



**RACISM
DOESN'T
BELONG
IN OUR
GAME.**

An anti-racism campaign for community sport in Victoria

CAMPAIGN STAKEHOLDER KIT | JUNE 2026



Image credit: Carmen Zammit



Racism Doesn't Belong In Our Game is proudly supported by the Victorian Government. This campaign is delivered by the Centre for Multicultural Youth and CMSport in partnership with AFL Victoria, Basketball Victoria, Cricket Victoria, Football Victoria, Netball Victoria, NRL Victoria, Tennis Victoria, VACSAL, Vicsport and VicHealth.

Introduction

About the campaign

This new statewide campaign raises awareness of the racism that occurs in community sport, provides the tools to take action against it, and highlights the lived experiences of First Nations and multicultural participants, their families and communities.

This campaign is proudly supported by the Victorian Government. It is being delivered by the Centre for Multicultural Youth (CMY) and the Centre for Multicultural Sport (CMSport) in partnership with AFL Victoria, Basketball Victoria, Cricket Victoria, Football Victoria, Netball Victoria, NRL Victoria, Tennis Victoria, the Victorian Aboriginal Community Services Association (VACSAL), Vicsport and VicHealth.

Purpose of the campaign

- To increase Victorians' awareness of racism in community sport and its impact on individuals affected by racism.
- To support participants at any level of community sport by recognising and challenging racist attitudes, behaviours and beliefs.

About this Stakeholder Kit

This Stakeholder Kit has been prepared for organisations and individuals who participate in community sport in Victoria.

In this kit you'll find links to shareable assets to easily promote this campaign across your channels and networks including:

- Key messages
- Frequently asked questions
- Links to campaign assets with suggested post/caption copy for social media.

Get involved

How you can help

Whether you are a sporting organisation, association, club, official, participant, volunteer or spectator – we would love your help in sharing this campaign with your sport or community.

You can show your support by:

- Posting social media assets (tiles, reels and captions) along with the key messages on your channels
- Printing and displaying campaign posters at your club/organisation/facility
- Encouraging your audience to visit sport.vic.gov.au/anti-racism to learn more
- Linking to the campaign page from your website where relevant
- Promoting the campaign and its resources in your newsletters, eDMs and other communications
- Attending a campaign roadshow event in your local area.

Guidance on sharing campaign materials

If you are sharing the campaign materials across social media channels, please read through the important points below to guide you in the process:

- **Before you post, please read this Stakeholder Kit in full** so you are clear on the purpose and key messages of this campaign and why you want to support it.
- **Tag the relevant campaign partners in your posts where possible.**
- **Create a schedule and post only when you can actively moderate comments** e.g. hide harmful comments, block users as required. If you are unable to actively monitor post responses, then we recommend turning off / deactivating comments for these social media posts to avoid harmful comments being left for other audience members to read.
- **Be prepared for any questions that may arise from your audience.** The frequently asked question (FAQ) section of this kit may assist you with general responses, however for queries specific to your sporting club/organisation, please refer to the relevant internal policies and processes within your organisation, or the appropriate state/national body.
- **Include a Content Warning to alert your audience to the content of your post.** e.g. *Content Warning: This material contains explicit mentions of racism.*

- **Include links to relevant support services for audience members who may have experienced racism and need support.** Some examples include:
 - **Lifeline Australia**: 24/7 Crisis Support and Suicide Prevention
 - **Kids Helpline**: 24/7 Helpline to support children and young people aged 5-25
 - **Suicide Call Back Service**: 24/7 phone and online counselling
 - **13YARN**: 24/7 Crisis Support for Aboriginal and Torres Strait Islander peoples
 - **Headspace**: Mental health support for young people aged 12-25
 - **Beyond Blue**: 24/7 free telephone and online counselling*(Include those which are most relevant to your audiences).*
- **Include links to reporting pathways for individuals who may have experienced racism:** If you have experienced racism in community sport in Victoria and want to report it, you can:
 - Contact your **State Sporting Association** or **National Sporting Organisation**
 - Call the Sport Integrity Australia Safe Sport Hotline on 1800 161 361 or **report to Sport Integrity Australia**
 - Contact the Vicsport Member Protection help desk at **mpio@vicsport.com.au** or 03 9698 8100
 - Contact the **Victorian Equal Opportunity and Human Rights Commission**

Key messages

Including these key messages in your posts supports the lived experience of participants included in the posters and social media assets. These advocates have bravely stepped forward to share their personal stories of how racism has impacted them in their sports.

The campaign messages were co-designed with our sporting partners, to represent a united voice across community sport in Victoria.

