

EMBARGOED UNTIL TUESDAY 12 JULY, 2022

Racism. It Stops With Me

Launch: Tuesday 12 July



**Australian
Human Rights
Commission**

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Public awareness campaign

Creative concept



The campaign seeks to speak to those who do not have lived experience of racism and are not yet involved in or committed to anti-racist action. The first objective of the campaign is to encourage this audience to reflect on themselves and on the social structures around them.

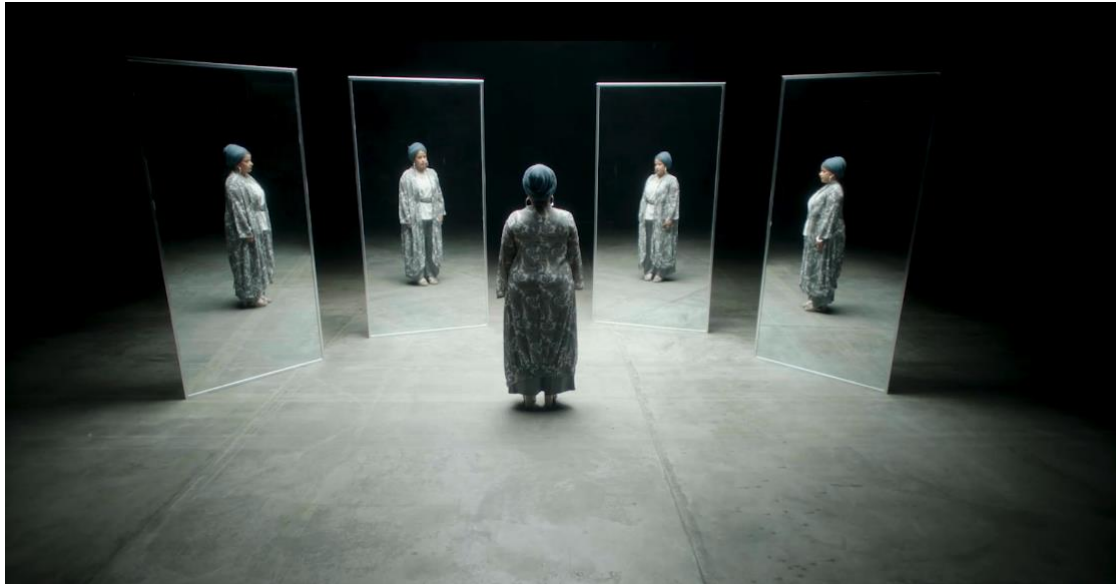
Working with our Expert Ambassador, Expert Advisory Group and consultation participants we have developed a series of questions about the privileges and disadvantages caused by institutional, systemic and interpersonal racism.

Each question asks our target audience to testify to their own experience and reflect on the role of racism. Questions are intended to encourage our target audience to reflect on their own complicity in institutional and systemic racism, and therefore their responsibility to act.

The campaign features mirrors as a tool to encourage our target audience to reflect on their own experiences and their role in maintaining institutional and systemic racism.

The campaign will ultimately seek to reframe the branding, “Racism. It stops with me” from “Racism stops when I personally act on the racist incidents I see”, to “Racism stops when I can help change the society I am a part of”.

Campaign film



The campaign concept is explored in the campaign film, which is available in the following formats:

- Full campaign film – 3 min 19 seconds
- 60 second cutdown
- 30 second cutdown
- 2 x 15 second cutdowns

Download each version of the campaign film here:

<https://cloud.think-hq.com.au/s/yKKpJanzwAQtMAc?path=%2FSocial%20Media>

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Downloadable assets

Downloadable assets and social media tags

- Campaign assets include social media tiles, posters and other material
- **Download static tiles here:**
<https://cloud.think-hq.com.au/s/F9xFwbPwGyLJS7D>
- **Download animated tiles here:**
<https://cloud.think-hq.com.au/s/LAWF7o5AHwJpg4z>
 - Please note the 9:16 animated tiles will be available from Wed 6th July
- **Download campaign posters here:**
<https://cloud.think-hq.com.au/s/HTtJMtSH5nFKzGR>

Social media tags:

Please follow and tag the Australian Human Rights Commission and use the **#ItStopsWithMe** hashtag in your posts.

