



ALL TOGETHER NOW

ANNUAL REPORT 2020 -2021

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.

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

Like all not-for-profit organisations, the 2020-21 financial year has been a challenging one due to the pandemic. All Together Now benefitted from the federal government's JobKeeper scheme and tax support from the ATO which boosted cash flow. The organisation remained eligible to receive the federal government's JobKeeper supplement until the end of March, when this scheme ended. This enabled All Together Now to retain all of its employees during the first year of the pandemic, including those on temporary visas who were not eligible for JobKeeper.

As the organisation's two government-funded projects were ongoing, they continued largely uninterrupted by COVID-19 until early in 2021. 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), and funded by Multicultural NSW, came to an end in February 2021 as the project had achieved its goals. It was able to continue during the pandemic by shifting its training program to Zoom.

Since the end of the CAPE project, All Together Now has continued to provide the training as an offering to youth workers, teachers, counsellors, government employees and others interested in supporting young people vulnerable to recruitment by right-wing extremists. This training is now offered periodically for a fee to build All Together Now's capacity to be more financially sustainable.

All Together Now was also successful in its application to begin a pilot project called Agent C. The project's aim is to develop specialised training with and for young people in order to challenge divisive and hateful conspiracy theories and fake news including far-right content. The project began in February and is funded by Multicultural NSW until end-2021 under the COMPACT program. All Together Now is proud to be working with Headspace Camperdown to run this pilot.

All Together Now continued its media monitoring project until June 2021, at the conclusion of the funding received from the Commonwealth Department of Social Services. This research project was conducted by our team of employees and volunteers in collaboration with the University of Technology Sydney (UTS). During the financial year, the project published a further two reports detailed later in this report. Overall, the project team analysed 724 racialised pieces of social commentary between April 2018 and June 2020, with 53% of these racialising individuals or communities negatively.

All Together Now continued its first Reconciliation Action Plan, the deadline of which

was extended by Reconciliation Australia to December 2021 due to the pandemic and the inability for staff to attend events. All Together Now continues to be passionate about upholding the rights of First Nations people in Australia.

During the financial year, the Board farewelled one Non-Executive Director, and welcomed two new Non-Executive Directors, a new Company Secretary, and one new Public Fund Committee member. These new appointments were aligned with All Together Now's strategic priorities.

At the end of the financial year, All Together Now employed seven 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 2020-21 financial year, All Together Now undertook the following business activities:

- Published the analysis of 724 media pieces for racialised reporting. Launched 2 reports of our findings.
- Delivered 5 additional CAPE trainings for a total number of 51 NSW frontline workers. Published the CAPE case study.
- Co-designed an evidence-based training program with young people for our new Agent C project. Delivery of the pilot training program is scheduled for the second half of 2021.
- Increased the organisation's interaction on social media across Facebook, Twitter, Instagram and LinkedIn by growing the number of followers by approximately 66% and the supporter base via newsletter subscriptions by 9% since June 2020, further encouraging constructive discussions about racism.



MAJOR BUSINESS ACTIVITIES (AT A GLANCE)

Agent C project

In February 2021 All Together Now commenced its new “Agent C” project.

The aim of Agent C is to develop specialised training with and for young people in order to challenge divisive and hateful conspiracy theories and fake news. This includes but is not limited to far-right extremist conspiracy theories and fake news narratives.

Funding for the Agent C project has been provided by the NSW Government through Multicultural NSW.

All Together Now believe this project is necessary as the current COVID-19 pandemic has caused a significant rise in online conspiracy theories and fake news, and has also created the ideal circumstances for racism and right-wing extremism to flourish.

Agent C aims to enhance the confidence and capacity of young people aged 14-21 to unpack and critically engage with hateful conspiracy theories and fake news and to have stimulating conversations with their peers encouraging critical thinking.

In the first half of 2021, the project team successfully co-designed with young people an evidence-based training program consisting of three 1.5 hour online workshops. Delivery of the pilot training program to young people in NSW is scheduled for the second half of 2021.

Our Agent C project partners are a number of local Headspace centres (for the recruitment of training participants) and Urbis (for project evaluation). We are also working with a number of informal partners for

advice and guidance, including academics and co-design experts.

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 then, 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 funding from Multicultural NSW since 2016, and together with project partners Youth Action, Macquarie University and Western Sydney University, CAPE has been able to focus on increasing community awareness of the dangers of far-right extremism in NSW, 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.

The CAPE NSW project, funded by Multicultural NSW since 2016, was completed in early 2021.

In the second half of 2020, the CAPE NSW project delivered 5 additional trainings (via Zoom) for a total number of 51 NSW frontline workers, and continued to provide community support to its network of NSW-based frontline workers. This included responding to individual queries and distributing the CAPE newsletter with important updates regarding far-right extremism and threats to the community.

The [CAPE case study](#) was published in February 2021.

The case study analyses the results of the last two years of the CAPE NSW project (2018-2020). The results show that CAPE was highly successful in enhancing the capacity of NSW frontline workers to identify far-right extremism and respond to vulnerable young people in their care who might be at risk of engaging with extremist hate and violence.

The case study also included the results of an independent evaluation by Macquarie University which concluded that the CAPE program had “in all cases met and surpassed” expectations, as well as established “a high degree of institutional expertise, experience, and capacity that is world-leading in the space of countering far-right extremism”.

