

RACISM. IT STOPS WITH ME

is a campaign which invites all Australians to reflect on what they can do to counter racism wherever it happens.

Racism. It Stops with Me is supported by over 100 organisations including:



For more information about the campaign and how to get involved, go to: www.itstopswithme.humanrights.gov.au

Follow us on Twitter - @ItStopsWithMe

Racism. It Stops with Me is an initiative of the National Anti-Racism Strategy.

Why do we need a National Anti-Racism Strategy and campaign?

While cultural diversity is central to our national identity, the reality is that too many people in Australia experience discrimination and racism on a regular basis.

Around 1 in 5 Australians say they have experienced race-hate talk such as verbal abuse, racial slurs or name-calling.¹

More than 1 in 20 Australians say they have been physically attacked because of their race.

Racism locks people out of social and economic opportunities. It costs workplaces and our economy and it works against our goal of building fair, inclusive communities.

About the Strategy

In 2011 the Australian Government committed to develop and implement a National Anti-Racism Strategy for Australia.

The aim of the National Anti-Racism Strategy is:

To promote a clear understanding in the Australian community of what racism is, and how it can be prevented and reduced.

Its objectives are to:

- create awareness of racism and how it affects individuals and the broader community
- identify, promote and build on good practice initiatives to prevent and reduce racism
- empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs.

The Strategy has been developed by a partnership led by the Australian Human Rights Commission and including the Department of Immigration and Citizenship; the Attorney-General's Department; the Department of Families, Housing, Community Services and Indigenous Affairs; the Australian Multicultural Council; the National Congress of Australia's First Peoples and the Federation of Ethnic Communities' Councils of Australia.

For more information about the National Anti-Racism Strategy go to:

www.itstopswithme.humanrights.gov.au



¹ K Dunn, *Challenging Racism: The Anti-Racism Research Project*.
At: www.uws.edu.au/social_sciences/soss/research/challenging_racism/