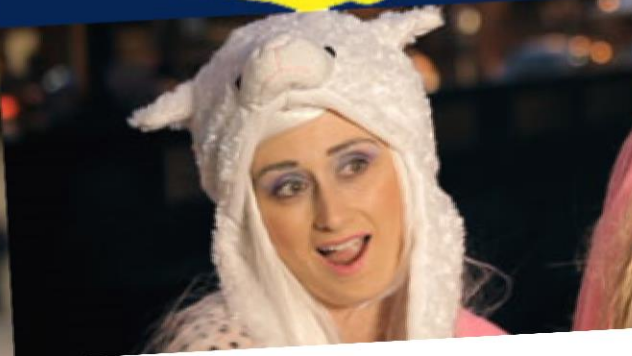
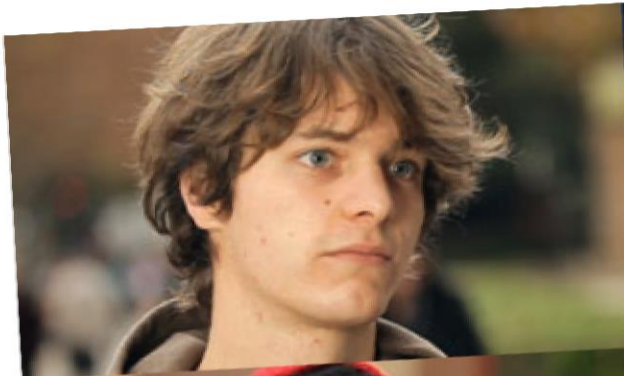


2012-2013  
ANNUAL  
REPORT



**ALL TOGETHER NOW**  
*Erasing Racism*



## ABOUT ALL TOGETHER NOW

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All Together Now is the only national not-for-profit organisation dedicated solely to erasing racism in Australia.

Our vision is for an Australia that embraces cultural diversity and is free from racism. We seek to achieve this by promoting the prevention of racism using creating innovative, evidence-based and effective social marketing that is positive, provocative 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 ambivalent friends, colleagues and family members. This is because these 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 three-year strategic plan (2013-2016) is to facilitate a national conversation about racism that will lead to:

- improved racial literacy among Australians;
- increased confidence among Australians to speak up when they witness racism;
- change in behaviour of the 40% of Australians who are ambivalent about cultural diversity; and
- a greater understanding of the types of activities 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 third 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 strategies:

- **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;
- **educating** Australian residents about how racism manifests and the effects it has on people subjected to it, thereby increasing personal accountability;
- **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 to share with you how All Together Now is making a difference in erasing racism in 2013. During the 2012-13 financial year we have had many successful campaigns and highlights:

- The [One Parramatta](#) project, an original pilot dedicated to addressing interpersonal racism in Parramatta, which was completed with outstanding success.
- Our [Exit project](#) was awarded a grant from the Attorney General's Department in October 2012.
- The Body Shop Foundation chose All Together Now as a key charity partner for their [vote with your lips](#) fundraising campaign. We have received over \$25,000 in donations to our operation funds.
- We supported the [Racism. It stops with me](#) campaign.

In the current financial year since June, we've continued to achieve amazing results:

- The [One Parramatta](#) project was awarded two [Building Inclusive Communities Awards](#) for 2013!
- Our Exit project was again awarded a grant from the Attorney General's Department for work to be completed during 2013-14.
- Our Managing Director Priscilla Brice was awarded the prestigious [Churchill Fellowship](#) for her proposal to research the factors which make non-profit racism prevention initiatives effective.
- New Board members – we officially welcomed Nameeta Pai as our new Company Secretary and Sam Chadwick as our Director of Fundraising to the Board in July.
- New Ambassador – we welcomed Bruce Djite, Australian professional footballer who currently plays for Hyundai A-League club Adelaide United. Bruce is in great company joining our other Ambassadors Andy Minh Trieu and Kristy Best.

We are determining our organisation's future by making decisions that will see us focusing on the areas that have potential for long-term results for All Together Now.

