



# ALL TOGETHER NOW

## ANNUAL REPORT 2015 -2016





**All Together Now** is the only national charity dedicated to preventing 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 racial equality through education.

Our works 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 organisational 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 Australian content.

All Together Now was formed as a national not-for-profit organisation in June 2010. This is our sixth 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.
- **Measuring as well as learning from our work** and sharing our evaluations with others.

## MANAGING DIRECTOR'S STATEMENT

The 2015-16 financial year has been a significant one for All Together Now. In early 2016, All Together Now's ground-breaking Community Action for Preventing Extremism (CAPE) project, formerly known as Exit White Power, was awarded multi-year funding of \$750,000 from Multicultural NSW's COMPACT program to continue the project in NSW. The project was established in 2012 to plant a seed of doubt in the minds of young men who were attracted to white supremacy. Since then it has moved from strength to strength and remains the only project of its kind in Australia.

The project's focus in NSW over the next four years will be to interact directly with white supremacists and extremists online to challenge their beliefs, and to establish and support a volunteer youth network that will challenge white nationalist activity across the state.

In other news, I was privileged to be one of only three Australians invited to attend the UNAOC Global Forum in Baku, Azerbaijan in April 2016 as a UNAOC program alumnus. All Together Now's work was showcased at a three-day Marketplace of Ideas at the conference. It was wonderful to catch up again with some of the other Intercultural Innovation Award awardees and be inspired by the many projects that UNAOC supports all around the world to challenge racism and promote intercultural dialogue.

All Together Now was awarded a monetary prize of US\$20,000 as part of our Intercultural Innovation Award from BMW Group and UNAOC in 2014. Our intention was to use this money for an evidence-based iPad app to educate 8 and 10 year olds how to identify and challenge race-based exclusion. This app will be released to teachers in Australia imminently.

In March, All Together Now held a comedy event called "Comedy vs Racism" in conjunction with the Living In Harmony festival with the City of Sydney. The event, held at Lower Town Hall, was a huge success. I



would like to thank Jennifer Wong for working with us on this event and compeering for the evening.

This event also marked the launch of our Working With Diversity project, which focuses on the barriers many people face while seeking or maintaining employment due to their race, nationality or ethnic background. We kick-started the project in early 2014 after hearing some stories about racism in the workplace by collecting several stories which we published on the project website to illustrate that racism is still an issue in Australian workplaces in 2016. We are currently speaking with potential collaborators as we recognize that this is a systemic issue that requires help from several players in order to succeed.

During the year All Together Now maintained its size by attracting very experienced staff (both volunteers and paid employees) to carry out its work. As a volunteer-run organisation All Together Now would not exist without the weekly contribution of dedicated volunteers. In particular I would like to thank Nova, Lisa, Chandra, Pradipti, and Robert who have volunteered for more than 12 months, and made a fantastic contribution to erasing racism in Australia using their skills.

There have also been several changes in the composition of All Together Now's board. Of particular note is the departure of Sam Chadwick, Monty Noble, and Kylie O'Reilly who had all been board members of the organisation for at least three years. We are very grateful for their help and guidance during that period.

**Priscilla Brice**  
**Founder & Managing Director**



## MAJOR ACHIEVEMENTS

**D**uring the 2015-16 financial year, All Together Now undertook the following business activities:

- Finalised work on the Kids Together Now app for primary schools, ready for roll-out in September 2016.
- Held the first Comedy vs Racism event at Town Hall with a panel of six individuals ranging from comedians to academics delivering a lively but informative discussion on racism in our community for an audience of 280.
- Started the Working With Diversity project which aims to resolve racism specific to the workplace.
- Increased the organisation's supporter base and interaction on social media pages across Facebook, Twitter and YouTube, further encouraging constructive discussions about racism.

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

- New strategic plan created in late 2015 and facilitated by Pino Migliorino set us on a strong direction for the year and future projects.
- 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)

### CAPE project

Formerly known as EXIT White Power, the CAPE Project (Community Action for Preventing Extremism) has been spearheading All Together Now's ongoing work in promoting resilience and response to far-right extremism by undermining recruitment processes and assisting at-risk individuals.

