



ALL TOGETHER NOW

ANNUAL REPORT 2017 -2018



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 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 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.



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 using different forms of marketing on social media.
- **Measuring as well as learning from our work** and sharing our evaluations with others.



MANAGING DIRECTOR'S STATEMENT

The 2017-18 financial year has been a significant one for All Together Now. For the first time, the organisation managed two multi-year funded projects. This has resulted in a renewed sense of determination and optimism among our team, as well as a more resilient organisation that is better able to survive short-term financial challenges.

In 2017-18, All Together Now's Community Action for Preventing Extremism (CAPE) project continued to benefit from financial support thanks to Multicultural NSW's COMPACT Alliance program. During the year, the project ran three four-month training programs for young people.

Separate from the CAPE project but on the same theme, All Together Now developed and facilitated seven one-day training sessions for various government departments to educate key staff members about far-right extremism in Australia and steps that can be taken to reduce the likelihood of vulnerable young people becoming involved in far-right extremist groups.

During the financial year, All Together Now continued its media monitoring activity. This work was conducted by volunteers in collaboration with the University of Technology Sydney (UTS), culminating in a report of findings and recommendations that was published in December 2017. The project was awarded multi-year funding by the Department of

Social Services commencing in April 2018 enabling All Together Now to expand on this research.

All Together Now was awarded an [Sae ATOM Award](#) in December 2017 in the Best Educational Game category for its Kids Together Now project. The Kids Together Now native web app was created to educate 8 and 10 year olds how to identify and challenge race-based exclusion.

In June, All Together Now organised the first Sydney music event under the global banner, "[Love Music, Hate Racism](#)". Love Music Hate Racism (LMHR) was founded in the UK in 2002 in response to rising levels of racism and the growth of far-right extremism. There have since been hundreds of LMHR events around the world, and All Together Now was pleased to bring this global event to Sydney for the first time, thanks to funding from Multicultural NSW.

All Together Now's Ambassador L-FRESH The LION headlined the event, and was supported by Nooky, SOPHIEGROPHY and Imbi The Girl. I would particularly like to thank our volunteers for all their help in the lead-up to the event, as well as Mark from The Factory and Craig from [TheMusic.com.au](#) for their support throughout the planning and promotion of the event.

During the second half of the financial year, two of All Together Now's volunteers established an information guide for targets of racism to report racial discrimination to authorities. This was developed to create the Reporting Racism Clearing House, a website that All Together Now will launch in October 2018.

The organisation also moved into its own office space in March 2018, enabling us to provide a dedicated space for anti-racism planning and action. At the end of the financial year, All Together Now employed five part-time employees (with a sixth staff member commencing in July 2018) and several volunteers to carry out its work.

I would like to thank you for your continued support of the organisation's work to promote racial equality through education.

Priscilla Brice

Founder & Managing Director



MAJOR ACHIEVEMENTS

During the 2017-18 financial year, All Together Now undertook the following business activities:

- Analysed the data from the previous financial year's media monitoring activities and published Recommendations in the Who Watches The Media report.
- Held the Love Music Hate Racism event at The Factory Theatre in Sydney with four artists who are outspoken about challenging racism and discrimination.
- Successfully continued the CAPE project to challenge far-right extremist activity in NSW.
- Successfully applied for a grant from the Commonwealth Department of Social Services to continue and expand on our media monitoring activity for the next three years.
- Was awarded an Sae ATOM Award for the Kids Together Now app
- Increased the organisation's supporter base and interaction on social media pages across Facebook, Twitter and YouTube, further encouraging constructive discussions about racism.
- Created the content for a new project, the Reporting Racism Clearing House, to be launched in the 2018-19 financial year.
- Worked with the Share Some Good campaign to promote alternative narratives to racist content on YouTube.

MAJOR 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.

CAPE was established in 2012 to plant a seed of doubt in the minds of young people who are attracted to white nationalism and white supremacy.