## CHAIRPERSON'S REPORT (CONT.)

Our focus on preventing racism remains steadfast. In July the Board amended our existing strategy of "Starting a national conversation about racism" and built on this foundation to create our new strategy that will "facilitate and support people to report racism". In the coming years we will be the source of anti-racism action & advice, promote the prevention of interpersonal racism, raise awareness about the growth, extent and need for prevention of cyber racism, facilitate national conversations about racism among locally-organised grassroots groups in each state, have strategic partnerships with businesses and allies and finally become an independent, financially viable not-for-profit.

I would like to recognise the hard work and enormous skill of all the people who volunteered and donated services to All Together Now – thank you. You have made a difference to our organisation.

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, Nameeta Pai and I. I would like to acknowledge both Monty Noble and Yin Paradies as they have been part of the All Together Now journey and Board since its inception! They are tireless in their time and support to our projects and campaigns. Sam Chadwick and Nameeta Pai both bring a wealth of governance, legal and financial experience to the Board.

Our Managing Director Priscilla Brice is a significant contributor to the Board. Priscilla is a visionary leader whose resilience and fearlessness drives All Together Now forward. Together all of our Directors make up a board very well aligned to deliver our strategic goals.

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 have another amazing year in 2014.

**Kylie O'Reilly**

## MANAGING DIRECTOR'S STATEMENT

During this financial year All Together Now transitioned from start-up and entered the growth phase. While this was challenging – with access to resources falling short of our needs – we have achieved an incredible amount along the way by making the most of our networks and in-house talent.

With the establishment of two federal government-funded projects – One Parramatta and Exit – All Together Now is quickly establishing itself as the leading racism prevention organisation in Australia. It remains the only nationally focussed charity with the sole purpose of preventing racism.

All Together Now's One Parramatta project created real social impact in Parramatta by empowering people to speak up when they were a target of race-based taunts or discrimination. This project has subsequently been awarded a NSW Building Inclusive Communities Award, as well as the prestigious Jim Samios Memorial Award for excellence in helping to build a diverse and tolerant Australia.

In October 2012 the organisation discretely launched its Exit project, designed to undermine the online recruitment efforts of white supremacists in Australia. This project is unique in Australia and one of the few projects worldwide which tackles this controversial topic. We are enormously proud of this project as it addresses a growing problem in Australia that until now was not addressed by civil society organisations.

The cornerstone of All Together Now's work is our activity in the social media space, where we demonstrate how to speak up against racism, debunk myths, share statistics and research, and discuss the latest incidences of racism in Australian society. We saw a huge increase in our Facebook and Twitter fan base over the year, growing our influence and network.

While most of our staff work on a volunteer basis, like all businesses All Together Now has essential costs that we need to cover in order to run programs and make a positive impact on society. We saw a nearly

## MANAGING DIRECTOR'S STATEMENT (CONT.)

\$100,000 increase in income to \$133,000 during the year due to two grants as well as a generous donation from The Body Shop Foundation and the University of Western Sydney. In turn we have been able to produce two high-profile projects and begin a third launching in late 2013 as well as cover our essential running costs.

We could not have done this work without the generous support of businesses that have provided substantial services in-kind. In particular Val Morgan, Lex Luxford at UFO Film, Remi Luxford at Shoot To Kill and Monty Noble at Noble Brands Worldwide have been extremely supportive. Add to this the work of our staff and board and the estimated in-kind income is in the region of \$300,000, which is more than double our cash income.

During the 2013-14 financial year we expect All Together Now to continue in this growth phase as we ramp up our fundraising capability, our credibility increases due to previous work, and we attract more talented staff to our team.

Finally, I have been awarded a 2013 Churchill Fellowship, which will enable me to travel to North America, England, France, Belgium and Poland for six weeks during the first half of 2014. This trip will enable me to witness effective anti-racism programs in these countries so that I may apply what I learn on my return to Australia.

The team at All Together Now has reached some impressive milestones in our short history that should not be underestimated. I'm confident that we will build on these during the coming year to make a real impact on reducing racism in Australia.