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 and June 2020, All Together Now collected 724 racialised pieces across the newspapers and TV current affairs programs we regularly monitor. From these, we found that 53% of opinion pieces involved a negative depiction of race. In 2021, All Together Now finalised the longitudinal, 26-month data analysis and published the quantitative results [here](#). We also published two research reports: [Politely Racist](#) and [When inclusion means exclusion: social commentary and Indigenous agency](#).

In 2021 we conducted a sentiment analysis of approximately 4500 readers' comments from negative articles about Muslim people, the community most disproportionately targeted by negative social commentary during the 26 months of research. The results were published in the *Politely Racist* report.

After analysing all the data, it also became obvious that Aboriginal and Torres Strait Islander Peoples were discussed in the highest number of media pieces all together, particularly in inclusive pieces. We decided to write and publish an additional research report, [When inclusion means exclusion \(PDF\)](#), in which we addressed questions around the inclusive coverage of Indigenous matters. This report was also covered by an article published in [The Conversation](#).

Finally, we continued to work with communities targeted by racism in the media to better understand its impact, and co-design possible solutions. In 2021 All Together Now partnered with the Asian Australian Alliance to design a survey on media consumption and racism in mainstream media. The survey was distributed between February and March 2021 among people and communities of Asian backgrounds in Australia, and identified potential solutions that seek to remedy negative media coverage. All Together Now and the Asian Australian Alliance commonly agreed that the best way to use the survey results was to create an easily shareable infographic, to spread awareness and build onto the existing evidence of anti-Asian and Asian Australian sentiments. The infographic was shared on social media in June 2021 and it also contained the community-proposed solutions to address racism in the media.

Sadly, the project came to an end in June 2021 with the conclusion of the generous funding provided by the Commonwealth Department of Social Services.

FINANCIAL HIGHLIGHTS (2020-2021)

Revenue

During this year, All Together Now received a total revenue of \$614,282 (compared with \$496,279 in 2019-2020).

After a very difficult year, we are fortunate to report that the total revenue has grown, this was possible thanks to our donors and supporters and the government's COVID-19 help-funds that had been available to us.

We have been affected by the COVID-19 pandemic since March 2020, as mentioned in our previous Annual Report, we were able to access the federal government JobKeeper scheme, which was also available for most part of this financial year, providing a great relief to the organisation.

This year 2 of our major projects (**CAPE and Media Monitoring**) ended, which explains the decline in income from Government grants (from \$336,611 in 2019-20 to \$272,308 in 2020-21).

All Together Now's Net Assets were \$71,159 at the end of the financial year. This comprised Total Assets worth \$460,283 less Total Liabilities \$389,124.

Expenditure

All Together Now's expenses were \$594,130 during the year (compared with \$539,328 in 2019-20).

This year the organisation's employees' expenses have increased due to a new project (**AgentC**) that started in February.

Also, mentioned in last year's report, Media Monitoring project had an underspent which enabled the project to engage two additional Research Assistants for a period of time, keeping one of them till the end of the year.

All Together Now's audited expenses for the year:

Expenses	\$AUD
Audit Fee	3,000.00
Accountancy Services	7,689.00
Advertising and Promotion	338.00
Consulting Fees	14,828.00
Depreciation (rent right of use)	15,338.00
Insurance	7,071.00
Interest - lease	301.00
Subscriptions	4,266.00
Rent	1,636.00
Utilities	562.00
Other Operation and Admin expenses	49,765.00
Wages & Leave Entitlements	447,416.00
Superannuation	41,920.00

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 and email marketing, to highlight and share information on the prevention of racism in Australia. This past year it focussed on commentary, sharing of research data, promoting published reports for the media monitoring and CAPE projects, conducting surveys on anti-racism education and perception of racism in the media, imparting anti-racism education via stories of peace, book recommendations, sharing information on Aboriginal and First Nation owned businesses 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

LinkedIn:

<https://www.linkedin.com/company/all-together-now/>

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.

Newsletter Subscription:

<https://alltogethernow.org.au/join-the-movement/>

Staff and volunteers

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/>
- Becoming a monthly donor
<https://alltogethernow.org.au/monthly-gift-donation/>
- Subscribing to our email newsletter and forwarding it on to a friend
<https://alltogethernow.org.au/join-the-move-ment/>
- Volunteering
<https://alltogethernow.org.au/volunteers/>
- 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 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/partnership>

NON-FINANCIAL

SUPPORT In-kind support

We want to thank all ATN's supporters that provided substantial in-kind support throughout the year, it has enabled us to accomplish so much more.

Special thanks to:

- Google for Non-profits, which provided All Together Now with Google Business-level access to Google software and email systems.
- Facebook, which provided business-level access to Workplace, our intranet system.
- Salesforce relationship management system.
- CANVA Pro-account - 10 licenses.
- CCCA Center For Cultural Competence Australia, provided 13 licenses for their Aboriginal and Torres Strait Islander Cultural Competence Course.
- Hicksons Lawyers, provided HR advice.
- Monday.com, Not for profit discount.
- Bustle Studios, Not for profit discount.
- Unsplash, (<https://freephotohub.net>) and the photographers / artists which provided the photos used in this report (in order of appearance)

- Dan Edge

Our Milestones

