

# **ALL TOGETHER NOW**

Erasing Racism

**ANNUAL REPORT 2014 - 15**

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## ALL TOGETHER NOW

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 the Australian content.

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

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## 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 Australia 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.

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## CHAIRPERSON'S REPORT

In the past financial year, we have focused our energy on ensuring the strategy of All Together Now (ATN) is relevant. This meant that we have had to reconnect with our mission, our purpose, review all of our initiatives and re-engage with stakeholders and our volunteers.

All Together Now's purpose is clear; prevent racism by promoting racial equality through education.

For any organisation to remain relevant, it must continue to learn, evolve and introduce new programs to fill gaps and new emerging requirements. Over the last year, we have been putting in the foundations to ensure that we can deliver new initiatives next year.

We have an ambitious program for the year ahead focused on education through collaboration with our partners and academics. With the ongoing support and engagement of our professional partners and volunteers we look forward to reporting on more positive outcomes in the year ahead.

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.

To the Board and team at All Together Now, I offer my sincere thanks for their commitment and time to the organisation and its cause. I'd like to welcome Jo Scard to the board and thank Andrew Jakubowicz for shadowing Yin Paradies while he is working abroad.

Most importantly 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 again this year. The organisation is made stronger and viable under Priscilla's leadership and is positioned to key strategic goals in the upcoming years.

I would also like to thank the number of Australians who have generously supported our work over the last year. As many government grants have reduced from previous years, we now need to lift our independent fundraising to enable us to continue to educate people about what racism is and how to speak out.

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 a robust year and we are well positioned to stride confidently forward in 2016.

Kylie O'Reilly  
Chairperson

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## MANAGING DIRECTOR'S STATEMENT

This has been another exciting year for All Together Now. The organisation's Everyday Racism project was awarded second place at the Intercultural Innovation Awards, out of 600+ applicants from around the world. The award was presented in Bali by the United Nations Alliance of Civilizations (UNAOC) and the BMW Group. The award resulted in the number of downloads of the Everyday Racism mobile phone app tripling within one month, from just over 6,000 to nearly 20,000. This is thanks to the increased media attention that the award attracted, particularly from overseas.

As a result of winning this award, I was invited to attend capacity building training (comprising media training, strategy, pitching to philanthropists and evaluation) in Munich, Spartanburg, and Sao Paulo during the year. I was also invited by the UNAOC to present on a panel about the Everyday Racism project at the 3rd World Forum on Intercultural Dialogue in Baku.

The award also comprised a monetary prize of US\$20,000 that All Together Now has allocated to expanding this project into schools. We are now creating an evidence-based iPad app in collaboration with the Department of Education in NSW and VIC designed to educate 8 and 10 year olds how to identify and challenge race-based exclusion.

In addition to the Intercultural Innovation Award, All Together Now worked with the Football Federation Australia and the Professional Footballers Association to organise the Erase Racism round for the second year running. The three organisations worked together to collect donations in the grounds of each stadium during the round and handed out Erase Racism wristbands

to fans. Before each game, the two opposing sides ran out onto the field together and held an Erase Racism banner, demonstrating a united front.

All Together Now also extended its Exit White Power project by working in partnership with Associate Professor Anne Aly from Curtin University for three months. All Together Now initiated some vibrant discussions on social media, over a period of time, with Australians who hold very racist attitudes. The purpose was to understand the types of discussions they engaged with to provide us with intelligence for an intervention. All Together Now collected data from the experiment and has provided it to Assoc Prof Aly's team for analysis. The results of this analysis are forthcoming.

Further to this project, after the Sydney Siege in December 2014, I worked with Gill Hicks -- South Australian of the year 2015 -- to bring a group of leaders together to discuss ideas for how we could move our communities forward and counter violent extremism. From All Together Now's view we recognised that any form of extremism often results in more racism as people with racist views use it as an opportunity to express their hate. We called the initiative "Be The Bridge" and it resulted in two meetings with interfaith and other community leaders and positive coverage in the Sydney Morning Herald.