**Priscilla Brice**

## MAJOR ACHIEVEMENTS 2012-13

During the 2012-13 financial year we undertook the following business activities:

- Completed our One Parramatta project in Western Sydney. This involved filming and producing 7 short films and screening them at Parramatta Event Cinemas for 1 year. Overall the project achieved outstanding social change results. The project won a Building Inclusive Communities award from the Ethnic Community Councils of NSW and Macquarie University, and was also the overall winner taking out the Jim Samois Memorial Award.
- Commenced Phase I of our EXIT project to promote prevention of involvement in white supremacy in Australia, with a focus on males aged 18 to 24. During 2013-14 we will undertake Phase II.
- Continued our long-running Talk About Racism project to start a national conversation about racism in Australia. Three in four survey respondents who viewed an interview on the project website stated they felt inspired to have conversations about one of the interviews – or racism generally – with their friends.
- Increased our supporter base and interaction on our social media pages across Facebook (up 17% year-on-year), Twitter (up 75% year-on-year) and YouTube, further encouraging constructive discussions about racism.
- Redesigned our website so it is now easier for people to source information.
- Welcomed Andy Minh Trieu as an Ambassador to our team. He joins Kristy Best in helping us prevent racism in Australia.



## MAJOR ACHIEVEMENTS 2012-13 (CONT.)

We have also improved the way we work by undertaking the following operational activities:

- Our first Chairperson, Kylie O'Reilly, has continued to bring a business and media focus to the organisation.
- Inducted Nameeta Pai as Company Secretary and Sam Chadwick as Director (Fundraising) to our Board in July.
- Achieved Deductible Gift Recipient status by becoming a listed Harm Prevention Charity. This means donations over \$2 are now tax-deductible for donors.
- Formed a Public Fund and corresponding Management Committee to oversee public donations.
- Introduced our second 3-year strategic plan, which runs from July 2013 to June 2016.
- Continued to update and introduce new internal policies and processes that ensure we are prioritising the right projects and undertaking them in the right way.
- Started working closely with academics, including creating regular infographics based on their research finding (eg [what to do if you witness racism on the bus](#)). This helps to take antiracism research to a broader mainstream audience.
- Formed a partnership with [Europe in a Box](#), which promotes cultural diversity and celebrates European-Australian cross-cultural exchange.

## BUSINESS ACTIVITIES AT A GLANCE

### One Parramatta

All Together Now's project *One Parramatta* was established in April 2012 to address racism among 18-24 year olds in Western Sydney.

The project provided young people with information about how to speak up when they witness racism in the community and encourage them to reflect on their behaviour towards people of different ethnicities and cultural backgrounds.

Project highlights:

- Interviewed and videotaped 170 people on the streets of Parramatta and spoke to an additional 70+ people.
- Edited seven one-minute voxpop episodes from the interviews and screened them at Parramatta cinema during the ad segment prior to showing feature films. Each episode was aired for 7 weeks and then replaced by the next episode, totalling a 12 month advertising campaign.
- Attracted a significant amount of local media coverage including the Parramatta Sun (circulation 53,000) and Parramatta Adviser (circulation 81,000).
- Nearly 46,500 watched a One Parramatta film at the cinema, and an additional 5,500 visited the One Parramatta website.
- 88% of survey respondents "agreed" or "strongly agreed" with the statement: "I am more likely to be welcoming of cultures as a result of watching one or more of the One Parramatta films".
- 79% of survey respondents "agreed" or "strongly agreed" with the statement: "I understand racism a little more as a result of watching one or more of the One Parramatta films".
- Outcomes from the focus groups suggest there is qualitative evidence that interviewees "understood racism better than they did previously" and "feel more confident about speaking up when they witness racism".

