



Unite Against Racism – Call to Action Stakeholder toolkit

JUNE 2020

The activity

This important activity aims to bring Queenslanders together to promote positive messages about diversity and inclusion amongst Multicultural Queensland Ambassadors, community groups and Queensland Government agencies and their stakeholders.

Using a toolkit developed by the Department of Local Government, Racing and Multicultural Affairs, participants are encouraged to use key messages, links and hashtags as well as ready-made assets for print, digital and social media channels.

This will encourage a 'call to action' to help reinforce that Queensland is a diverse, harmonious and inclusive place to live.

The resources contained in the toolkit have an indefinite shelf life given the potential for regular internal and external events, social media coverage as well as continued conversations with stakeholders.

Background – Racism and discrimination issue

Racism and discrimination have been under the spotlight in recent months as a result of the spread of misinformation that has accompanied the COVID-19 pandemic. This misinformation has led to Australians of all ages being blamed or ostracised because of their cultural background.

Victims of racist abuse reported attacks mainly in supermarkets, on the streets and in parks. Abuse has ranged from dirty looks to derogatory comments and, in the most alarming cases, confronting encounters with individuals or groups of people. This trend now appears to have shifted to racist attacks on online hate platforms.

The Queensland Government and the Queensland Human Rights Commission alongside the Australian Human Rights Commission discourage and oppose racism in any shape or form.

Queensland Governments' *Multicultural Recognition Act 2016*, Multicultural Queensland Charter and Queensland Multicultural Policy – Our story, our future provide a framework that acknowledges and promotes Queensland as a welcoming, inclusive and fair State. It tells a story of who we are, what we value and where we are going. It recognises the fundamental place of First Nations Peoples and the benefits migration has brought, and continues to bring, to the community, our culture and our economy. It also recognises that our future prosperity depends on our ability to stand together and celebrate the benefits of our diversity.

Activity objective

The overarching goal of the activity is to support Queenslanders to come together to unite against racism and discrimination by promoting positive messages about diversity, inclusion and standing together.

To achieve this goal, you are invited to partner with the Department of Local Government, Racing and Multicultural Affairs in using the digital communication resources in this toolkit.

Target audience

- Multicultural Queensland Ambassador organisations
- Government departments and their stakeholders
- Community groups

Key messages

For victims:

If you've experienced racist abuse or discrimination, you can report it. You don't have to deal with it alone.

For bystanders:

If you witness racist abuse or discrimination, say something. You can help show this behaviour is not okay.

For perpetrators:

If you're thinking about saying or sharing something that could hurt someone else, don't.

Calls to action (CTAs)

- For urgent matters please call the Queensland Police Service on Triple Zero (000)
- For non-urgent matters please call Policelink 131 444 or attend your local police station
- Lifeline 13 11 14
- Centre for Holistic Health 03 8806 7532
- Kids Helpline 1800 551 800
- Men's helpline 1300 789 978
- Suicide Call Back Service 1300 659 467
- Beyond Blue 1300 22 46 36
- Headspace 1800 650 890
- To report your experience of racism, visit the Queensland Human Rights Commission at www.qhrc.qld.gov.au

Resources

These messages can be reinforced by sourcing valuable information from websites and social media channels. Here are some examples:

- Visit the Racism. It Stops With Me. campaign website at itstopswithme.humanrights.gov.au
- Watch promotional videos about the Racism. It Stops With Me. Campaign at www.youtube.com/user/AustralianHRC
- Follow @ItStopsWithMe.
- ReachOut at au.reachout.com
- Download materials from the Queensland Human Rights Commission website at www.qhrc.qld.gov.au/

Hashtags

To promote your activities through Twitter, Facebook and Instagram, brand it with the hashtag #UniteAgainstRacism

Other relevant hashtags:

- #CallItOut
- #StandUpSpeakOut
- #RacismStopsWithMe
- #ProudPartner
- #MQAmbassador
- #AllInThisTogether
- #UniteAgainstCOVID19
- #BetterTogether
- #StrongerTogether
- #StandTogether
- #EveryoneBelongs
- #WeAllBelong
- #MQCharter

How you can get involved

All you have to do is download the toolkit. Everything is there for you to get started to spread the message that diversity and inclusion is the way to go in Queensland.

You can also use your own stories and images to build on the assets provided in this toolkit. You can use some or all the toolkit resources for your organisation's messages to support a Call to action to Unite against Racism and reinforce that Queensland is a diverse, harmonious and inclusive place to live.

