



# CENTRE FOR PARTICIPATION IMAGE AUDIT

WOMEN'S HEALTH GRAMPIANS  
FEBRUARY 2020

*"IF YOU DO NOT INTENTIONALLY, DELIBERATELY  
AND PROACTIVELY INCLUDE, YOU WILL  
UNINTENTIONALLY EXCLUDE."*

Prepared by:  
MICHELLE DUNN

---

## SUMMARY

**This image audit was produced based on annual reports, newsletters and fliers supplied by the Centre for Participation**

In conducting this image audit, a number of things stand out:

- Very rarely do we see any images of Lesbian, Gay, Transgender, Intersex or Queer (LGBTIQ) people\* and there are no LGBTIQ couples shown
- There are very few photos of people with a disability
- On only 1 occasion is there an image that challenges a multicultural stereotype - where a multicultural woman is teaching a caucasian man about technology
- There are very few images that challenge gender roles or stereotypes in any publication
- On only one occasion is a multicultural person shown when referring to aged care or older people. All other times they are caucasian
- More often than not, when multicultural people are shown, they are either shown being taught by a caucasian person, or hanging out together, with no caucasian people present. It reinforces a stereotype that multicultural people don't mix well into the community and that caucasian people are the teachers and muliticultural people need to learn from them. It also keeps multicultural people positioned as "other" when we only talk about them in terms of diversity. We need to show diverse people in every day situations to show that people are people and everyone is part of every aspect of community.
- Some of the programs, associations and groups promoted in newsletters and annual reports by CFP may be partnerships rather than led by CFP. However as partners, CFP has a role to play in having conversations with their partnering organisations about their own images as well. Although CFP clearly has a strong commitment to multicultural and Indigenous diversity, it's important that their partner programs do as well and that this is reflected in images.
- There are so many great photos of people of colour throughout the publications. It would be great to see more diversity on the website of all different people engaging in projects that CFP offers - especially in the sections on "Programs and services" and "Initiatives".

\*Please note: Assumptions have been made when referring to people throughout this report based on culture, sexuality and disability. Without knowing individual people, these assumptions may be incorrect and any offense caused is unintended. As the people taking the photographs, CFP staff need to be conscious of seeking out diversity for inclusion in images and also aware of what the images might be saying about that person or people.

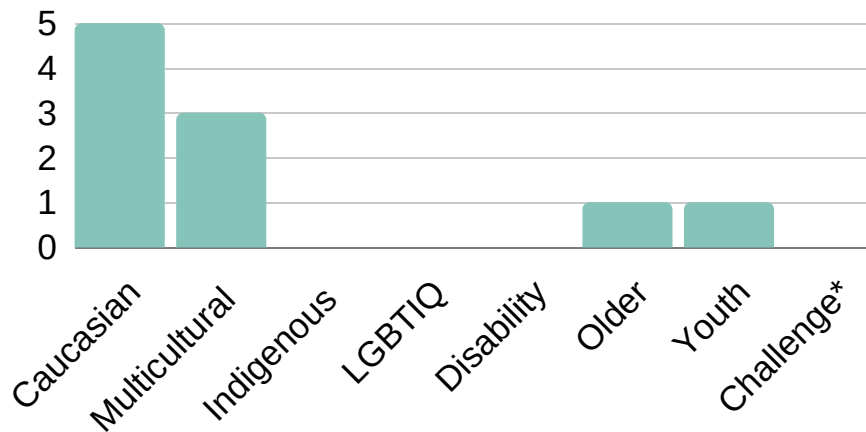
## RECOMMENDATIONS

- **EDUCATE STAFF** - Create a resource or hold a workshop for staff and partner programs to help them understand the power images have to either include or exclude members of the community. Help them think and act more consciously to create and choose diversity in images they are using in documents.
- **INCLUDE MORE DIVERSITY IN IMAGES** - There is a great amount of images showing multicultural people. However showing more people of Indigenous heritage, LGBTIQ people and people with a disability, as well as older people of diverse backgrounds helps make the community more visibly inclusive to everyone.
- **CHALLENGE GENDER ROLES** - Gender inequality is the key driver of violence against women. Very few images across the website or documents challenge gender roles or stereotypes.
- **UPDATE WEBSITE** - There are so many great images throughout the documents that show how inclusive the Centre for Participation is. This doesn't currently come across as strongly on the website, so updating the website with more images that show diversity would be great.