Australian Human Rights Commission

Facebook - @aushumanrights

Instagram - @aushumanrights

Twitter - @aushumanrights

Racism. It Stops With Me

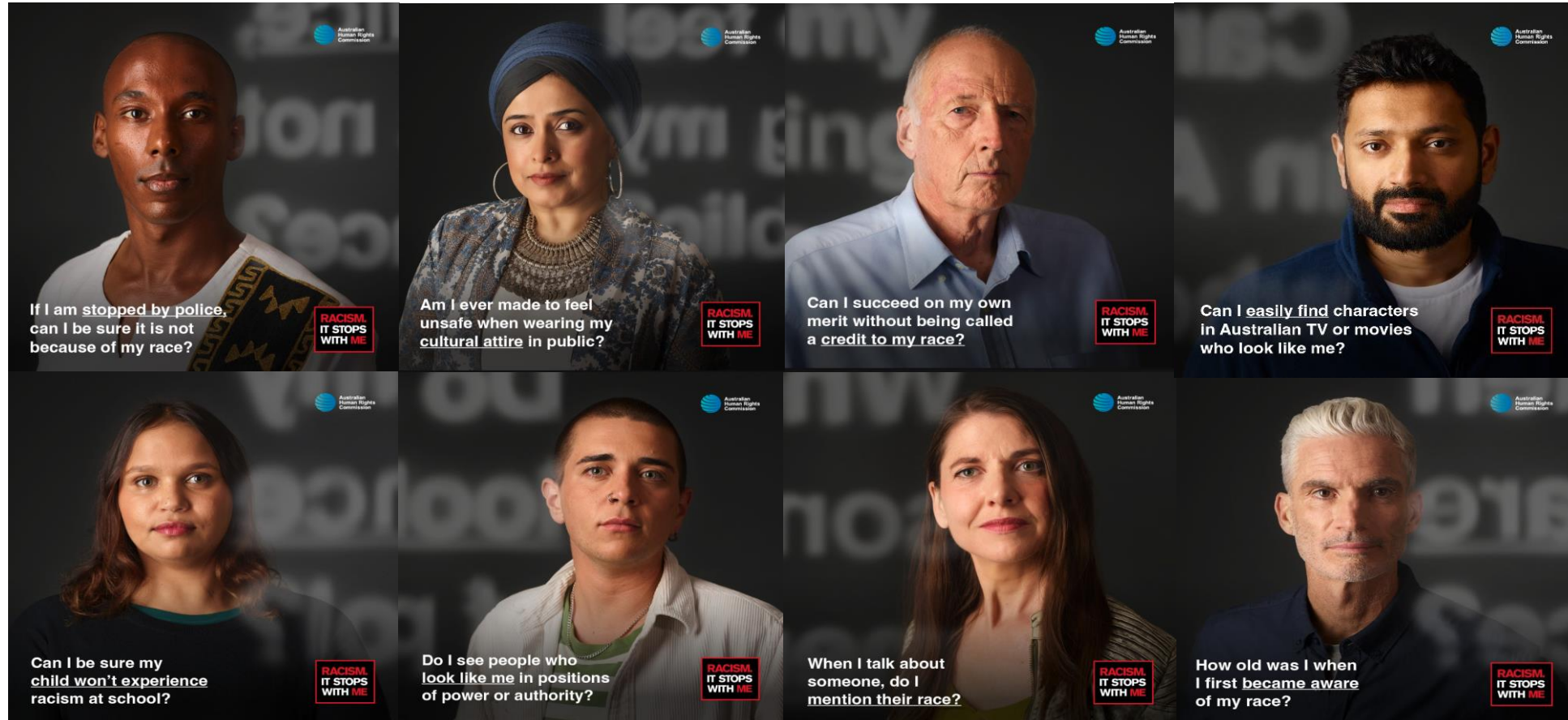
All platforms - #ItStopsWithMe