The 3 key messages of this campaign are:

Racism doesn't belong in our game.

There is no place for racism in community sport. This campaign shows a united commitment to creating a safe space for all, free from discrimination.

- Sport is central to Australian identity, yet with 56% of Victorian participants experiencing or witnessing racism, many are made to feel excluded (Monash University, 2025).
- Sport should be a safe, welcoming space for everyone – yet 42% of participants have felt unwelcome or excluded.
- The Monash report found 75% of respondents faced verbal abuse in sport, and 58% experienced prejudiced actions.

Stronger together against racism.

Racism has devastating impacts on individuals, teams and communities, long after the game is over. Everyone who participates in community sport can take a stand against it, because we're stronger when we tackle it collectively.

- When racism happens in community sport, everyone loses.
- Racism in community sport is significantly under-reported, with 43% fearing retaliation and 35% fearing they wouldn't be believed.
- We must dismantle the systems and culture of fear that silences victims. That's why firsthand accounts are so powerful.

Let's blow the whistle on racism.

We must educate and empower Victorian sporting communities to recognise and challenge racist beliefs in sport.

- Every player, supporter, volunteer, referee and coach should feel safe to participate in the game they love without fear of discrimination.
- Racism subjects First Peoples and multicultural Victorians to significantly poorer outcomes in health, employment, and education.
- The impacts of experiencing racism on young Australians include a lower health score and more mental health issues in their lifetime.

Frequently Asked Questions (FAQ)

What is racism?

'Racism happens when a person or organisation uses their power to discriminate, oppress, or limit the rights of others because of their race. Racism often takes the form of actions, attitudes, systems and policies that treat people unfairly.'

(Source: [Australian Human Rights Commission](#))

What is anti-racism?

'Anti-racism is an active process, unlike the passive stance of 'non-racism'. Therefore, anti-racism work requires consistent, committed and targeted action and attention.'

Being anti-racist means taking an active stance against racism.'

(Source: [Creative Equity Toolkit](#))

What is this campaign about?

Racism exists across all sports and continues to have a significant impact on the lives of those who experience it, as well as their families and communities throughout Victoria. Sport can also be a powerful vehicle for change.

Sport plays an important role in Australia's culture and identity, but when 56% of Victorian community sport participants have reported experiencing or witnessing racism, too many people are made to feel they don't belong.

Building on the landmark Anti-Racism Pledge signed earlier in 2025, this campaign is supported by the Victorian Government and deepens the collective commitment of AFL Victoria, Basketball Victoria, Cricket Victoria, Football Victoria, Netball Victoria, NRL Victoria and Tennis Victoria, alongside VACSAL, Vicsport, VicHealth, CMY and CMSport – to address racism head-on and create welcoming, inclusive sporting environments for all Victorians.

Why is taking action against racism so important?

Standing against racism is everyone's responsibility. First Nations and multicultural Victorians who are subjected to racism can experience significantly poorer social and economic outcomes, including across key domains such as health, mental health, employment, and education.

The impacts of experiencing racism on young Australians include a lower health score and more mental health issues in their lifetime.

We know sport can have a significant positive impact in people's lives and sense of belonging, for both physical and mental health. When so many Victorians feel unwelcomed due to their experiences of racism, it impacts their participation and they are denied the benefits we all know sport can bring.

Frequently Asked Questions (FAQ) cont.

Where can I find the research this campaign is based on?

The research can be found in the report, [Enhancing the Capacity of Victorian Community Sport to Tackle Racism](#) (Monash University, 2025). This report presents findings from a study that examines racism in community sport within Victoria, Australia.

The research was funded by VicHealth and conducted collaboratively by Monash University, Victoria University, the University of Melbourne, the Koorie Heritage Trust, CMY and CMSport.

What resources are available and where can I find them?

The resources developed through this campaign are publicly available and easily shared across a range of channels.

This includes:

- Video storytelling series
- Printable A3 posters
- Social media tiles, banners, reels and captions
- Campaign website with resources:
sport.vic.gov.au/anti-racism

Who is involved in delivering this campaign?

The **Centre for Multicultural Youth (CMY)** is a non-profit organisation based in Victoria with a 35-year history of working to create a society where multicultural young people are connected and empowered to fully reach their potential. **CMSport** is an initiative of CMY, driving social change through sport. It brought together leaders from 7 State Sporting Associations (SSAs) and partners to sign a pledge to collectively tackle racism in community sport. The campaign is supported by the Victorian Government, and partners include:

- AFL Victoria
- Basketball Victoria
- Cricket Victoria
- Football Victoria
- Netball Victoria
- NRL Victoria
- Tennis Victoria
- VACSAL
- Vicsport
- VicHealth

Why are 7 sports involved in the campaign?