In our need to find an image for a flyer, publication or a website, it's important to consider what the image is saying, rather than just seeing an image as a "filler". Images are so widely used in our society because they have an impact. Using an image without consideration of it's impact at best is a missed opportunity, or at worst, reinforces negative stereotypes or gender roles.

# ANNUAL REPORT - 2018 - 2019 (IN BRIEF)

Total number of images with identifiable people : 5



Often (but not always) multicultural people are seen only hanging out with other multicultural people. There is generally only caucasian people in the photo if they are in a teaching role. This could be seen as suggesting there is a power or status difference between multicultural people and caucasian people.

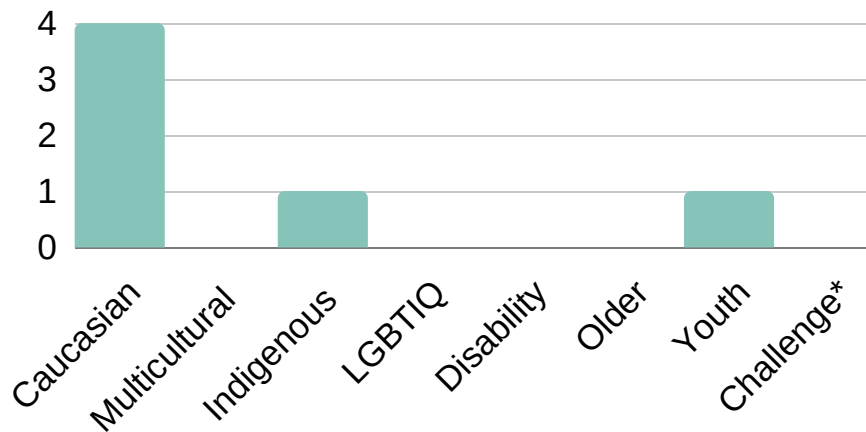
Perhaps due to the nature of the programs, often multicultural people are seen in serving roles and it's often women in kitchens. Are there men in these programs that can be shown as well? Or other programs that show multicultural people doing a wider range of work? How could CFP be using images to show people in the community that they can participate in any program regardless of gender.

In all annual reports (except 2015/16) when talking about learning to drive, it's a photo of a girl learning being taught by an older man. An opportunity to challenge a stereotype would be to show a female trainer.

Is the learn to drive program only for young people? It would also be great to show a more diverse cohort learning to drive as well, if they are eligible for the program.

# ANNUAL REPORT - 2017 - 2018

Total number of images with identifiable people : 4



It's great to see an Indigenous woman on the cover. A couple of suggestions regarding this image.