Twitter - @ItStopsWithMe

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Static tiles

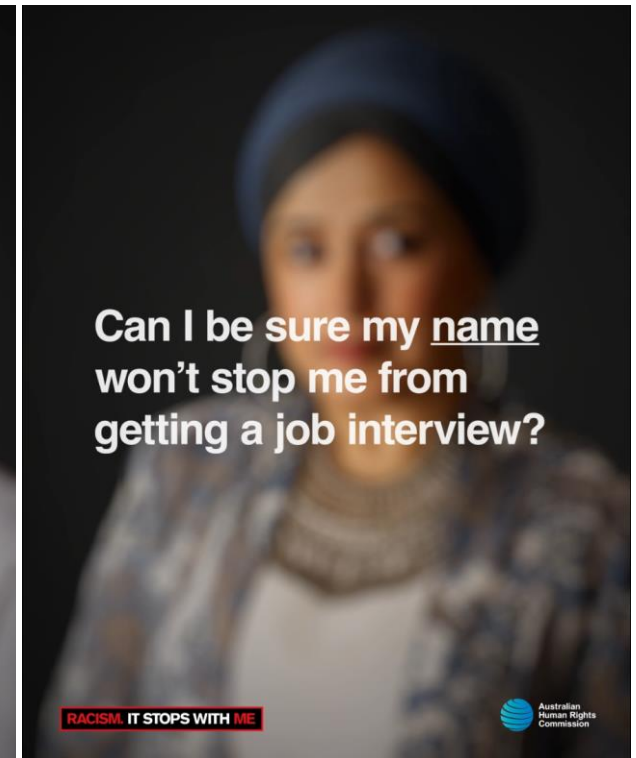
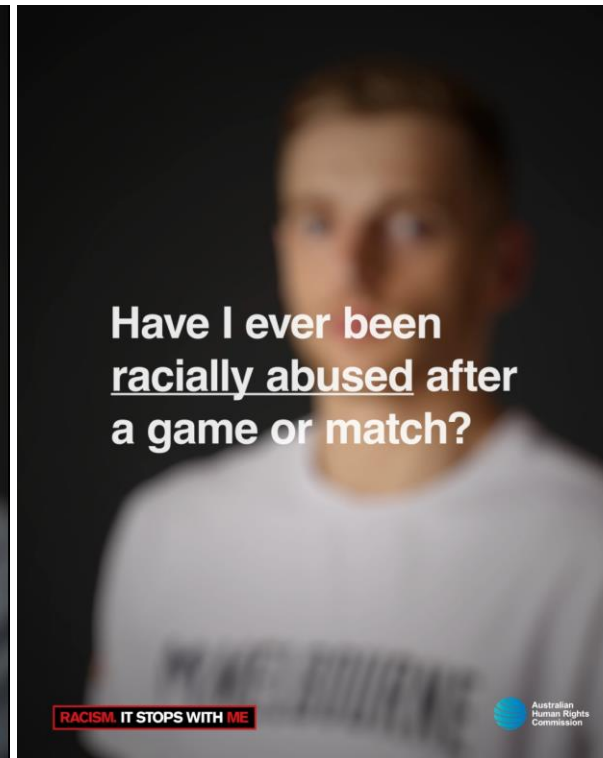
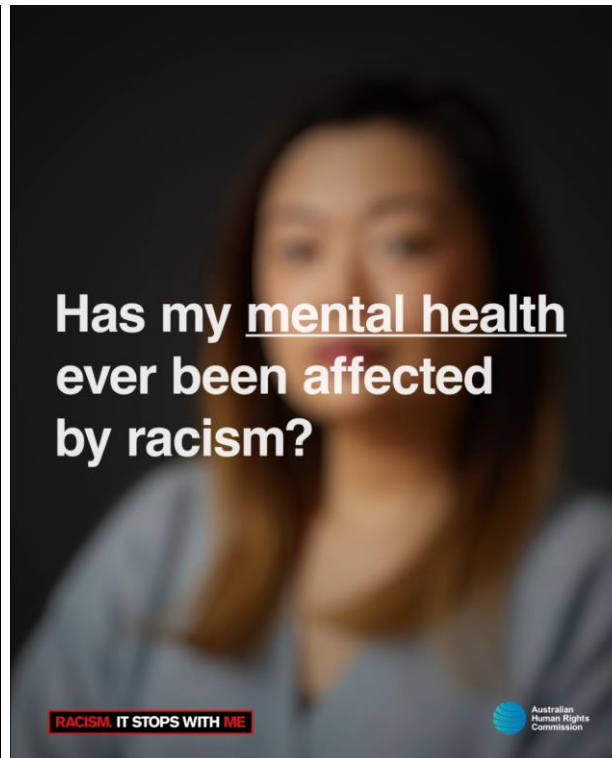