Assets

The toolkit has been developed to enable our stakeholders to share the activity through their channels. It includes the following:

- Queensland Government crest and style guide
- social media posts for Facebook, Instagram and Twitter
- copy deck for workplace conversation starters

Social media materials

A selection of images have been provided in the toolkit for you to use on your own social media channels. These images are of shops, streets and parks in Queensland where incidents of racist abuse are most likely to occur. Please choose the image that is most relevant to your audience.

A series of social media posts have also been provided which are based on the key messages for victims, bystanders and perpetrators. These posts can be adapted to suit your organisation and audience.

Audience	Suggested Facebook post	Suggested Instagram post	Suggested Tweet
Victim	You don't have to deal with racist abuse or discrimination alone. If you've faced racism in Queensland, you can report it. If you're unsure how, or not sure you should, talk to the Queensland Human Rights Commission on 1300 130 670 or report it online at www.qhrc.qld.gov.au . #UniteAgainstRacism	If you've faced racist abuse or discrimination in Queensland, you don't have to deal with alone. You can report it. If you're unsure how, or not sure you should, talk to @qldhumanrights on 1300 130 670 or report it online at www.qhrc.qld.gov.au . #UniteAgainstRacism	You don't have to deal with racist abuse or discrimination alone. If you've faced racism in Queensland, you can report it. If you're unsure how, or not sure you should, talk to the @QldHumanRights on 1300 130 670 or report it online at www.qhrc.qld.gov.au . #UniteAgainstRacism
Victim	Racist abuse or discrimination should be reported. Everyone has the right to feel safe in Queensland so if you experience, or have experienced racism, visit www.police.qld.gov.au/reporting , attend your local police station in person, or visit the Queensland Human Rights Commission website at www.qhrc.qld.gov.au . If it's happening now and you are in immediate danger, call the Queensland Police Service on Triple Zero (000). #UniteAgainstRacism	Report racist abuse or discrimination. Everyone has the right to feel safe in Queensland so if you experience, or have experienced racism, visit www.police.qld.gov.au/reporting , attend your local police station in person, or visit the @qldhumanrights website at www.qhrc.qld.gov.au . If you are in immediate danger, call the Queensland Police Service on Triple Zero (000). #UniteAgainstRacism	Everyone has the right to feel safe in Queensland. Racist abuse or discrimination should be reported to police on Triple Zero (000) if in immediate danger, or via www.police.qld.gov.au/reporting , or in person at your local police station. #UniteAgainstRacism
Bystander	If you witness racist abuse or discrimination, offer support, say something, and report it. Everyone needs to feel safe and that they belong. You can report it online to Queensland Human Rights Commission at www.qhrc.qld.gov.au or to the Queensland Police Service via their website, www.police.qld.gov.au/reporting or in person at your local police station. If it's happening now and someone is in immediate danger, call the police immediately on Triple Zero (000). #UniteAgainstRacism	If you witness racist abuse or discrimination, offer support, say something, and report it. Everyone needs to feel safe and that they belong. You can report it online to @qldhumanrights at www.qhrc.qld.gov.au or to the Queensland Police Service via their website, www.police.qld.gov.au/reporting or in person at your local police station. If it's happening now and someone is in immediate danger, call the police immediately on Triple Zero (000). #UniteAgainstRacism	If you witness racist abuse or discrimination, offer support, say something or report it. Go to www.police.qld.gov.au/reporting , visit your local police station, or report it online to www.qhrc.qld.gov.au . If someone is in immediate danger, call the police on 000. #UniteAgainstRacism