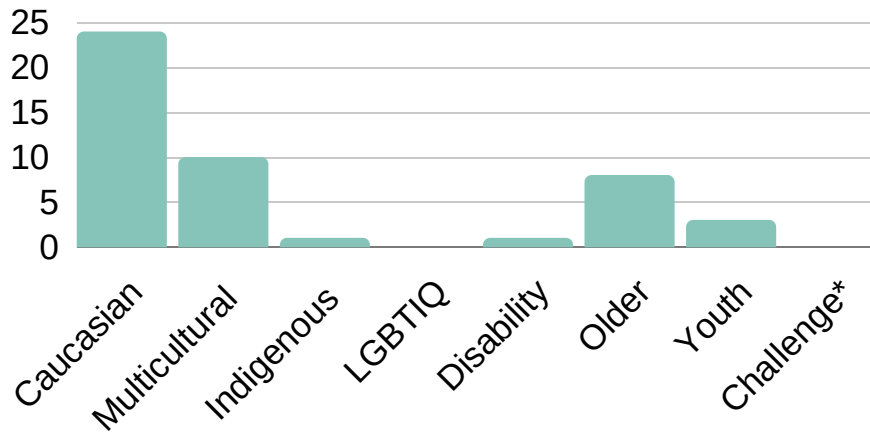
1. When photographing people be conscious of who is dominant and what implications that has. This image is clearly about Indigenous people and culture, yet a caucasian man stands in front and much larger in the frame than the Indigenous woman and feels dominant.
2. Indigenous people also exist in our community in every day ways like everyone else. It's important to not only show Indigenous people (or any people of diversity) when we are talking about their differences.

Page 7 - The title is about community partnerships, yet all people in the room are caucasian. Photos showing diversity can help advertise a workshop or program in a way that attracts more diverse people to attend.



# ANNUAL REPORT - 2016 - 2017

Total number of images with identifiable people : 31



Page 15 - The only image that comes close to challenging a stereotype, with girls working on fixing bikes. However the girls faces aren't shown and the focus is on the men and boy.



Page 5 - The majority of times, multicultural people are the learners and caucasian people are the teachers. There is an opportunity to flip this stereotype to show diverse people as teachers. Does CFP have teachers that come from diverse backgrounds as well?



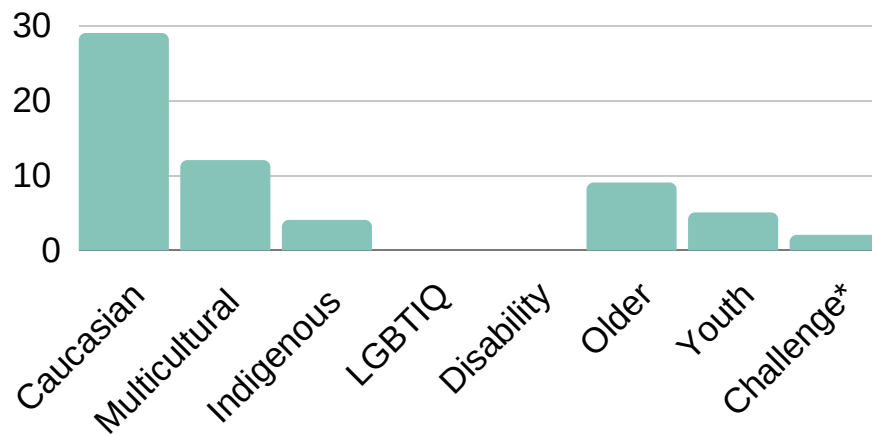
On 3 occasions in this report men are shown in leadership roles. There is one woman at a microphone, but the image suggests she's an award winner and not leader of the night.



In both the photo of the Beulah Historic Association (Page 17) and the WRSA youth leadership club (Page 29) all members appear to be caucasian. Have these groups only attracted caucasian people? Or were members with diverse backgrounds just not included? If there are no members with diverse backgrounds it's worth questioning why this is the case and how to attract more diverse people to the membership bases. Although these groups are not lead by CFP, as partners, perhaps CFP has a role to play in having conversations about diversity in images with their partner programs to ensure any group CFP partners with shares the same values and shows their values in the same way.