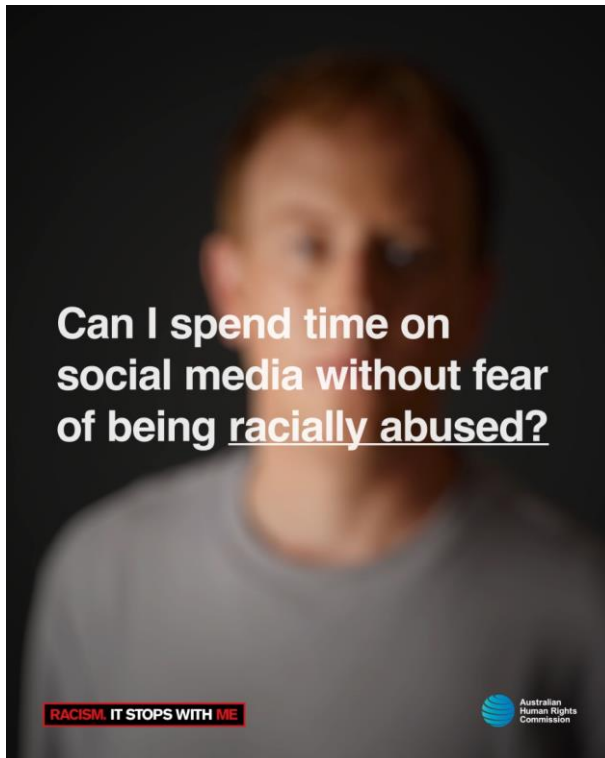
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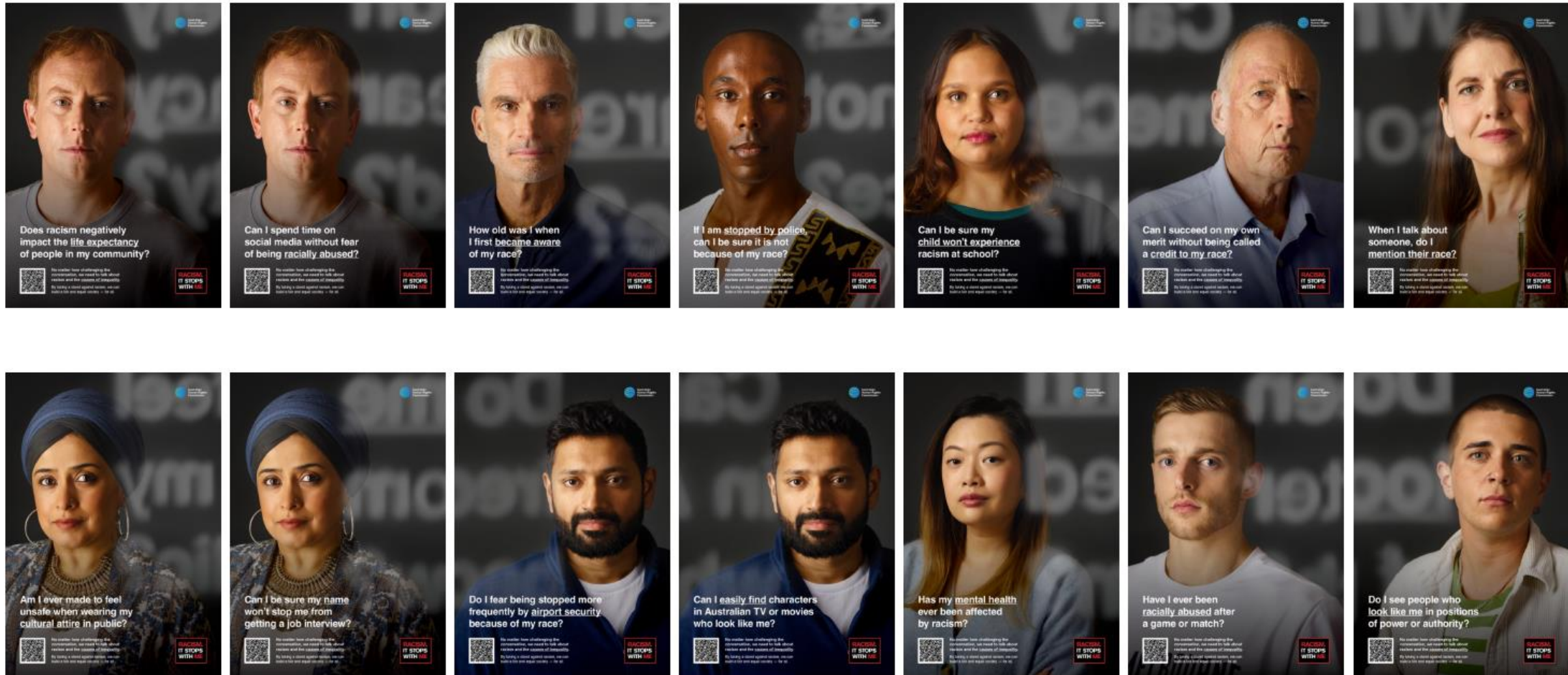
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Animated tiles