In June, All Together Now celebrated its fifth anniversary by hosting a free comedy event for our key supporters. The event was held at The Basement in Sydney and was hosted by comedian Jennifer Wong. I would like to thank Pino Migliorino, Jen Carnovale, Suren Jayemanne and Michael Hing for their

contributions at the event and to All Together Now's volunteers particularly Chandra, Emma and Katherine for organising this event.

All Together Now took the opportunity of its fifth anniversary to relaunch its website with new branding. The new branding -- created by a team of volunteers -- reflects our new strategy of creating racial equality through education. I would particularly like to thank Robert and Laura for working very hard over many, many months to bring this new branding and website to life!

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 Asha and Nova who have both volunteered for more than 12 months at the time of writing, and made a fantastic contribution to erasing racism in Australia using their skills.

After all this good news, unfortunately the same cannot be said for All Together Now's finances. Due to changes in government priorities -- resulting in funding cuts -- All Together Now was not a recipient of any government funding during the financial year which decreased our income by around 55% from the previous year. As a result we were not able to run as many programs. It is thanks to our committed staff that some of this work continued nevertheless and I would particularly like to thank Stevie for her persistence both as a volunteer and staff member despite government funding being discontinued for her program.

Despite these funding cuts, the organisation has attracted an increase in donations from individuals, which has enabled us to continue our operations. Without these donors we would struggle to pay the rent (literally!) and for other essentials like keeping our website running and our phone connected.

In the 2015-16 financial year, All Together Now will be working on long-term projects that, over time, will start to address the systemic issues of racism in Australia. Our iPad app for primary schools -- mentioned previously -- will ensure that primary school teachers will receive antiracism training to empower them to confidently facilitate discussions about racial exclusion and difference in the classroom, and will also aid their personal understanding. Our other project (as yet unnamed) will focus on the barriers many people face while seeking or maintaining employment due to their race, nationality or ethnic background. We are seeking to understand the issues underlying this discrimination so that we can find solutions to stop it. And, of course, our work in teaching people how to identify and speak out against racism will continue!

Priscilla Brice  
Managing Director

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## MAJOR ACHIEVEMENTS

During the 2014-15 financial year, All Together Now undertook the following business activities:

- Commenced work on the iPad app for primary schools in NSW and Victoria by beginning coordination with stakeholders. An organisational meeting with a board of teachers and the Managing Director helped to ensure the development of the app would be in accordance with current educational curriculums.
- Achieved second place in the Intercultural Innovation Award for our Everyday Racism project.
- Continued our work with Football Federation Australia and the Professional Footballers Association with the successful launch of the second round of the Erase Racism campaign. Through this the organisation was able to gain donations to continue its work and to promote the need to take a stand against racism to a large public audience.
- Extended the Exit White Power project through partnership with Associate Professor Anne Aly from Curtin University allowing for further academic research into the issue of white supremacy. This was extended with the “Be The Bridge” campaign immediately following the events of the Sydney Siege in 2014.
- Relunched the branding and website for All Together Now to reflect the growth of the organisation and new strategies to utilise education in combating racism.

- Celebrated its 5<sup>th</sup> Anniversary with an enjoyable free comedy event hosted by comedian Jennifer Wong.
- 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:

- Welcomed Jo Scard to the Board of Directors
- 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.

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## **BUSINESS ACTIVITIES (AT A GLANCE)**

### **Everyday Racism (in primary schools)**

Due to the success of the Everyday Racism mobile app which was launched in January 2014, the campaign has been extended and recreated as an iPad app for primary schools across New South Wales and Victoria.

This app primarily plans to mitigate institutionalised racism at the primary school level, for children who are at an age at which they are most capable of change and for teachers who educate children. It will provide to teachers antiracism training allowing them to confidently facilitate discussions about racial exclusion and difference in the classroom.