# ANNUAL REPORT - 2015 - 2016

Total number of images with identifiable people : 35



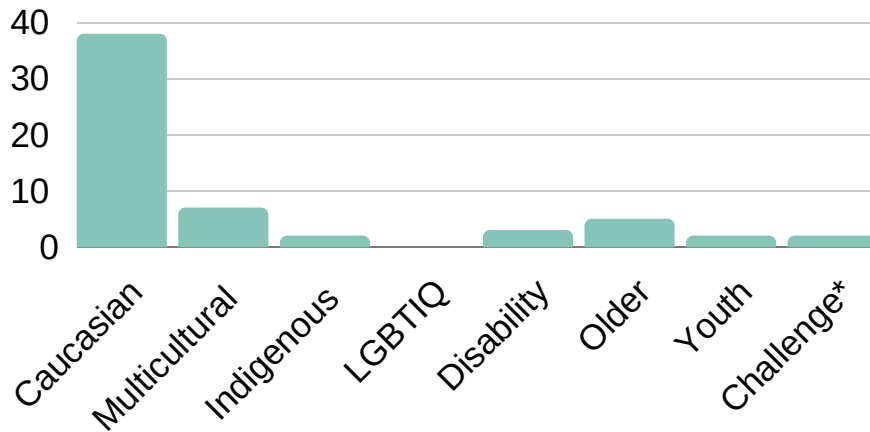
Cover - great to see a front cover that shows Indigenous youth and challenges a stereotype by having women on bikes taking the lead.



Page 26 - the story is about multicultural people learning to speak english, yet the focus is on the caucasian teacher. Each time a photo like this is captured, consider whether it's about the teacher as a volunteer for CFP, or the student as a learner with CFP and use the appropriate photo for the story.

# PARTICIPATE NEWSLETTER - ISSUE 5

Total number of images with identifiable people : 43



Page 2 - Would have been great to remove the barrier (bbq lid) between the Indigenous and caucasian people, so it feels less like "us" and "them". Candid images still need to be well considered and photographers often control things like this. For example, capturing this moment might involve asking the caucasian woman to come out from behind the counter and stand with the Indigenous woman, so they are talking together on equal footing.



Page 6 - Great to see people of colour in relation to aged care! This is the only time this occurs in any document for CFP



Page 9- The story is about women in leadership, but the image is a missed opportunity to challenge a stereotype. What does leadership look like? It's great when the photo tells the story.

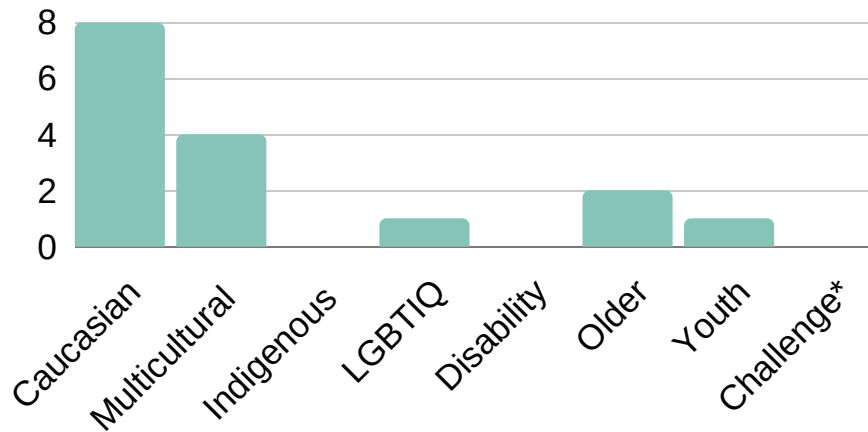


Page 14&15 - 62 people on this double page being celebrated for volunteering and all appear to be caucasian. This would be really worth looking into in the Wimmera. Are no diverse people volunteering? OR are they volunteering and not being celebrated? Or were they awarded but their photos not included on this page?



# PARTICIPATE NEWSLETTER - ISSUE 4

Total number of images with identifiable people : 11



Front Cover - Cover title says "Celebrating inclusion" and the image is only of caucasian people. It's so important to select images that are reflective of a message you are wanting to get across. As a person with a diverse background, if I saw an organisation talking about inclusion and only showing able bodied, straight, caucasian people, I'd feel nervous about being welcomed, if the organisation sees this image as reflective of inclusion.