4:5 and 9:16
6 seconds



A3 Posters



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Suggested copy

Suggested copy

You may wish to use the below copy to promote the campaign, or craft your own. Please let the campaign team know if we can assist

Facebook/Instagram

Option 1

Racism is more than just harmful words or individual actions. It includes biases in our society, its laws, institutions and ways of thinking. [I/we am/are] committed to learning more and taking action every day to challenge racism in [my/our] [community and/or workplace and/or school].

Visit itstopswithme.humanrights.gov.au and take a stand.

Racism. It Stops With Me.

Option 2

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Ask yourself the hard questions at itstopswithme.humanrights.gov.au

Racism. It Stops With Me.

Suggested copy

You may wish to use the below copy to promote the campaign, or craft your own. Please let the campaign team know if we can assist

Twitter

Option 1

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Racism. It Stops With Me.

#ItStopsWithMe

@ItStopsWithMe

Option 2

Anti-racism means more than being ‘not racist’. It means actively committing to action against racism wherever it occurs. Anti-racism means standing shoulder to shoulder with those advocating for justice.

Racism. It Stops With Me.

#ItStopsWithMe

@ItStopsWithMe

Suggested copy

You may wish to use the below copy to promote the campaign, or craft your own. Please let the campaign team know if we can assist

LinkedIn

Option 1

Racism shapes the conversations in our parliaments and boardrooms, and directly impacts decisions and policies that govern our society.

Racial inequality affects all of us, whether directly or otherwise, and there is a role for all of us to play in addressing it.

Racism. It Stops With Me.

#ItStopsWithMe

@Australian Human Rights Commission

Option 2

Racism. It Stops With Me is a national campaign that asks Australians to reflect on racism and take action against it.

It's time that all Australians committed to action on racism.

No matter how challenging the conversation, we need to talk about racism and the causes of inequality.

Ask yourself the hard questions at
itstopswithme.humanrights.gov.au

#ItStopsWithMe

@Australian Human Rights Commission

Suggested copy

Newsletters/EDMs

[Name of organisation] is proud to support the Racism. It Stops With Me campaign. Racism is more than just harmful words or individual actions. It includes biases in our society, its laws, institutions and ways of thinking.

[Name of organisation] is committed to learning more and taking action. Racial inequality affects all of us, whether directly or otherwise, and there is a role for us all to play in addressing it.

This [week/month], we are redoubling our commitment to anti-racism. We are committed to [add details of anti-racism activity, initiative, strategy etc.]

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Racism. It Stops With Me.