The 7 sports were chosen as partners for the campaign as they had already demonstrated a strong commitment to collectively tackling racism in community sport, with their leaders all signing a Pledge with CMY, CMSport, Vicsport, VicHealth and the Victorian Government in 2025.

They represent some of the largest and most influential professional sporting bodies in Victoria, as well as some of the most common sports both children and adults participate in on a community level. Although these sports are involved in the campaign's development, the campaign resources will be available for all sports to use and promote.

How is this campaign funded?

The campaign is funded through the Victorian Government's Anti-Racism Strategy 2024-2029.

Frequently Asked Questions (FAQ) cont.

Who are the spokespeople and what is their involvement?

This campaign centres the lived experiences and voices of community sport participants – players, coaches, referees, volunteers and parents. 7 participants have bravely shared their experiences of racism across the 7 sports involved in the campaign, and their stories are featured in the campaign video storytelling series.

Below is background on each of the storytellers featured in this campaign.



Sharin Milner
Basketball

Sharin is a former Women's National Basketball League (WNBL) player who grew up in Broadmeadows, and the daughter of Indian migrant parents who immersed themselves in community sport as a way to belong. From the age of 6, she was raised inside Broadmeadows Basketball Stadium, with her father coaching and her mother refereeing and cleaning the stadium. Sport became her identity.

As Sharin progressed through basketball, she became increasingly aware of her differences. She experienced racism on and off the court and describes becoming a "chameleon" as she was terrified of standing out. These experiences stayed with her and now shape her work as the founder of Phoenix Basketball Club, where she sees how racism continues to show up in different forms. Through building a community-led, culturally safe club, Sharin is working to ensure the next generation encounters fewer barriers and more belonging than she did.



Gülcan Genitsaris
Football

Gülcan is a former Melbourne Victory player who was born in Australia to Turkish migrant parents and raised in a household where football was seen as a men's domain. She began playing at 9 years old at a Turkish club, Dingley City, as one of 2 girls in an all-boys team. From her first game, Gülcan experienced hostility. She was often the only girl in the team and internalised the idea that she should feel grateful just to be allowed to participate.

Alongside sexism, she experienced racism related to her skin colour and Turkish heritage, which made her question whether she belonged. These experiences stayed with her and shape her work as Community Engagement Manager at Avondale FC. Through building a club culture grounded in respect, accountability and belonging, Gülcan is working to ensure the next generation encounters fewer barriers than she did.



Lee Bevan-Woodley
Netball

Lee is a proud Kija Bardi woman from Broome, WA, and currently serves as the Assistant Coach of the First Nations State Team for Netball Victoria. Passionate about athlete development and increasing access to sport, her commitment is deeply rooted in her own journey. Lee's netball story began in a remote community where her mother helped build the local association from the ground up. Identified early for her talent, Lee left home for boarding school to pursue elite sport while balancing her education. There, she learned to "walk in two worlds" as an Aboriginal woman navigating mainstream systems. Having often been the only Aboriginal person in the room, in netball and life, her experiences of isolation and encounters with racism have fuelled her determination to create change. Today, Lee is motivated to share her story to ensure sport becomes a space where every athlete feels respected, included, and empowered.

Frequently Asked Questions (FAQ) cont.



Tawa Manzvera
Tennis

Tawa is a state-level tennis player, coach and advocate for cultural representation in tennis. He grew up in Perth in a family where sport was central to life. His parents both competed at state level in South Africa before migrating to Australia – his mother in netball and football, his father in basketball. Tawa began playing tennis at 8 years old after receiving racquets as a Christmas gift. What started in the backyard quickly became competitive, progressing into state and national tournaments. For Tawa, sport was more than competition, it was a vehicle for belonging and opportunity. Through his experience, he speaks about racism in competitive tennis, institutional accountability and why representation in leadership matters.



Nabil Yassine
Australian Rules Football

Nabil is the President of Dallas Football Club in the Essendon District Football League. Born to Lebanese immigrant parents, Nabil found his introduction to Australian Rules Football was unexpected. One day among other students in the schoolyard, he was spotted taking marks of a football and was invited to join a club. From turning up to his first pre-season training in jeans and thongs to now leading a community club, AFL has shaped his life, his leadership, and his commitment to inclusivity.

As a teacher, multicultural ambassador, club president, and umpire, Nabil has seen sport from every angle. He believes in education, clear reporting, and building clubs where everyone, regardless of background, skill, or language, feels they belong.