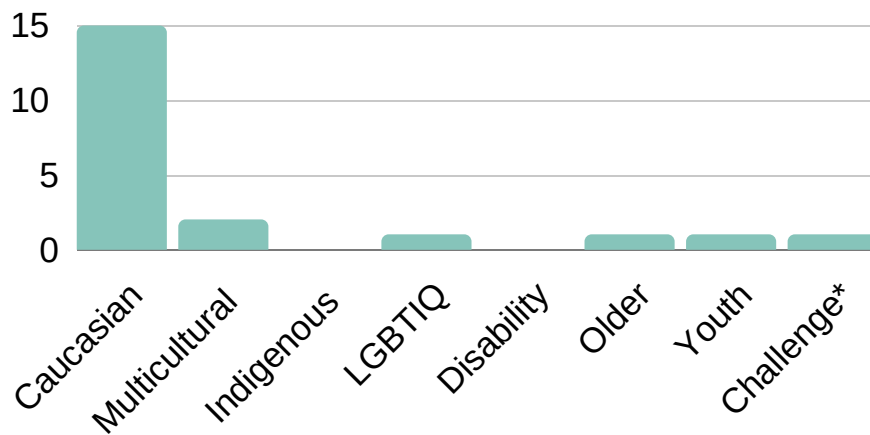
STEREOTYPE - Women belong in the kitchen. Are there men in this program that could be shown as well? It's worth asking why not if it only attracts women - is it because men don't see themselves in the kitchen? Would showing images of men participating in this program attract more men? - But it is really great to see a diversity of faces that have been included in this shot! Even better - show them in action, doing what the program will teach them.



Great shot to show a person of colour in a leadership role with young people. More like this! There are very few images across CFP publications that show someone other than a caucasian person as a teacher / mentor / leader.

# PARTICIPATE NEWSLETTER - ISSUE 3

Total number of images with identifiable people : 15



Page 2 - Great to see women in leadership, especially sports governance. However all are caucasian. Were there no people with diverse backgrounds included in the group, or were they just not photographed? Either way, it's worth asking why not.

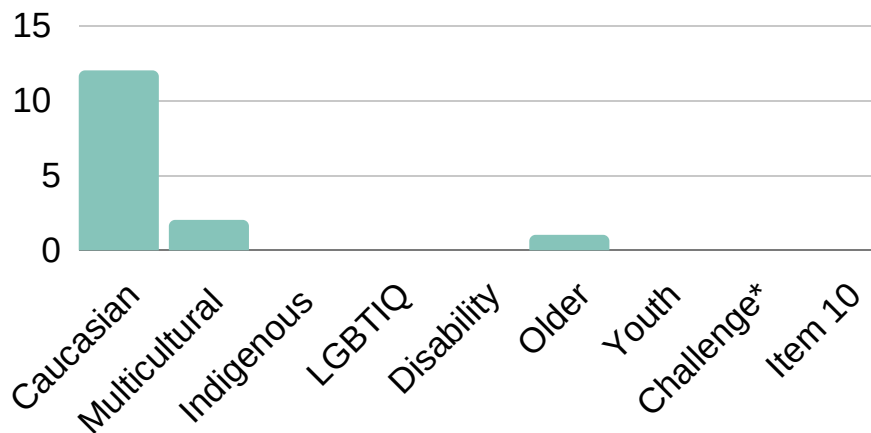
Page 4 - Great to see a woman leading a workshop. A question on this image is why did a workshop on liability in the community only attract caucasian people? How was it advertised and did images in the ads show diverse people, so a wider demographic felt included and comfortable attending? What are the barriers stopping diverse people attending these workshops?



Page 9 - STEREOTYPES - Women in the kitchen and multicultural people in serving roles. Are there men in these programs that can be shown? If not, why not? It would be worth looking at how they are being promoted in the first place.