## BUSINESS ACTIVITIES AT A GLANCE (CONT.)

- Feedback from Parramatta community leaders was very positive, with particular praise on the project's capacity to emphasise how the differences and the versatility of Parramatta's communities can work together for the better.
- One Parramatta has won two awards (the Jim Samios Memorial Award and joint non-government organisation award) at the *Building Inclusive Communities Awards* presentation in August 2013 presented by NSW Premier Barry O'Farrell. These awards recognise individuals and groups in New South Wales whose work promotes harmony and understanding of others, and makes a significant contribution in helping to build a diverse and tolerant Australia.



The project was proudly supported by the Australian Government Department of Immigration and Citizenship through the Diversity and Social Cohesion Program. Our business partners have supported us wholeheartedly, including Val Morgan, Noble Brands Worldwide, Shoot To Kill and UFO Film. Other supporting partners were City Group Rooms West, The Elk Group, Wintergate & Associates, Coffy Print & Copy, Cutaway Studios, Edge DP, Step Two Designs and Slingshot Media.

## BUSINESS ACTIVITIES AT A GLANCE (CONT.)

This project was made possible with the support of volunteers, particularly Delphine Vuagnoux, Priscilla Brice, Remi Luxford, Les Luxford, Monty Noble, Jacqueline Nelson, Kris White and Indu Balachandran.

Watch the films and download a full project evaluation at [alltogethernow.org.au/campaigns/one-parramatta](http://alltogethernow.org.au/campaigns/one-parramatta).

### EXIT

In October 2012, All Together Now established *EXIT* – the first national community sector project in Australia designed to prevent more young people from becoming involved in white supremacy.

The project's initial focus was on writing evidence-based counter-arguments to debunk white supremacy discussions found on Australia-based websites. These counter-arguments were published on [exitwhitepower.com](http://exitwhitepower.com)

The project has since expanded to include support for front-line workers who are often the first to identify a young person at risk of becoming involved in white nationalism.

The project will continue to be supported by the Australian Attorney General's Department through the Building Community Resilience Program until June 2014.

### Talk About Racism project

All Together Now has continued to produce interviews under its longest-running project *Talk About Racism*, designed to get people talking about racism. The project was initiated under the theme of our first three-year strategy: to start a national conversation about racism.

## BUSINESS ACTIVITIES AT A GLANCE (CONT.)

This project has continued with the support of volunteers. The filmed interviews have been published regularly on the project website <http://talkaboutracism.wordpress.com>.

### Our work online

All Together Now uses websites – and particularly social media – to promote the prevention of racism in Australia. We use this platform to provoke constructive conversation and build a community around the issue of anti-racism. Our community is most active on:

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

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

LinkedIn: [linkedin.com/company/all-together-now](https://linkedin.com/company/all-together-now)

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

In addition we use Storify to curate monthly multimedia commentary about racism in Australia. This serves to demonstrate that racism exists in Australia, that individuals and local and national organisations care and want to take action, and also helps us to monitor problematic activities and perpetrators. These can be accessed at [storify.com/alltognow](https://storify.com/alltognow).

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

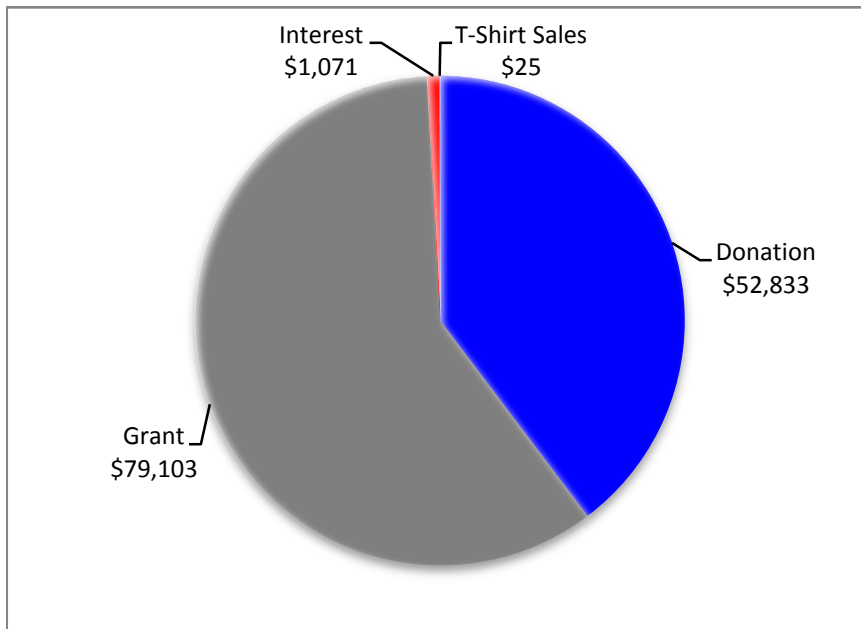
### The government's "Racism. It Stops With Me" campaign