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Campaign Spokespeople



Race
Discrimination
Commissioner
Chin Tan



Keyarny Lamb



Jack White,
Melbourne
United
Basketball

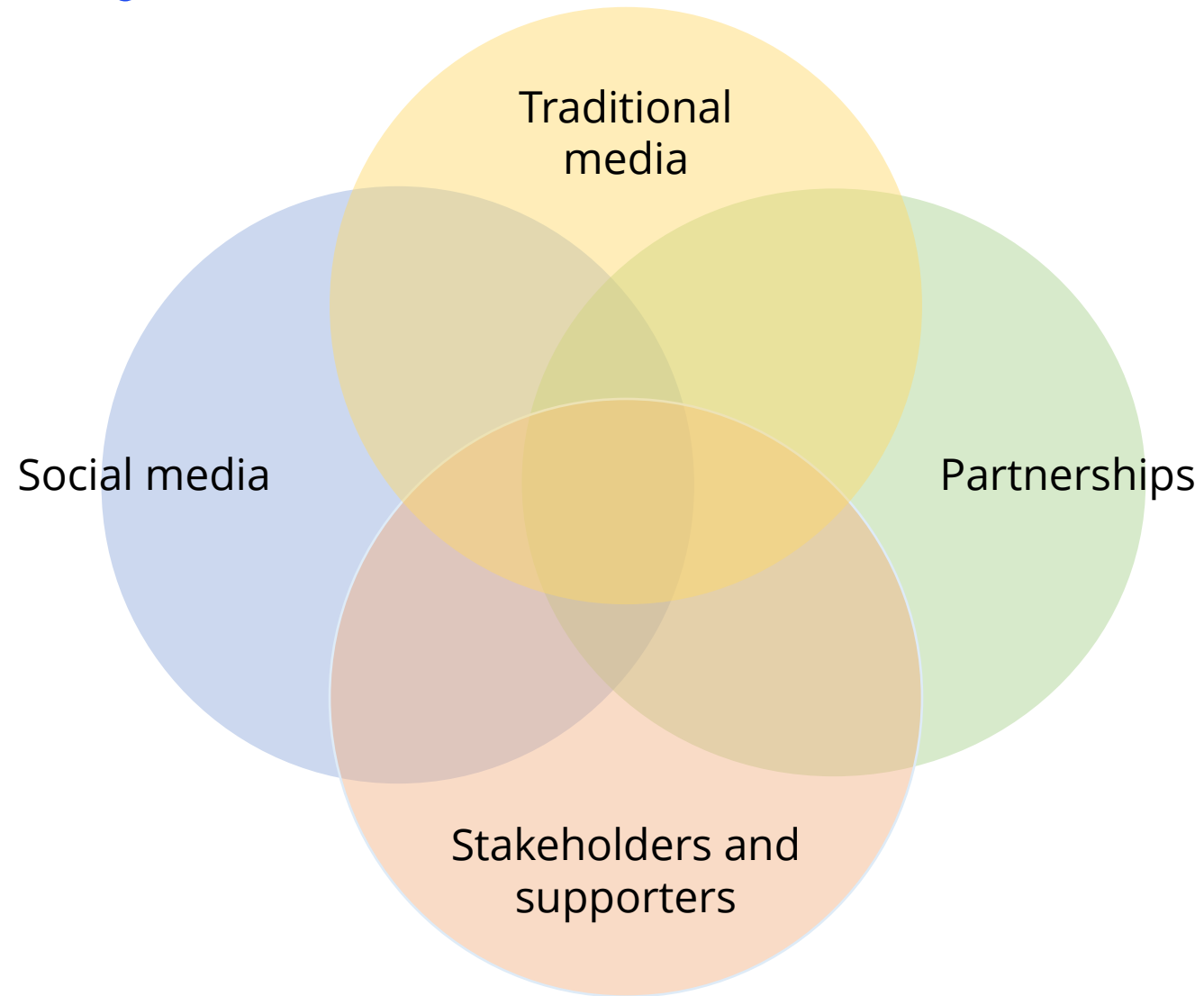


Tasneem
Chopra



Craig Foster

Telling the story



Key messages

- Recognising racism as systemic, embedded in societal structures and institutions
- Recognising that First Nations peoples have a unique experience of racism and have been leading anti-racist action in Australia for centuries
- Recognising that communities experience multiple forms of racism and discrimination, and these can compound and intersect with one another
- Recognising that racism harms our collective wellbeing because it prevents us from living in a society that is truly just and equitable
- Recognising that anti-racism is a skill set that must be developed and refined
- Recognising that there is a role that all Australians can play in taking a stand against racism and building a more equitable society

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Thank you



**Australian
Human Rights
Commission**