The app will be used in the classroom over an 8 week program, where students play through 8 hypothetical scenarios/storylines each week. The stories involve students from different cultural backgrounds in potential situations of social exclusion, discrimination and prejudicial attitudes. The aim is to provide a range of potential settings in order to help children identify prejudicial behaviour across varied social contexts.

The focus group for this intervention are 8-10 year olds, an academically proven age demographic which allows for maximum impact of learning and effect. We have also ensured that the app will be developmentally appropriate for students and academically grounded through our work together with Melanie Killen from the University of Maryland, USA. A conference held with teachers headed by the ATN Managing Director allowed for feedback regarding initial development of the app.

Development of the app is currently underway and it is expected to be completed and to launch July 2016.

### **Exit White Power Project**

All Together Now also extended its Exit White Power project by working in partnership with Associate Professor Anne Aly from Curtin University for three months. The project was established in October 2012 to prevent young people across Australia from being recruited into white supremacy groups.

Over the past year, a social media experiment was conducted where discussions were held over a period of time with Australians who hold very racist attitudes. Data was collected from this and sent to Assoc Prof Aly's team for analysis – its aim to better understand the way racist attitudes are conveyed and discussed, to find an avenue for intervention.

Following the tragic event of the Sydney Siege in December 2014, a side-initiative to the Exit project was formed and known as “Be The Bridge” which sought to counter violent extremism in our communities, and to recognise the opportunity for hate these events can predicate.

### **Erasing Racism Football Round**

The Erase Racism Round created in March 2014 in association with Football Federation Australia and Professional Footballers Australia ran for the second year. All Together Now was able to spread awareness of the campaign through the presentation of the Erase Racism banner prior to the

game and the gifting of wristbands. Donations were also collected in the stadium which helped the organisation to continue its work.

## **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/alltognow](https://facebook.com/alltognow)

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

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

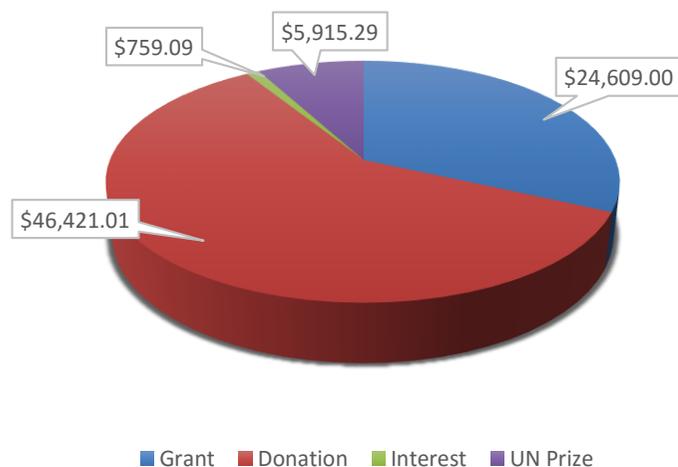
All Together Now regularly publishes articles on its blog which is accessible from the home page of its website: <http://alltogethernow.org.au>

## FINANCIAL HIGHLIGHTS (2014-15)

All Together Now received total revenue of \$77,704 during the year (\$171,448 in 2013-14).

The revenue was considerably lower than the previous years' largely due to government cuts in funding and its subsequent effects on grants and financial support. However generous donations from supports and award grants from the Intercultural Innovation Award have ensured the organisations operational efficacy.

### Income Components



All Together Now's Net Assets rose to \$72,044 at the end of the financial year, comprising Total Assets of \$77,122 less Total Liabilities of \$5,078. Most of All Together Now's Assets represent cash at bank that is tied to specific projects, e.g. Everyday Racism.