All Together Now was one of the first organisations to join the government's new campaign "Racism. It Stops With Me". Two of our Directors attended the launch in Melbourne in August 2012. All Together Now's first film about racism in Australia was shown at the launch and we were honoured to be the only not-for-profit organisation whose work was featured at this event.

## FINANCIAL HIGHLIGHTS 2012-13

All Together Now received total revenue of \$133,033 during the year (\$34,977 in 2011-2012). This includes two grant instalments from the Building Community Resilience Program totalling \$59,103 for the EXIT project as well as the second instalment of the Diversity and Social Cohesion grant (\$20,000) for the One Parramatta project.

### Revenue



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

## FINANCIAL HIGHLIGHTS 2012-13 (CONT.)

### Expenses

Expenses incurred totalled \$118,885 during the year (\$12,521 in 2011-2012).

	2013 \$	2012 \$	Movement \$
<b>Income</b>			
Donation	52,833.34	9,862.98	42,970.36
Grant	79,103.00	25,000.00	54,103.00
Interest	1,071.41	90.53	980.88
T-Shirt Sales	25.44	23.08	2.36
<b>Total Income</b>	<b>133,033.19</b>	<b>34,976.59</b>	<b>98,056.60</b>
<b>Expense</b>			
Accounting Fees	2,239.93	627.01	1,612.92
Advertising	13,234.47	126.00	13,108.47
Annual Filing Fees	-	83.00	- 83.00
Bank Fees	1.00	-	1.00
Campaign Production	25,878.08	1,871.89	24,006.19
Donations/Gift	301.29	31.16	270.13
Evaluation	1,720.27	-	1,720.27
Event	2,901.93	-	2,901.93
Insurance	3,748.24	3,164.70	583.54
Internet	410.49	166.80	243.69
Merchant Fees	67.36	-	67.36
Postage	90.40	73.55	16.85
Printing and Stationery	4,293.35	1,603.80	2,689.55
Registration and Licence	168.30	-	168.30
Salary	56,962.97	3,640.00	53,322.97
Subscriptions	521.09	228.00	293.09
Superannuation expense	5,125.07	360.00	4,765.07
Travel	1,220.92	545.41	675.51
<b>Total Expense</b>	<b>118,885.16</b>	<b>12,521.32</b>	<b>106,363.84</b>
<b>Net Profit</b>	<b>14,148.03</b>	<b>22,455.27</b>	<b>- 8,307.24</b>

Net assets have increased by \$14,148, which is a 60% increase from previous year.

	2013 \$	2012 \$	Movement \$
<b>Assets</b>			
Cash	37,183.97	24,873.93	12,310.04
Accounts Receivable	725.00	100.00	625.00
<b>Total Assets</b>	<b>37,908.97</b>	<b>24,973.93</b>	<b>12,935.04</b>
<b>Liabilities</b>			
Accounts Payable	-	1,147.99	- 1,147.99
PAYG Withholding Payable	-	65.00	- 65.00
<b>Total Liabilities</b>	<b>-</b>	<b>1,212.99</b>	<b>- 1,212.99</b>