# PARTICIPATE NEWSLETTER - ISSUE 2

Total number of images with identifiable people : 12



There are not a lot of images in this publication and very few tell the story of the articles.

Page 4 - The article is about a man volunteering. As the focus of many of the images that CFP shows is on women volunteering, it would have been a great opportunity to show a male face to volunteering.

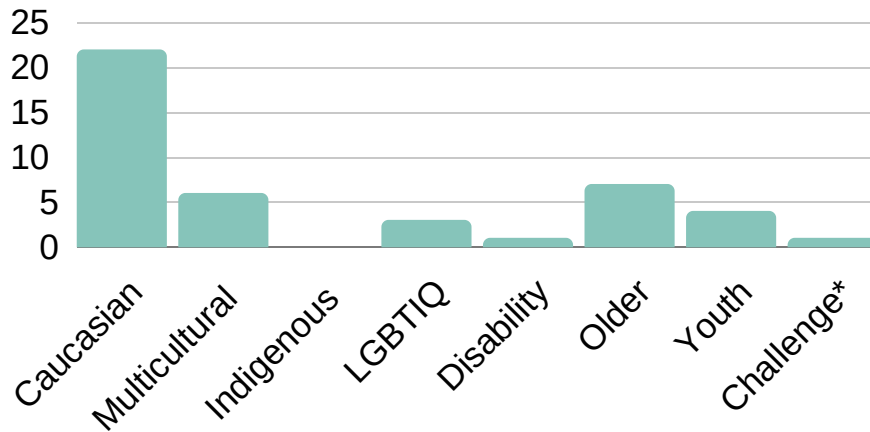
Page 5 - The article is about welcoming migrants, which would have been a great opportunity to show people of migrant background at work in the community, at a festival with other members of the community, or even just walking down the street in a recognisable location.



Page 9 - Less often says more in photography. The photograph of the police officer addressing the class would have been more powerful if it wasn't such a wide angle shot. Zooming in and only showing 2 students - and being able to see at least one of their faces - you will then also see the teacher clearer and it would be more recognisable that she is a police officer and that the students are from diverse backgrounds.

# PARTICIPATE NEWSLETTER - ISSUE 1

Total number of images with identifiable people : 24



Page 10 - This is a great example of challenging stereotypes and gender roles as well as showing diversity and inclusion. Image shows a woman of colour teaching an older man (challenging the stereotype that multicultural people need to be taught by caucasian people) and also the woman is teaching the man about technology (challenging the stereotype that women don't understand technology).

Page 15 - This is the only time we see a young girl who looks queer / gender non conforming (I can't assume she is LGBTIQ, but she's at least not stereotypical for a teenage girl). It would have been really great to be able to see her clearly. Both photos of her in this publication are very underexposed, which reinforces the idea of LGBTIQ people being hidden.

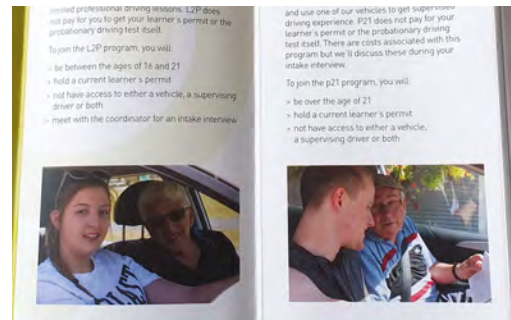


Page 17 - This is the only time we see a child with a migrant person in a learning situation. If parents are allowed to bring children to class or there are care facilities on site, it would be great to show this more, as this may be a factor in whether or not people enroll.

# FLIERS - LICENSING THE WIMMERA

**STEREOTYPE** - Men are better drivers than women: Only showing male driving instructors may reinforce that message  
Could you include a female driving instructor?

**STEREOTYPE** - Multicultural people aren't good drivers: Only showing caucasian learner drivers may reinforce that message  
Could you include young (or older) people of colour learning to drive?