Thanks to generous funding from Multicultural NSW, CAPE is now able to extend its reach online as well as further compounding on its previous work through the creation of a four person team of specialists including a Project Manager, Youth Worker, Communications Coordinator and Administrative Officer dedicated specifically to the project. The project's focus in NSW over the next four years will be to interact directly with white supremacists and extremists online to challenge their beliefs, and to establish and support a volunteer youth network that will challenge white nationalist activity across the state.

This will be achieved through two functions:

- Utilising online tools to directly target young people at high risk of involvement in an extremist group who are engaging with far-right material online, and;
- Increasing community awareness of the danger of far-right extremism and of the actions individuals can take if they encounter it.

### Kids Together Now app

The success of the Everyday Racism mobile app for adults in January 2014 paved the way for the creation and extension of a new app to be used on iPads across primary schools in New South Wales and Victoria.

The app targets students in the 8-10 years age group and aims to combat racism at an institutional level through education. It follows an 8 week program tailored to create a range of potential environments for students to identify discriminatory behaviour across a multitude of social settings. The app will be developmentally appropriate for students and academically grounded through our research and work, together with Melanie Killen from the University of Maryland, USA. A conference held with teachers headed by our Managing Director, allowed for feedback regarding initial development of the app.

Students will get to be a part of a variety of different interactive storylines following children from multicultural backgrounds and in situations of racial exclusion and prejudice. They will be able to choose different courses of action in response to racist behaviour and discuss and analyse the consequences with their teachers.

The app is in the final stages of development and testing and will be ready to launch in classrooms soon.

### Working with Diversity project

All Together Now's latest project *Working With Diversity* seeks to understand and challenge racism in Australian workplaces through research and training. This project started in early 2015 and was inspired when several of our volunteers disclosed that they had been targets of racism in Australian workplaces. Thousands of specially-designed postcards were distributed throughout NSW to investigate the manifestations of workplace racism in Australia by collecting stories from Australians who have witnessed or experienced it. Twelve stories have

been released following the launch of the Working with Diversity website.

The project aims to shine a light on racism in Australian workplaces and work with businesses to eliminate racism so that employees can work in an environment safe from racial harassment and discrimination. Through investigative practices and research the team has already begun collating reports and formed working groups with organisations to begin the process of creating such an environment.

## All Together Now’s work online

All Together Now uses websites – and particularly social media – to promote the prevention of racism in Australia. The launch of our new website will ensure concurrence with current trends and issues. This ensures this platform will continue to be used to start constructive conversations and build a community around the issue of racism prevention in contemporary Australia. These discussions can also be found primarily on:

Facebook: [facebook.com/alltogetnow](https://facebook.com/alltogetnow)

Twitter: [twitter.com/alltogetnow](https://twitter.com/alltogetnow)

YouTube: [youtube.com/alltogetnow](https://youtube.com/alltogetnow)

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



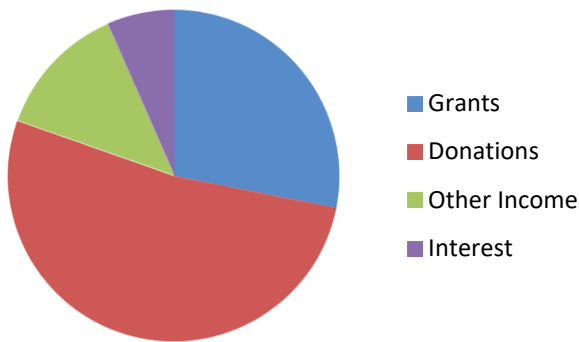
# FINANCIAL HIGHLIGHTS (2014-2015)

## Revenue

All Together Now received total revenue of \$96, 002 during the year (\$77,704 in 2014-15).

This revenue was considerably higher than the previous financial year due to generous donations from our supporters and government grants which helped our organization run smoothly through the financial year.

### Revenue Components



All Together Now’s Net Assets were \$60,716 at the end of the financial year. This comprised Total Assets worth \$293, 716 less Total Liabilities \$233, 000.