## 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
- [City Group Rooms – West](#) provided discounted meeting rooms for One Parramatta
- [Coffy Print and Copy](#) provided discounted printing for One Parramatta brochures
- [Noble Brands Worldwide](#) continues to provide advertising contacts, advice and services
- [Cutaway Studios](#) provided discounted video editing for One Parramatta
- [Edge DP](#) provided discounted film production for One Parramatta
- [Saasu](#) provided discounted software
- [Salesforce](#) continues to provide software
- [Shoot To Kill](#) provided film production services for One Parramatta
- [Step Two Designs](#) continues to provide office space and other overheads
- [The Elk Group](#) provided logo and other design services for One Parramatta
- [UFO Film](#) provided film production services for One Parramatta
- [Val Morgan](#) provided discounted cinema advertising for One Parramatta
- [Wintergate](#) continues to service our annual audit

### 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:

## NON-FINANCIAL SUPPORT (CONT.)

### Operational Staff

- **Delphine Vuagnoux**, Strategic Communications Manager
- **Joice Sam**, Office Manager
- **Priscilla Brice**, Managing Director
- **Tammy Wang**, Web Developer

### Project Staff

- **Ana-Maria Bluic**, Academic, Exit project
- **Anne Marie Borbe**, Project Manager, Talk About Racism project
- **Dave Rorke**, Contributor, Talk About Racism project
- **Delphine Vuagnoux**, Project Manager, One Parramatta project
- **Indu Balachandran**, One Parramatta committee
- **Jacqueline Nelson**, One Parramatta committee
- **Kris White**, One Parramatta committee
- **Monty Noble**, One Parramatta committee
- **Preeti Naidu**, Intern, Talk About Racism project
- **Priscilla Brice**, Managing Director
- **Rajib Kumar Das**, Intern, Exit project
- **Sallie Cortis**, Communications Coordinator, Exit project
- **Vicki Hutton**, Academic, Exit project
- **Will Harvey**, Project Manager, Everyday Racism project

### Our Board of Directors

Our volunteer board is

- **Kylie O'Reilly**, Chairperson, has over 15 years' experience in the media industry;
- **Nameeta Pai\***, Company Secretary, has solid experience in corporate governance;
- **Priscilla Brice**, Founder and Managing Director, has several years' of online and offline social marketing experience;

## NON-FINANCIAL SUPPORT (CONT.)

- **Monty Noble**, Board Director, has over 20 years of experience in the ad industry;
- **Assoc. 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 and Sam joined All Together Now in July 2013.

We would also like to thank Sarah Thompson – our previous Company Secretary – for her contribution during her 11 months on the board.

### Our Public Fund Committee

In 2012, All Together Now established a management team to prepare the organisation for Deductible Gift Recipient status. This status was granted in December 2012 after which 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.

### 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

## NON-FINANCIAL SUPPORT (CONT.)

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; and
- **Bruce Djite\***, a professional footballer who currently plays for Hyundai A-League club Adelaide United as a striker.

\* Bruce joined All Together Now in August 2013.

### 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:

- **Allison Henry**, political consultant
- **Andrew Jakubowicz**, University of Technology Sydney
- **Antoinette Abboud**, individual contributor
- **Chloe Spackman**, Macquarie University Global Leadership Program
- **David Moutou**, Parramatta Council
- **Deb Baxter**, The Body Shop
- **Jacqueline Nelson**, University of Western Sydney
- **Jenna Coulston**, Val Morgan
- **Kevin Dunn**, University of Western Sydney
- **Les Luxford**, UFO Film
- **Naomi Priest**, University of Melbourne
- **Remi Luxford**, Shoot to Kill
- **Rosalie Atie**, University of Western Sydney
- **Simon Rutherford**, Slingshot Media
- **Sophia Kouyourmdjian**, Parramatta Artist Studios
- **Franca Rosielle**, individual contributor

## PLEASE HELP US TO GROW

You can help us continue our valuable work by:

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

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FIND OUT MORE ONLINE AT [WWW.ALLTOGETHERNOW.ORG.AU](http://WWW.ALLTOGETHERNOW.ORG.AU)

# All Together Now

PO Box 551, Broadway NSW 2007  
[www.alltogethernow.org.au](http://www.alltogethernow.org.au)  
ABN: 74144510556