



ALL TOGETHER NOW

ANNUAL REPORT 2019 -2020

All Together Now is a

nationally-focussed charity dedicated to preventing all forms of racism in Australia.

Our vision is for a racially equitable Australia. We seek to achieve this by educating Australians about racism. We do this by imagining and delivering innovative and evidence based projects that promote racial equity. We are community driven, we utilise partnered approaches, and our work is intersectional.

Our organisational strategic pillars are:

- **Innovation:** Driving innovation in the anti-racism field through projects that challenge orthodoxy and deliver alternative community approaches.
- **Financial Sustainability:** Developing new income streams to sustain current and new projects, ensure viability and support independence.
- **Promotion:** Externally positioning ATN as an action-oriented, trusted and informed anti-racism organisation.
- **Workplace Culture:** Ensuring a workplace in which everyone is physically and emotionally safe, where work is collaborative and diverse experience is valued.
- **Stakeholders:** Developing stakeholder relationships that inspire, inform, legitimise and support our work.

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 first half of the 2019-20 financial year was reasonably stable for All Together Now. The organisation prioritised the wellbeing of its employees by implementing a number of initiatives such as an Employee Assistance Program (EAP), undertaking a salary review, recruiting a board member with expertise in organisational wellbeing, and including provisions in all future grant applications to support employee wellbeing.

However, like all organisations All Together Now was confronted with the COVID-19 pandemic during this financial year and the challenges that it brought. Our team commenced working from home early in the crisis (in mid-March) and they have continued to do so for the rest of the financial year.

The organisation's earned income reduced significantly and so the organisation was eligible for the federal government's JobKeeper scheme, enabling it to continue supporting its employees, who all continued to work during the period.

As the organisation's two government-funded projects had not yet been completed, they continued on largely uninterrupted by COVID-19 throughout the financial year.

The Community Action for Preventing Extremism (CAPE) project -- which focussed on providing a one-day face-to-face training program for youth workers (and other frontline workers working with young people) across NSW before COVID-19, had to make some adjustments to the way it delivered that training. From April onwards, the training was delivered via Zoom in real-time to maintain the discussion that is so important in these training sessions. Interest in the course was maintained, with training sessions filling up well ahead of the scheduled training dates.

Due to a small surplus in the CAPE operating budget (which in part was due to good financial management, as well as the JobKeeper scheme supporting employees' wages), the program was allowed to continue into the next financial year by the funder, Multicultural NSW, under its COMPACT program. The program is expected to finish in December 2020.

However the independent project evaluation went ahead as planned in May/June 2020 by Macquarie University. The evaluators highlighted the "ongoing benefits" experienced by training participants (i.e. frontline workers) and that after 6 months "many of the participants still felt they had gained knowledge and skills, and had increased their awareness, understanding, and ability to engage with far-right extremism. For those who had the opportunity to engage with [young people at risk], the majority of participants had developed practical resources that had professional benefit."

During the financial year, All Together Now continued its media monitoring project. This work was conducted by our team of paid and volunteer staff members in collaboration with the University of Technology Sydney (UTS).

The project continued to benefit from financial support thanks to the Department of Social Services, enabling All Together Now to collect data on racialised opinion pieces in mainstream media. Overall, we analysed 315 racialised articles between April 2019 and April 2020, with 53% of these racialising individuals or groups negatively.

At the end of the financial year, All Together Now's first Reconciliation Action Plan was endorsed by Reconciliation Australia. All Together Now's team is passionate about upholding the rights of First Nations people in Australia, and wanted to make a public commitment so that the organisation is held accountable to its RAP.

During the financial year, the Board farewelled one Non-Executive Director who had been on the Board for several years and contributed greatly to the organisation's growth. The organisation also welcomed two new Non-Executive Directors. These new appointments were aligned with All Together Now's strategic priorities.

At the end of the financial year, All Together Now employed nine part-time employees who were supported by several volunteers.

As a standard policy, All Together Now does not publicly name its Directors, employees or volunteers due to security concerns (these are available upon request by stakeholders). However I would like to thank every Non-Executive Director, employee, volunteer, donor, partner and supporter, who have all contributed so much to educating Australians about racism over the past year, and ensuring that All Together Now is able to continue working towards its vision of a racially equitable Australia.

MAJOR ACHIEVEMENTS

During the 2019-20 financial year, All Together Now undertook the following business activities:

- Analysed 315 media pieces for racialised reporting. Launched 1 report of our findings.
- Delivered CAPE training to 131 frontline workers.
- Increased the organisation's supporter base and interaction on social media pages across Facebook, Twitter and Instagram by approximately 1500 followers, further encouraging constructive discussions about racism.
- Made two federal Senate submissions.
- Completed the #StoriesForPeace project in partnership with Kavita Bedford (unfortunately these have not been published due to COVID-19)
- Endorsement and launch of All Together Now's first Reconciliation Action Plan by Reconciliation Australia.



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 sustain its focus in 2019-2020 on increasing community awareness of the dangers of far-right extremism, and on training and supporting a state-wide network of frontline workers who work with young people at risk of engaging with far-right extremism.

In 2019-2020 CAPE continued its strong performance. An independent evaluation by Macquarie University found that since mid-2018 CAPE delivered 18 training programs and trained 207 frontline workers, representing an increase of 15% above established project outputs. Significantly, the evaluation also found that "CAPE materials, expertise, and resources have been applied beyond the formal boundaries of the Project" and that over the last four years "CAPE has created a high degree of institutional expertise, experience, and capacity that is world-leading in the space of countering far-right extremism. Through adapting to lessons learned and the changing

nature of the challenge the far-right represents, CAPE has become a highly valuable resource for meeting a growing challenge in NSW, Australia, and beyond."