Bystander	If you were the target of a racist attack, would you want someone to help? If you witness racist abuse or discrimination, don't walk away. Say something or report it to help show that the behaviour is not okay. Go to www.police.qld.gov.au/reporting , visit your local police station in person, or report it online at the Queensland Human Rights Commission website at www.qhrc.qld.gov.au . If it's happening now and someone is in immediate danger, call the Queensland Police Service immediately on Triple Zero (000). #UniteAgainstRacism	If you were the target of a racist attack, would you want someone to help? If you witness racist abuse or discrimination, don't walk away. Say something or report it to help show that the behaviour is not okay. Call Policelink on 131 444, visit your local police station in person, or report it online at @qldhumanrights website, www.qhrc.qld.gov.au . If the situation is serious, call the @qldpolice immediately on Triple Zero (000). #UniteAgainstRacism	If you were the target of a racist attack, would you want help? Report abuse or discrimination via www.police.qld.gov.au/reporting , at your local police station, or to @QldHumanRights at www.qhrc.qld.gov.au . If there's immediate danger, call 000. #UniteAgainstRacism
Perpetrator	If you see someone on the street or in the supermarket and you're thinking about saying something that could hurt someone else, don't. Racist abuse and discrimination is never ok. #UniteAgainstRacism	Racist abuse and discrimination is never ok. If you are on the street or in the supermarket and you're thinking about saying something that could hurt someone else, don't. #UniteAgainstRacism	If you're thinking about saying or sharing something that could hurt someone else, don't. It's never ok. #UniteAgainstRacism
Perpetrator	Whether you're scrolling online or walking down the street, remember that we all belong in Queensland. Writing, sharing or saying something that could hurt someone is never ok. Take a moment to consider how your words or actions would feel if they were aimed at you. #UniteAgainstRacism	Writing, sharing or saying something that could hurt someone is never ok. Whether you're scrolling online or walking down the street, remember that we all belong in Queensland. Take a moment to consider how your words or actions would feel if they were aimed at you. #UniteAgainstRacism	Saying something or sharing thoughts and opinions that could hurt someone is never ok. #UniteAgainstRacism

Social media guide

Below is a simple 'how-to' guide to posting and sharing on Facebook and Instagram. If you have any questions about posting or sharing these materials, please email comms@dlgrma.qld.gov.au.

Facebook

1. From the top of your News Feed or timeline, click **Make Post**.
2. Select and copy the text you wish to post from the pre-approved social media posts above.
3. To add an image or video, select **Photo** and find the location of the file.
4. Choose where you'd like to share your post (the location on your Facebook page). When you add an image or video, you'll also have the option to share to 'your story'. Click to select **News Feed, Your Story**, or both.
5. News Feed: Your post will show up in News Feed and on your timeline.
6. Your Story: Your story will be visible to your selected audiences for 24 hours.
7. Click **Share**.

Instagram

1. To upload an image, first tap at the bottom of the mobile screen device. Note: You can't upload images from a desktop computer to Instagram.
2. Tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the image or video you'd like to share. Tap **Next**. Tap **Next** again (we advise against the use of effects or filters).
3. Tap **Write a caption...** and type in one of the pre-approved social media posts above. Tap OK.
4. Tap **Share**.

Copy deck – workplace conversation starters

Victim message

REPORT IT

If you are a victim of or a witness to racial vilification or discrimination you can report it. If the vilification you've witnessed or experienced includes a threat of physical harm to a person or their property, it's classified as serious vilification. This is a criminal offence and can be reported to police. As always, to contact the Queensland Police Service for urgent matters please call Triple Zero (000). For non-urgent matters visit www.police.qld.gov.au/reporting, attend your local police station in person.

You can also contact the Queensland Human Rights Commission to report incidents of public vilification or discrimination, including comments or posts made online. Reports about discrimination and vilification may only be lodged by the person being harassed. If you see an incident you feel is discrimination or vilification – like a Facebook post for example – you can report it to the Commission; no further action can be taken by them but recording these incidents is important in helping build a picture of issues the community are experiencing.

- To report an incident but not lodge a formal complaint: letusknow@qhrc.qld.gov.au
- To talk about whether an incident may be unlawful vilification or discrimination: call the enquiry line during business hours on 1300 130 670, or email enquiries@qhrc.qld.gov.au
- If you wish to report on cyber bullying or harassment you should do this via the Australian Cybercrime Online Reporting Network (ACORN) at <https://www.cyber.gov.au/report>

Perpetrator message

CARE BEFORE YOU SHARE

Sharing is easy, but caring isn't hard either. Care about people, and care about what it is you're posting. Would it hurt, humiliate, ridicule or vilify someone because of their cultural background? Caring means not sharing it. What about the post itself? Is it factual? Have you googled the claims it's making? Caring means taking a minute or two to validate the information you're about to share.

Bystander message

SAY SOMETHING

If you see something online that you think is discriminatory, vilifying or generally offensive, say something. You might want to engage with the person posting the content, in a way that makes it clear you don't agree. Social media platforms have policies about the publication of material that bullies, intimidates, harasses, is hateful, threatening, unlawful or discriminatory. You can report posts that contain this sort of material to the platform. You might also want to screenshot the offensive content in case you need to report it elsewhere or to the Queensland Human Rights Commission. You can't always stop people from acting poorly, but you can do something about it when they do.