## Expenditure

All Together Now's expenses came in at \$70,143 during the year (\$144,874 in 2013-14). Below are the audited expense accounts for the year:

Expenses	\$AUD
Audit Fee	3,000.00
Accountancy Services	2,052.00
Advertising and Promotion	1,391.28
Bank Fees and Charges	0.56
Merchant Fee	1.89
Campaign Production	6,949.96
Events and Evaluation	3,806.55
Insurance	988.07
Internet	1,073.66
Media	1,000.00
Website	32.59
Office Supplies	272.64
Postage	284.23
Printing and Stationery	100.00
Research	856.22
Rent	13,635.00
Training	3,000.00
Subscriptions	2,151.14
Superannuation	2,380.80
Telephone	195.00
Travel, Accommodation and Conference	1,935.14
Wages	25,036.44

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

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## NON-FINANCIAL SUPPORT

### In-kind support

In addition to financial income, All Together Now received substantial in-kind support. We accomplished our 2014-15 achievements thanks to:

- Salesforce Foundation, which provided CRM software
- Step Two Designs continues to provide office space and other overheads at a discounted rate
- The Basement, which provided discounted venue hire
- The FFA and PFA, which both partnered with us to produce the Erase Racism Round
- The Department of Education in NSW and VIC, which both supported the research and development of our app for children

### 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:

**Alison Wilson**, Communications Coordinator

**Asha Ghimire**, Book-keeper

**Chandra Banerjee**, Marketing Manager

**Clem Boitet**, Communications Coordinator

**Crystal Yu**, Communications Coordinator

**Dev Tiwari**, Marketing Assistant

**Emma Degelis**, Marketing Officer

**Fedrick Chaidir**, Admin Assistant - Erase Racism

**Hayden Low**, Designer

**Ivy Vuong**, Communications Coordinator

**Katherine Plaza**, Events Officer

**Kiran Zorawar**, Marketing Manager

**Krithika Krishnaraj**, Operations Manager

**Laura Grenon**, Communications Manager

**Lisa Huang**, Administrative Assistant

**Lucia Garces**, Designer

**Nandini Singh**, Designer

**Naomi Shumack**, Communications Coordinator

**Nastassia Pelle**, Communications Coordinator

**Nova Longhurst**, Communications Coordinator

**Pradipti Shrestha**, Book-keeper

**Priscilla Brice**, Managing Director

**Rado Folwarczny**, Operations Manager

**Robert Masana**, Website Coordinator

**Sara Pike**, Designer

**Sebastian Honi**, Marketing Coordinator

**Sushma Aitha**, Marketing Coordinator

**Tara Gurung**, Book-keeper

**Viola Kaleta**, Events Coordinator

**William Gikandi**, Operations Manager

### Our Board of Directors

Our volunteer board is:

- **Kylie O'Reilly**, Chairperson, has over 15 years' experience in the media industry;
- **Rahul Roy**, temporary Company Secretary, is a qualified governance professional and company secretary;

- **Priscilla Brice**, Founder and Managing Director, has several years' social change experience;
- **Monty Noble**, Board Director, has over 20 years of experience in the ad industry;
- **Prof. Yin Paradies**, Board Director, is an academic specialising in racism and anti-racism;
- **Sam Chadwick**, Board Director, is an experienced sports administrator, lawyer and businessman; and
- **Jo Scard**, Board Director, is an experienced lobbyist and PR consultant.

### **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 managed by:

- **Christine Gibbs**, who has over 20 years' experience running communications projects within the Victorian state government and not-for-profit sectors;
- **Samantha Yorke**, who 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 the creator of the 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 the Intercultural Innovation Award team, particularly Alessandro Girola and Vanessa Suen at the UNAOC, and Milena Pighi and Leoni Laskowski at BMW Group for their mentorship during the year. Another special thankyou to the speakers and performers at our comedy event in June 2015: Jennifer Wong, Pino Migliorino, Jen Carnovale, Suren Jayemanne and Michael Hing.

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## PLEASE HELP US GROW

You 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)**