Media Monitoring

Since 2016, All Together Now has monitored the mainstream media for racialised opinion pieces, using a framework developed and refined in partnership with University of Technology Sydney.

Media Monitoring started as a volunteer-run project, with the results from the first year of research published in [The Conversation](#).

In 2018 we received a grant from the Department of Social Services that helped us continue our research and also work with communities targeted by racism in mainstream media, using our evidence-based approach.

Between April 2018-April 2019, All Together Now found 281 racialised pieces across the newspapers and TV current affairs programs we regularly monitor. From these, we found that 57% of opinion pieces involved a negative depiction of race. In 2020, All Together Now analysed a further 315 pieces. We also ran a special case study on the racialisation of COVID-19 in Australian mainstream newspapers and racism towards Chinese and Chinese-Australian communities.

This year, All Together Now continued our work monitoring the comments sections of online news platforms to better understand the relationship between audiences and racist social commentary online.

Finally, we continued to work with communities targeted by racism in the media to better understand its impact, and co-design possible solutions. In 2020, All Together Now worked with the Islamic Sciences and Research Academy of Australia (ISRA) to design and launch the Muslim Women's Leadership Program: a four-month mentoring and training program to support Muslim women engage with media. The program aims to combat Islamophobia by expanding the pipelines through which Muslim women may enter the media industry.

FINANCIAL HIGHLIGHTS (2019-2020)

Revenue

During the year, All Together Now received total revenue of \$496,279 (compared with \$459,921 in 2018-2019).

The organisation is fortunate to be able to report that its revenue has continued growing, as mentioned in previous reports, mostly due to the grants received for its major projects CAPE and Media Monitoring, and also thanks to the generous donations it received throughout the year.

The COVID-19 pandemic has also affected the organisation in many ways. Thankfully it has been able to access the federal government JobKeeper scheme which became available in March 2020. The organisation was also provided with a Cashflow Boost which provided a huge relief on its liabilities.

All Together Now's Net Assets were \$177,338 at the end of the financial year. This comprised Total Assets worth \$259,575 less Total Liabilities \$82,237.

Expenditure

All Together Now's expenses were \$539,328 during the year (compared with \$395,489 in 2018-19).

This year the organisation's employees' expenses are higher due to an underspend in the Media Monitoring project, which enabled the project to engage two additional Research Assistants for a period of time.

All Together Now's audited expenses for the year:

Expenses	\$AUD
Audit Fee	3,000.00
Accountancy Services	5,934.00
Advertising and Promotion	4,549.00
Consulting Fees	58,736.00
Depreciation	23,007.00
Insurance	4,230.00
Interest - lease	1,414.00
Subscriptions	5,023.00
Utilities	829.00
Other Operation and Admin expenses	80,812.00
Wages & Leave Entitlements	321,805.00
Superannuation	29,989.00

A copy of our audited financial statement is available to stakeholders upon request.

All Together Now's work online

All Together Now makes use of various online platforms, specifically social media, to highlight and share information on the prevention of racism in Australia. This past year it focussed on commentary, sharing of research data and providing tools on how to report a racist incident via the Racism Clearing House website.

All Together Now keeps its finger on the pulse of current trends and issues, and will continue to initiate 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/alltogethernow.org.au/

Twitter: twitter.com/alltognow

Instagram: instagram.com/alltogethernow.org.au

YouTube: youtube.com/alltognow

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

All Together Now also sends monthly updates with social commentary, news and information to its newsletter subscribers.

Staff

All Together Now is grateful for all the support and expertise that its employees, volunteers and Board Directors bring to the organisation. This is especially true in 2020 due to COVID-19. A huge thank you to all involved for all the effort you have put into accommodating the new situation in 2020, thereby helping the organisation thrive.

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

How you can continue to support this work

You can help All Together Now continue our valuable work by:

- Making a donation
<https://alltogethernow.org.au/gift-donation/>
- Subscribing to our [email newsletter](#) and forwarding it on to a friend
- Volunteering
<https://alltogethernow.org.au/volunteers/>
- Liking us on Facebook ([@alltogethernow.org.au](https://facebook.com/alltogethernow.org.au)), following us on Twitter ([@alltognow](https://twitter.com/alltognow)), following us on LinkedIn ([@all-together-now](https://linkedin.com/company/all-together-now)), following us on Instagram ([@alltogethernow.org.au](https://instagram.com/alltogethernow.org.au)) and sharing our content widely
- Organising a small event with friends to help raise money for our work
<https://alltogethernow.org.au/fundraise-for-us/>
- Asking your employer to work with us to help promote the prevention of racism
<https://alltogethernow.org.au/partnerships>

NON-FINANCIAL SUPPORT

In-kind support

In addition to financial income, All Together Now received substantial in-kind support. It accomplished its 2019-20 achievements thanks to:

- Google for Non-profits, which provided All Together Now with Google Adwords advertising as well as business-level access to Google software and email systems.
- Facebook, which provided business-level access to Workplace, our intranet system.
- Salesforce relationship management system.
- Unsplash, (<https://freephotohub.net>) and the photographers / artists which provided the photos used in this report (in order of appearance)

- Dan Edge

ON A SPECIAL NOTE

ATN 10th anniversary

A decade completed!

In June 2020, All Together Now completed 10 years of relentlessly chasing its vision of a racially equitable Australia. In those 10 years its timeline filled up with 7 major projects and 4 events, rendering it action packed. We would like to thank our employees, board members, volunteers, funders, donors, supporters, partners and allies for supporting us through that time and for making every initiative possible.

