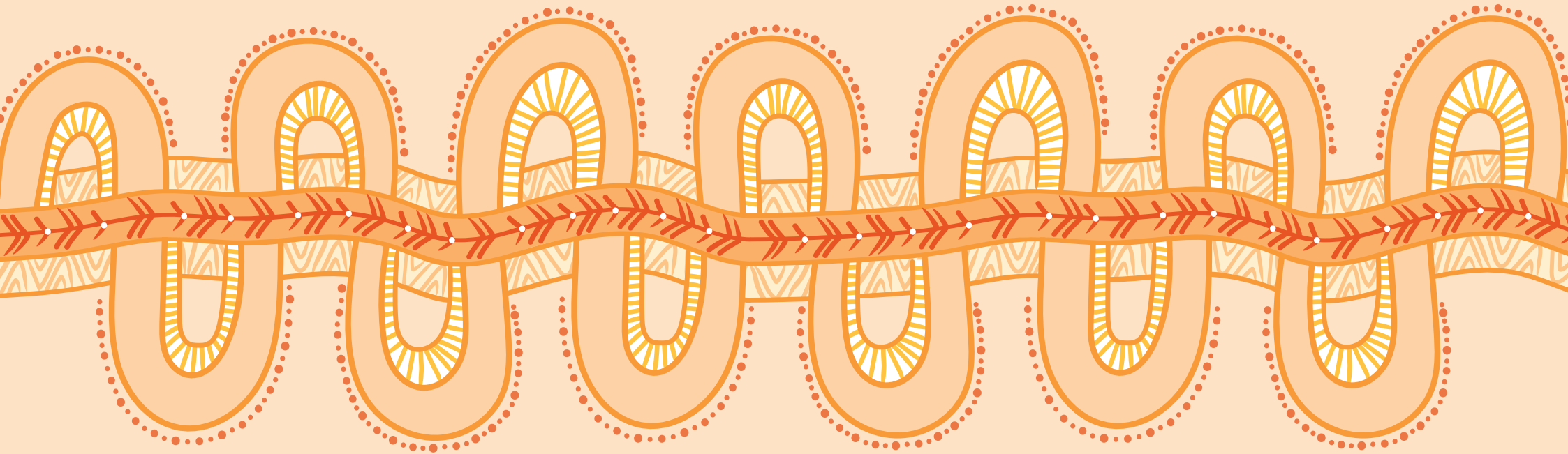


Good Yarn Guidelines

Media guidelines on the reporting of First Nations issues in Australia



A I P A

| Principle | Avoid | Try |
|--|---|--|
| <p>Relevance when mentioning First Nations identity</p> <p>In accordance with the Australian Press Council's Guideline: Reporting of 'race', journalists should not place gratuitous emphasis on race, unless race, physical appearance or ethnic background is directly relevant to the story and in the public interest.</p> <p>Note: First Nations identity should not be used to describe physical appearance, as First Nations identity does not have one appearance, in skin colour, hair or facial features.</p> | <p>Gratuitous emphasis on race, when race is not relevant to the story</p> <ul style="list-style-type: none"> • "Indigenous athlete wins big" • "Indigenous people riot in Alice Springs" • "Aboriginal man arrested for assault" <p>Use of First Nations identity to describe physical appearance:</p> <ul style="list-style-type: none"> • "The missing girl is Aboriginal in appearance" | <p>Mentioning race, only when it is relevant and in the public interest</p> <ul style="list-style-type: none"> • "Nova Peris was the first Indigenous Australian person to become an Olympic gold medallist." • "Indigenous Elders in Alice Springs speak to their community's discontent" <p>Where possible, ask if the person would like their First Nations identity to be shared as part of the reporting.</p> |
| <p>Strength-based approaches</p> <p>Journalist should focus on capabilities, talents, competencies, hope, resources, optimism and autonomy when reporting challenges faced by First Nations peoples or communities.</p> <p>Strengths-based approaches may provide alternatives to the deficit narrative without denying that First Nations people face difficult challenges.</p> | <p>Using language that, when presented alone, perpetuates deficit discourse:</p> <ul style="list-style-type: none"> • "Indigenous Australians are twice as likely to die from heart disease" | <p>Presenting challenges in the context of structural issues</p> <ul style="list-style-type: none"> • "Structural inequality continues to be noticeable, despite decades of effort, in significantly high statistics reported in heart disease rates among First Nations peoples" |
| <p>Historical and cultural accuracy</p> <p>Acknowledge the long history and culture of First Nations people, and the equal validity of their ways of being and knowing.</p> | <p>Using statements or quotes that discount First Nation history and culture:</p> <ul style="list-style-type: none"> • "Australia is 200 years old" • "Europeans gave Indigenous people the gift of modern medicine" • "Colonisation has been good for Aboriginal people" | <p>Using statements or quote that acknowledge First Nation history and culture:</p> <ul style="list-style-type: none"> • "Australia has a long history, dating back thousands of years prior to European colonisation" • "Traditional medicine practices when used in conjunction with modern medicine have been proven to assist with social and emotional wellbeing" • "Colonisation has, and continues to, have a negative impact on the social and emotional wellbeing of First Nations peoples." |
| <p>Alignment with Human Rights</p> <p>Media reporting on First Nations issues should adhere to the UN Declaration on the Rights of Indigenous Peoples, endorsed by the Australian Government in 2009. This includes acknowledging First Nations peoples' rights to self-determination, equality and connection to Country, community and culture.</p> | <p>Claims that suggest First Nations peoples do not have the right to self-determination, equality and connection to Country, community and culture:</p> <ul style="list-style-type: none"> • "Indigenous people should assimilate into Australian society" • "Native Title is a land grab by Aboriginal people" • "Indigenous people should learn English before the learn their native languages" | <p>Reinforce the rights of First Nations peoples to self-determination, equality and connection to Country, community and culture:</p> <ul style="list-style-type: none"> • "First Nations peoples in Australia have a right to negotiate treaties, as First Nations peoples have done in New Zealand, Canada and the United State of America" |

| Principle | Avoid | Try |
|--|---|---|
| <p>Appropriate image and video use</p> <p>The images used can have a positive or negative impact on audiences. Images and videos can also enhance, detract from, or change the meaning of other content.</p> | <p>Avoid images or videos that reinforce negative stereotypes.</p> <p>Avoid staging images or scenes.</p> <p>Care needs to be taken with publishing or sharing traumatic images or videos. Scenes of racist behaviour or violence, for example, can be re-traumatising for the people involved and the broader communities.</p> | <p>Use images or videos that are strengths-based where possible (e.g. model hope, show social connection, etc).</p> <p>Use a diverse range of images (if choosing from stock photos or image libraries).</p> |
| <p>Minimising the impact of hate speech</p> <p>Media companies should not directly re-publish any comments or materials that contain hate speech against First Nations peoples. If a media organisation chooses to report on comments or materials that contain hate speech, they should do so by referring to the comments or material without directly quoting or republishing materials.</p> | <p>Directly quoting or re-publishing hate speech materials</p> <ul style="list-style-type: none"> • Broadcasting a video of a death threat against a First Nations person • Publishing a quote that includes a racial slur or comment that incite violence or exacerbates prejudice | <p>Not amplifying comments or materials that contain hate speech.</p> <p>If a media organisation chooses to report on comments or materials that contain hate speech, because it is deemed in the public interest, refer to them without using direct quotes or republishing materials:</p> <ul style="list-style-type: none"> • “The video — which we have chosen to not publish — was widely condemned as “cowardly”, “disgusting”, and “menacing”, and is now being investigated by the Australian Federal Police (AFP).” |

