Summary – One Parramatta is an ambitious and award-winning project that set out to reduce interpersonal racism in the Parramatta local government area and beyond.

Established in April 2012 by All Together Now, Phase 1 of the One Parramatta project provided young adults with information about how to speak up when they witness racism and encourage them to reflect on their behaviour towards people of different races, ethnicities and cultures.

The primary demographic was 18-25 year old males living and working in the Parramatta local government area; however we knew that this campaign would reach far beyond this group.

“I was interviewed at the NAIDOC Festival in Parramatta. And the person who interviewed me asked me: “If I have ever fought racism”. And I realized that I have never thought of that before. And then I realized that I should/could fight. I remember that for days after the interview, I kept thinking of this question. And yes, I realized that I have the right to fight.” - Interviewee

Opportunity ----

Action All Together Now filmed interviews with people on the streets of Parramatta by asking them questions about values, racism and the benefits of cultural diversity. We knew that people would give the first answer that would come into their head while answering the camera, but that many of them would then go away and think further about their answers. This self-reflection was key to the project as it is in that moment where there is potential for behaviour change to develop depending on the individual’s prior experiences of racism and capacity for honest self-reflection.

Seven one-minute voxpop episodes created from the interviews, and screened them at Parramatta cinema. Each episode was shown for seven weeks and then swapped for the next episode, totalling a 12-month advertising campaign.

Achievement The project has provided young people with information about how to speak up when they witness racism in the community and encourage them to reflect on their behaviour towards people of different ethnicities and cultural backgrounds. Nearly 46,500 locals watched a One Parramatta film at the cinema, and an additional 5,500 people visited the One Parramatta website.

During surveys we conducted in the foyer of Parramatta cinema, 100% of people were able to remember the message, a quote or statistic two or more hours later (i.e. after watching the feature film).