Morgan
- **Kate Barelle**, clinical and forensic psychologist
- **Kris White**, evaluation consultant
- **Kevin Dunn**, University of Western Australia
- **Naomi Priest**, senior research fellow
- **Yin Paradies**, Deakin University

Please help us grow

You can help us continue our valuable work by:

- Making a donation
- Subscribing to our email newsletter
- Volunteering
- Like us on Facebook (@alltognow)
- Following us on Twitter (@alltognow)
- Following us on LinkedIn (linkedin.com/company/all-together-now)
- Sharing our updates
- Telling a friend about our work
- Organising a small event with friends to help raise money for our work
- Buying a t-shirt
- Asking your employer to work with us to help promote the prevention of racism

FIND OUT MORE ONLINE AT WWW.ALLTOGETHERNOW.ORG.AU