Avtar Singh
Cricket

Avtar is the Founder and President of the Hume Cricket Club in Roxburgh Park. A proud Sikh Australian born in Punjab, India, he moved to Australia in 1997. When he tried to involve his children in local community sport over a decade ago, he felt they were “not being welcomed or given proper opportunities.” He saw talented children from his community being overlooked. This experience of exclusion motivated him to build his own clubs from the ground up. Driven by a desire to ensure no one else felt the same way, he created community hubs where talent, not background, is the foundation. Today, he uses his role to promote inclusion and tackle racism through education and leadership.



Chloe Ene
Rugby League

Chloe is a 19-year-old rugby league player and Victorian State Representative, born in Auckland and raised in Melbourne from the age of 6. A proud Samoan athlete, rugby league has always been central to her family life. Her father played, her brother played, and the sport was part of her household culture. Although she began in basketball through school, she transitioned into rugby league at the end of high school. In her first competitive year, she earned selection in the Victorian state squad and has remained within elite development pathways since.

Chloe speaks about identity, representation and belonging in sport. She reflects on an early experience of racial exclusion, the impact of silence from adults, and why visible culture in rugby league matters. She calls for accountability, education and sustained commitment, so that no young player walks into a stadium already feeling different.

Frequently Asked Questions (FAQ) cont.

What does this campaign aim to achieve?

Based on the Monash University research study 'Enhancing the Capacity of Victorian Community Sport to Tackle Racism' the campaign aims to:

- Raise awareness about the existence and impacts of racism in all sports.
- Challenge racist attitudes and behaviours in the community sport sector.
- Inform and educate the sector on how to prevent racist incidents from occurring, and how to respond when they do occur.
- Equip campaign partners and other stakeholders with the tools and confidence to deliver anti-racism messages and respond to incidents when they happen.
- Make a measurable impact through activities such as social media engagement, campaigns, roadshows, focus groups, and surveys.

Racism doesn't occur in sport, so why do we need this campaign?

With 56% of Victorian community sport participants reporting they have experienced or witnessed racism, too many people are made to feel they don't belong. Two-thirds of incidents go unreported, making it clear community sport needs to take stronger action against racism, and better support participants to respond to and report incidents when they happen.

While isolated initiatives and campaigns have created culturally safe spaces and promoted anti-racism, it is important to continue to share lived experiences widely. This helps to build understanding and knowledge around the types of racism that exist within community sport settings, and how it can impact individuals and their participation.

This campaign is a unified call to action, providing accessible and sharable resources that are informed by evidence and lived experience, to drive meaningful change across community sports.

I want to learn more about what I can do to stand against racism in my sport.

Where do I begin?

You can start by visiting the campaign hub: sport.vic.gov.au/anti-racism.

Here you will find a range of videos and other materials to support your learning journey and share with your teammates or club, including research, practical resources for clubs/organisations, and training available either online or in-person.

Social Media Tiles and Banners

Help raise awareness of the impacts of racism in community sport, by sharing our campaign stories across your social media channels e.g., Facebook, Instagram, x, and LinkedIn.

Caption text and links have been provided with the digital assets to support your organisation in posting about the campaign.

There are options provided to share either an individual's story, or an overarching 'hero' image or video which isn't specific to a sport or individual.

Social media tiles and banners: <https://sport.vic.gov.au/participation/racism-doesnt-belong-in-our-game/spread-the-word>



Campaign Hero Tile (All Sports)

Caption text:

Content Warning: This content contains explicit mentions of racism.

Racism doesn't belong in our game.

We're centring the lived experiences of seven participants from different sports, to raise awareness of the impacts of racism in Victorian sporting communities.

Watch our stories and learn more via the link in bio.

Proudly supported by the Victorian Government. This campaign is delivered by CMY and CMSport in partnership with AFL Victoria, Basketball Victoria, Cricket Victoria, Football Victoria, Netball Victoria, NRL Victoria, Tennis Victoria, VACSAL, Vicsport and VicHealth.

We're stronger together against racism.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/9KV42ExJEQc>

16:9 video: <https://youtu.be/1Cy6nlAXqfA>

9:16 video: <https://youtube.com/shorts/9KV42ExJEQc>

(Image description: Seven community sport participants from First Nations and multicultural backgrounds stand in different poses, representing different sports. Against a black torn paper background, large white letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.



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Download

Lee's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Lee is a proud Kija Bardi woman and Assistant Coach of a state netball team. She nearly quit coaching entirely due to racism. She advocates for First Nations leadership in decision-making and cultural safety in sport. Racism doesn't belong in our game.