Since 2012, CAPE has actively built relationships with former white nationalists, created resources for frontline workers and engaged directly with people who hold extreme far-right extremist views to challenge their understanding of the world and help them to engage their critical thinking skills.

Thanks to continued funding from Multicultural NSW, and together with project partners Youth Action, Macquarie University and Western Sydney University, CAPE was able to strengthen its focus in 2017-2018 on increasing community awareness of the dangers of far-right extremism, and on establishing and supporting a volunteer youth network that challenged far-right extremist activity across the state.

Media Monitoring

Since 2016/17, All Together Now has managed a self-funded media monitoring project that consisted of monitoring newspaper and TV programs with the highest readership/viewership numbers across Australia. This came about at the suggestion of Andrew Jakubowicz, Professor of Sociology at the University of Technology Sydney (UTS), who had observed the negative impact that racialised reporting by mainstream media was having on Australian communities.

All Together Now used a framework created with the help of UTS to collect data about racialised news reports from eight news agencies over six months. We analysed the data and undertook a literature review, resulting in a report of findings and recommendations that was published in December 2017.

The project was then awarded multi-year funding by the Department of Social Services, commencing in April 2018. This enables All Together Now to adopt a three-pronged approach to the project from 2018/19, consisting of media monitoring, online impact analysis and co-designing solutions with impacted groups.

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://www.facebook.com/alltognow)

Twitter: twitter.com/alltognow

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

Instagram: [instagram.com/alltogethernow](https://www.instagram.com/alltogethernow)

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



FINANCIAL HIGHLIGHTS (2017-2018)

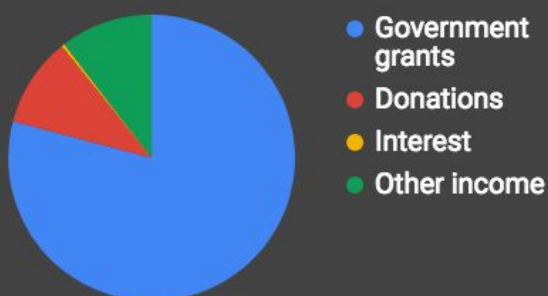
Revenue

All Together Now received total revenue of \$339,092 during the year (\$260,549 in 2016-2017).

This revenue was considerably higher than the previous financial year due to the award of Government grants, in particular the new Project "Media Monitoring" which was awarded in the last quarter of the 17/18 financial year.

Again, generous donations from our supporters contributed to assisting with the smooth running of our organization.

Revenue Components



All Together Now's Net Assets were \$155,955 at the end of the financial year. This comprised Total Assets worth \$236,168 less Total Liabilities \$80,213.

Expenditure

All Together Now's expenses came in at \$289,682 during the year (compared with \$214,720 in 2016-17). Below are the audited expenses for the year.

Whilst the Media Monitoring grant was awarded in the last quarter of the financial year which is reflected in the revenue, significant expenses against this grant will not be made until the 18/19 financial year.

| Expenses | \$AUD |
|------------------------------|------------|
| Audit Fee | 3,000.00 |
| Accountancy Services | 6,069.00 |
| Advertising and Promotion | 2,277.00 |
| Campaign Production | 16,295.00 |
| Events | 21,639.00 |
| Consulting Fees | 29,973.00 |
| Rent | 18,275.00 |
| Operation and Admin expenses | 35,975.00 |
| Wages & Leave Entitlements | 143,243.00 |
| Superannuation | 12,936.00 |

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 2017-18 achievements thanks to:

- Step Two, which provided office space and other overheads at a discounted rate from July 2017 to March 2018.
- Step Two, which provided office furniture for our staff and volunteers to use.
- Google for Nonprofits, which provided All Together Now with Google Adwords advertising as well as business-level access to Google software and email systems.
- Microseconds, which provided refurbished computers for our volunteers to use.

Staff

Due to the nature of this work, All Together Now no longer publicly lists the names of its employees, volunteers or Board Directors.

However each of you know who you are! All Together Now thanks each and every one of you for your support over the year.

How you can continue to support this work

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](https://www.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