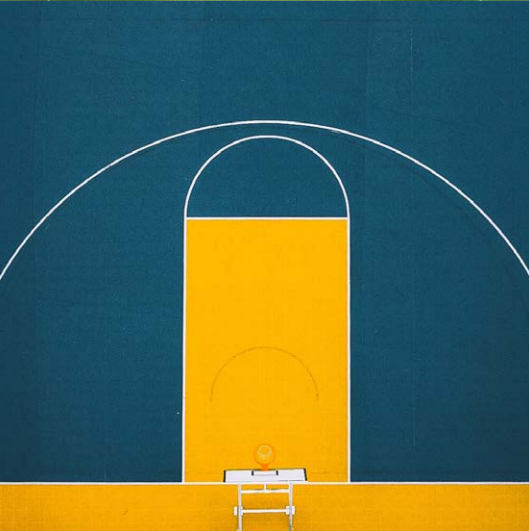
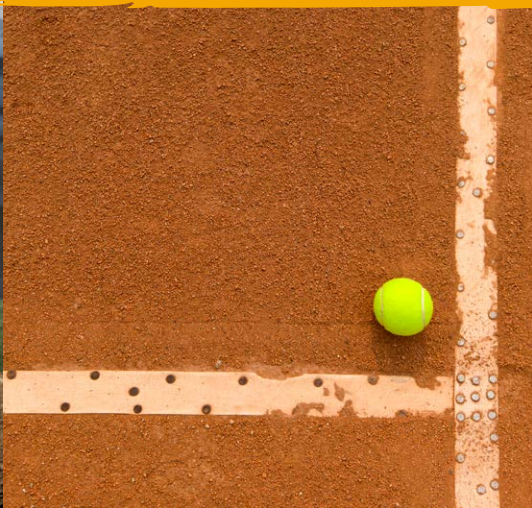
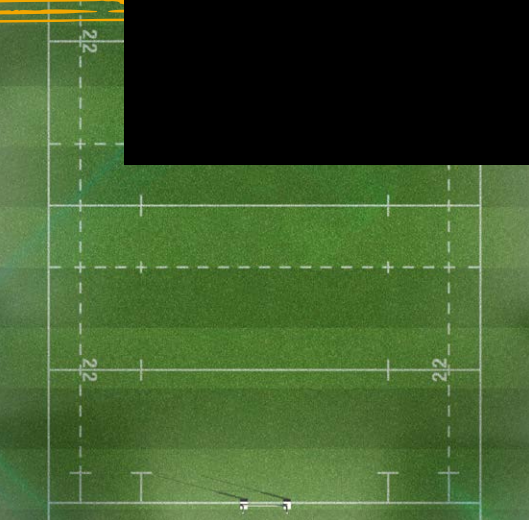


**RACISM.
IT STOPS
WITH ME**

**RACISM.
NOBODY WINS.**

**GUIDING PRINCIPLES FOR
PROMOTING THE SPECTATOR
RACISM GUIDELINES**



**Australian
Human Rights
Commission**

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GUIDING PRINCIPLES

When communicating about the Spectator Racism Guidelines and other anti-racism messaging throughout your organisation and among players, spectators and other relevant stakeholders, it is important to:¹

- ensure the inclusion of people and communities impacted by racial discrimination in decision-making processes
- centre the experiences of people and communities impacted by racial discrimination by engaging them in all stages of the creative concept
- identify possible counterarguments or backlash in advance and address these in the communications materials.

In planning the release of the Guidelines, and any campaigns or anti-racism messaging accompanying the Guidelines, it is important to:²

- ensure leaders in your organisation fully endorse and support the Guidelines and are committed to taking positive anti-racism action Organisational leaders should actively involve themselves in and take ownership of anti-racism initiatives, and their communication, within the organisation
- establish an advisory group for the campaign comprising of members of the affected group. Ensure that this group is involved in co-designing the campaign and remunerated for their expertise where possible
- provide up-front investment in the planning stages to enable:
 - researching of factors such as current media representations, existing research, demographic and geographic variations that may impact your campaign
 - mapping of the wider environment to identify contextual factors that may influence the campaign's success (e.g. local institutional discrimination or past incidents within your organisation that may resurface when the campaign gets underway) and consideration of how to address these openly and transparently
 - developing specific, tangible and measurable anti-racism objectives.

For more information on effective messaging for social change, you may wish to consider:

- “Passing the Message Stick” for guidance on communicating messages about First Nations self-determination and justice: <https://passingthemessagestick.org/>
- “Race and Racism: doing good better”: <https://www.luminafoundation.org/wp-content/uploads/2020/12/race-and-racism-doing-good-better.pdf>
- “Messaging this moment: A handbook for progressive communicators”: <https://communitychange.org/wp-content/uploads/2017/08/C3-Messaging-This-Moment-Handbook.pdf>
- Tapping into existing campaign materials such as *Racism: It Stops with Me* and *Racism Not Welcome*

ENDNOTES

¹Paradies et al. *Building on our strengths: A framework to reduce race-based discrimination and support diversity in Victoria* (Full Report, 2009) 64 <https://www.vichealth.vic.gov.au/-/media/ProgramsandProjects/Publications/Attachments/Building-on-our-strengths---full-report-v2.pdf?la=en&hash=26A61987C308D2D27F97FD227FC74F48879AA914>

²Paradies et al. *Building on our strengths: A framework to reduce race-based discrimination and support diversity in Victoria* (Full Report, 2009) 64-65 <https://www.vichealth.vic.gov.au/-/media/ProgramsandProjects/Publications/Attachments/Building-on-our-strengths---full-report-v2.pdf?la=en&hash=26A61987C308D2D27F97FD227FC74F48879AA914>

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This resource has been created by the Australian Human Rights Commission, in collaboration with national, state and territory-based sporting organisations and venues. For additional resources and information about the project, please visit <https://humanrights.gov.au/our-work/race-discrimination/publications/guide-addressing-spectator-racism-sports-2021>.