Watch Lee's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/gC2dw-2Y7o>

16:9 video: <https://youtu.be/Uc-EuPr9KLg>

9:16 video: <https://youtube.com/shorts/gC2dw-2Y7o>

(Image description: Lee is a proud First Nations woman standing in a netball stadium, wearing a Netball Victoria state team jacket and holding a netball in her hand. Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)



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Nabil's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Nabil is the President of an AFL club in Victoria. He faced racial abuse while umpiring an under-14s game. Nabil believes in education, clear reporting, and building clubs where everyone feels they belong.

Racism doesn't belong in our game.

Watch Nabil's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/ePLt5SMQ2Eg>

16:9 video: <https://youtu.be/allPnWogCOM>

9:16 video: <https://youtube.com/shorts/ePLt5SMQ2Eg>

(Image description: Nabil is a multicultural man standing on a football oval with a bright yellow and black referee shirt. He is holding his hand up and blowing a whistle to stop play. Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)



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Sharin's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Sharin is a former WNBL player, daughter of Indian migrant parents, and founder of the Phoenix Basketball Club. She experienced racism on and off the court. She works to ensure the next generation doesn't face the same barriers.

Racism doesn't belong in our game.

Watch Sharin's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/i-28-nN05rg>

16:9 video: https://youtu.be/3xBC-85x_vo

9:16 video: <https://youtube.com/shorts/i-28-nN05rg>

(Image description: Sharin is a multicultural woman sitting in a basketball stadium, her hands together in her lap.

Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)

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Tawa's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Tawa is a professional tennis player, coach, and advocate. He experienced racism from officials and parents during his junior career. Now he advocates for cultural competency standards and visible diversity in leadership. Racism doesn't belong in our game.

Watch Tawa's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/1vV1yIgAfe8>

16:9 video: <https://youtu.be/hq0FExOAWYk>

9:16 video: <https://youtube.com/shorts/1vV1yIgAfe8>

(Image description: Tawa is a multicultural man, standing in a park holding a tennis racquet in both hands and looking directly at the camera. There are green trees in the background. Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)

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Gülcan's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Gülcan is a former professional football player. Having experienced racism as a junior player, she now works to build club culture grounded in respect, accountability, and belonging.

Racism doesn't belong in our game.

Watch Gülcan's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/tl3uQT2vd20>

16:9 video: <https://youtu.be/hq0FExOAWYk>

9:16 video: <https://youtube.com/shorts/tl3uQT2vd20>

(Image description: Gülcan is a multicultural woman wearing a pale blue Avondale Football Club jersey. She is standing on a football field and holding a ball. Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)

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Avtar's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Avtar is the Founder and President of a cricket club in Victoria. When he tried to involve his children in local community sport, he felt they were not welcomed or given real opportunities, so he started a new club.

Racism doesn't belong in our game.

Watch Avtar's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/mfuzQWC4uls>

16:9 video: <https://youtu.be/Jq2xN3xlqCE>

9:16 video: <https://youtube.com/shorts/mfuzQWC4uls>

(Image description: Avtar is a multicultural man wearing a white business shirt and yellow turban. He is sitting on a change room bench and looking off into the distance. Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)

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Chloe's Story

Caption text:

Content Warning: This content contains explicit mentions of racism.

Chloe is a young NRL player, Victorian State Representative, and proud Samoan athlete. Seeing players who looked like her created a sense of belonging, after an experience of racial exclusion as a child. Racism doesn't belong in our game.

Watch Chloe's story and learn more. Link in bio.

#RacismDoesntBelongInOurGame

Link: <https://youtube.com/shorts/AUhV2OLINxA>

16:9 video: <https://youtu.be/7muVrDsjt2A>

9:16 video: <https://youtube.com/shorts/AUhV2OLINxA>

(Image description: Chloe is a multicultural woman wearing a purple Harmony Cup rugby league jersey with a white flower on the front. In the background is a rugby league field and club rooms. Against a black torn paper background, large white block letters read 'Racism Doesn't Belong In Our Game.' There is a link to sport.vic.gov.au/anti-racism.)

Download



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Posters

Help raise to awareness of the impacts of racism in community sport by sharing our campaign stories. Download and print the campaign posters to display at your club, organisation, or facility.

Printing instructions

These posters are intended to be downloaded and printed at A3 size to ensure optimal legibility of text and logos.

Each individual sport poster includes a QR code that directs users to a unique sport story when accessed via a mobile device.

[Download](#)



Campaign Hero (All Sports) Lee's Story



Lee's Story



Nabil's Story



Sharin's Story



Tawa's Story



Gülcan's Story



Avtar's Story



Chloe's Story

Campaign Contacts

For general enquiries about this campaign, please contact:

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