# FLIERS - PARTNERSHIPS

**STEREOTYPE** - Women can have leadership roles, but they are still secondary to men. This is a really small thing to pick, but consider having a female on the cover, male inside to challenge this stereotype.



Also consider opportunities to show people from diverse backgrounds in partnership with CFP. It's important to show diversity in mainstream situations, not just when referring to that specific diversity.

# FLIERS - WIMMERA SOCIAL SUPPORT

Equal mix of men and women is great. Throughout all the annual reports, as well as this flyer, with the exception of once, the only time that older people are shown, especially in reference to retirement support, they are caucasian. It would be worth asking if this is because there are no people of colour who are older in the Wimmera? This is common across lots of advertising for aged care. Do diverse people not go into aged care? If not, why not? Sometimes we need to show images that speak to diverse people before a shift can occur where they are comfortable turning up and feeling welcome.



# FLIERS - VOLUNTEER RESOURCES

Again good mix of men and women and although there is one person of colour included, their face is obscured, so the dominance is still of caucasian people. The flyer is also skewed slightly towards a middle to older demographic, so there could be a question to ask about young people as volunteers. Do they volunteer? If not, why not? If you showed more images of young people as volunteers, would they see themselves as volunteers and become involved?



## FLIERS - COMMUNITY LEARNING

---

### QUESTION TO ASK ABOUT WHO YOU ARE TRYING TO REACH:

Is learning in the community only for multicultural people? Could you be including people with a disability, LGBTIQ people, Indigenous people etc in these images? Could learning be a mix of diverse people and caucasian people?



## FLIERS - NEWS 4 ME

**STEREOTYPE:** Women belong in the kitchen and women are better carers.

There are few images of people in this publication, however of the 3 images that include people, 2 of them reinforce the stereotypes of women being in the kitchen, or women as carers. Are there men in the kitchen program? Or men that participate in the meal delivery program?



## NEW IMAGE SUGGESTIONS

The list below is a starting point, to show opportunities to create images that challenge gender roles as well as show a diversity of people involved with the Centre for Participation.

- Images of women and men that challenge gender roles - ie men doing cooking or caring roles. Women leading workshops or speaking at events. Women as driving instructors.
- Diverse people as teachers as well as learners
- Include less people in a photo to give it more impact
- People of diverse backgrounds in aged care scenarios
- Varieties of photos at the learning workshops - first aid, ELP, computer, lifestyle, hospitality, youth programs etc for ongoing use in documents as well as on the website.
- For any scenario, a multitude of shots can be created to avoid repeatedly showing the same images across documents. For example, if you are taking a photo of a father with a child in a pram: one shot of father walking along path with a pram from front, from behind, from side on. Father holding child standing next to pram (again from 2 or 3 angles). Father feeding child sitting down (again from 2 or 3 angles). etc. These all be done quickly, getting a variety of photos in one situation.

For all images above, it is recommended that most are of a "candid feel", not looking at the camera and lit well so that the images are vibrant and striking. Make the shots of an action to help tell a story, rather than just people standing static and looking at the camera with no context of the story.

## CONCLUSION

**Every photo is an opportunity to make someone feel like they belong and want to connect with the Centre for Participation .**

**Photos are opportunities to help people see themselves doing new things, perhaps things they didn't believe were for them to do. They are opportunities to help new migrants understand cultural differences in Australia, or open up possibilities. They are opportunities for potential partner organisations to feel inspired and to be able to be part of something bigger.**

**Photographs should never be selected as a filler, without conscious thought about who is being included or who is being excluded as a result of the image choice.**

**I'd highly recommend starting to build up an image library - even if it's not done professionally. This can involve talking to staff and encouraging them to take photos of programs they are involved in, or having a staff member attend specifically to take photos. And in the process, having diversity and challenging stereotypes at the front of their minds.**