



ALL TOGETHER NOW

**ANNUAL REPORT 2018 -2019**

## All Together Now is a

nationally-focussed 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 educating Australians about racism. This involves 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 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 2018-19 financial year was very stable for All Together Now, with two government-funded projects underway and hitting their targets. The organisation now has a core team of staff members and volunteers that are able to further the organisation's mission in a consistent way, making the organisation more resilient to short-term challenges.

During the year, 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.

At the start of the financial year, the CAPE project team recalibrated the project strategy to take into consideration the frequently changing world of far-right extremists.

During the year, the project provided training for 76 front-line workers, with a strong preference for those employed at community service organisations that wouldn't otherwise be able to afford such training.

Separate from the CAPE project but on the same theme, All Together Now developed and facilitated one full-day training session for NSW government officers as well as seven short training sessions for youth detention inmates in New South Wales to build resilience among vulnerable young people to recruitment by far-right extremist groups.

During the financial year, All Together Now continued its media monitoring activity. 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 a lot of data on racialised opinion pieces in mainstream media. Overall, we analysed 281 racialised articles between April 2018-April 2019, with 57% of these racialising individuals or groups negatively.

In October 2018, All Together Now launched the Reporting Racism Clearing House, a website created by volunteers to provide information for targets of racism so that they could easily find information about reporting incidences of racism to authorities. This resource is publicly available at <https://reportingracism.alltogethernow.org.au/>.

In late 2018, we had the pleasure of working with Pino Migliorino who facilitated our organisation's strategic planning discussions. In January 2019, the Board ratified the organisation's three year strategic plan for the 2019-2021 period. The organisation's focus on racism stays the same, however its priorities were renewed and sharpened.

In March 2019 the organisation responded to the horrific terrorist attack in Christchurch, New Zealand perpetrated by an Australian-born far-right extremist. Our team re-shared the stories of the everyday people who lost their lives and at the end of the financial year the organisation successfully raised funds to engage a journalist -- Kavita Bedford -- to write #StoriesOfPeace in response to the attack. These stories will be published in the second half of 2019.

There were no changes to the board in this financial year. At the end of the financial year, All Together Now employed seven part-time employees and several volunteers. I would like to thank my fellow board members, as well as our past and present staff members and volunteers for all their support over the year and look forward to carrying our new strategic plan forward with this very talented team.



## MAJOR ACHIEVEMENTS

During the 2018-19 financial year, All Together Now undertook the following business activities:

- Created a new strategic plan.
- Launched the Reporting Racism Clearing House.
- Analysed 281 media pieces for racialised reporting.
- Delivered CAPE training to 76 frontline workers.
- Delivered tailored training programs on far-right extremism to 15 government officers and 105 young people.
- Increased the organisation's supporter base and interaction on social media pages across Facebook, Twitter and Instagram, further encouraging constructive discussions about racism.

## 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 2018-2019 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.



## Media Monitoring

Since 2016, All Together Now has monitored the mainstream media for racialised reporting, 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. Our findings are expected to be publicly available by December 2019.

## All Together Now's work online

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

We keep our 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/](https://www.facebook.com/alltogethernow.org.au/)

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

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

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

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

# FINANCIAL HIGHLIGHTS (2018-2019)

## Revenue

During the year, All Together Now received total revenue of \$459,921 (compared with \$339,092 in 2017-2018).

We can proudly report that our revenue has been consistently growing throughout the years thanks to the government grants received for our major projects: CAPE and Media Monitoring as well as the increase of the generous donations received from our supporters.

All Together Now's Net Assets were \$220,387 at the end of the financial year. This comprised Total Assets worth \$274,972 less Total Liabilities \$54,585.

## Expenditure

All Together Now's expenses were \$395,489 during the year (compared with \$289,682 in 2017-18).

As mentioned in our previous report, this year our expenses are higher due to the Media Monitoring project, which did not have expenses against the Grant received last year.

Moreover, due to the increase of donations, we have been able to engage in new projects such as #StoresOfPeace in response to the Christchurch terrorist attack.

## All Together Now's audited expenses for the year:

Expenses	\$AUD
Audit Fee	3,000.00
Accountancy Services	4,032.00
Advertising and Promotion	5,854.00
Consulting Fees	39,632.00
Insurance	3,752.00
Subscriptions	3,047.00
Rent	23,359.00
Utilities	1,143.00
Other Operation and Admin expenses	20,218.00
Wages & Leave Entitlements	266,605.00
Superannuation	24,847.00

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

## **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 years.

# NON-FINANCIAL SUPPORT

## In-kind support

In addition to financial income, All Together Now received substantial in-kind support. We accomplished our 2018-19 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.
- Pino Migliorino, who provided consultancy services.
- Zenprint, which provided a colour printer and business cards for everyone in our team.
- Unsplash, (<https://freephotohub.net>) and the photographers / artists which provided the photos used in this report (in order of appearance)
  - T. Chick McClure
  - Matt Seymour
  - Jon Tyson
  - Chang Duong

## 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 ([@alltogethernow.org.au](#)), following us on Twitter ([@alltognow](#)), following us on LinkedIn ([@all-together-now](#)), following us on Instagram ([@alltogethernow.org.au](#)) 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