## Expenditure

All Together Now’s expenses came in at \$104, 330 during the year (compared with \$70, 143 in 2014-15). Below are the audited expenses for the year.

Expenses	\$AUD
Audit Fee	3,000.00
Accountancy Services	3, 397.00
Advertising and Promotion	1, 251.00
Campaign Production	47,315.00
Rent	18,180.00
Operation and Admin expenses	12,626.00
Wages	16,951.00
Superannuation	1,610.00

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 2015-16 achievements thanks to:

- Step Two Designs continuing to provide office space and other overheads at a discounted rate.
- The Department of Education in NSW, which supported the research and development of our app for children.
- Google for Non-profits, which has provided All Together Now with Google Adwords.

### Staff

All Together Now would not exist without the generous contribution of regular volunteers. During the financial year the following people volunteered for a minimum of one month:

**Adriarne Minter**, Strategic Communications Consultant

**Aleem Muhammad**, Website Coordinator

**Alison Wilson**, Communications Coordinator

**Anais Cottrell**, Research Assistant

**Anuar Valerdi**, Marketing Coordinator

**Brenda Gaddi**, Events Coordinator

**Chandra Banerjee**, Marketing Manager

**Eddy Zampragno**, Communications Coordinator - Podcast

**Esther Rajadurai**, Operations Officer

**Hannah Carmedy**, Communications Coordinator

**Hasitha Adhikariarachchi**, Social Media Coordinator

**Helen Hoang**, Community Organiser

**Kiani Alarcon**, Social Media Coordinator

**Kirti Nambisan**, Data Coordinator

**Kristofer Gilmour**, Relationships Coordinator

**Krithika Krishnaraj**, Marketing Officer

**Lavinia Jieqi Ming**, Social Media Coordinator

**Leela Kumaraswamy**, CRM Coordinator

**Lisa Huang**, Operations Manager

**Lucia Garces**, Designer

**Matthew Sainsbury**, Media Advisor

**Natalia Novozhilova**, Communications Coordinator

**Nova Longhurst**, Communications Coordinator

**Pradipti Shrestha**, Book-keeper

**Rezan Amiruddin**, Designer

**Robert Masana**, Website Coordinator

**Rosita Jacob**, Website Coordinator

**Steevie Voogt**, Project Manager

**Vaani Sukhija**, Project Manager

### Our Board of Directors

This past year has resulted in significant changes to our volunteer board. At the time of writing the board consists of the following Directors:

- **Priscilla Brice** has over a decade of social change experience;
- **Prof. Yin Paradies** is an academic specialising in racism and anti-racism;
- **Natalia Vukolova** has over a decade of leadership experience in the not-for-profit and public sector.

### Our Public Fund Committee

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

#### The Public Fund is currently managed by:

- **Tarun Sankaran**, Chairperson, has significant experience working in the professional services sector in areas such as Taxation, Consulting and Restructuring;
- **Rahul Roy**, qualified governance professional and company secretary;
- **Yin Paradies**, international expert in social, economic and health impacts of racism.

## Our Ambassadors

**A**ll 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 current ambassadors are:

- **Andy Minh Trieu**, actor and presenter currently co-hosting the Channel 9 show "Kitchen Whiz" and also "Chatterbox" on Foxtel;
- **Luka Lesson**, spoken word and Hip-hop artist;
- **Bruce Djite**, a professional footballer who currently plays for Suwon Football Club as second striker;
- **L-Fresh the LION**, a Hip Hop artist/musician;
- **Jennifer Wong**, Australian comedian and regular guest on ABC 702 Sydney's *Thank God It's Friday* comedy hour.

**Y**ou can help us continue our valuable work by:

- Making a donation
- Subscribing to our email newsletter and forwarding it on to a friend
- Volunteering
- Liking us on Facebook (@alltognow), following us on Twitter (@alltognow), and/or following us on LinkedIn (linkedin.com/company/all-together-now) and sharing our updates
- Organising a small event with friends to help raise money for our work
- Asking your employer to work with us to help promote the prevention of racism

Find out more online at  
[www.alltogethernow.org.au](http://www.alltogethernow.org.au)



