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## Mohamed Semra: human rights award for former school captain kicked out of Apple store at Highpoint Shopping Centre

Mohamed Semra, who was racially profiled and kicked out of an Apple store in 2015, has been given a top human rights awards.



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Security ejected school boys fearing they might steal something. Courtesy Francis Ose

One of the teenagers who made international headlines when he and his mates were racially profiled and ejected from the Apple store at Highpoint Shopping Centre in 2015 has been awarded one of Victoria's most prestigious human rights awards.

Footage of former Maribyrnong High School captain Mohamed Semra and his mates being kicked out of the store and being told staff were "worried you might steal something" went viral.

The shocking video drew attention to the treatment of young African men in suburban Melbourne, prompted a grovelling apology from Apple chief executive Tim Cook, and led to Mr Semra to becoming more involved in campaigning for social justice.





Mohamed Semra has been awarded a top human rights award.

Mr Semra was on Wednesday announced as the recipient of Liberty Victoria's Young Voltaire award for his work with training young community leaders.

Mr Semra in 2019 founded Endeavour Youth Australia, an organisation which aims to identify and support young leaders.

Mr Semra said it was an honour to be recognised with the award.

"Given the right impetus our youth can be champions of change and the leaders of tomorrow," he said.

"I am a product of my environment and owe so much to those who have mentored and supported me on my journey in advocacy."

Liberty Victoria president Julia Kretzenbacher said Mr Semra had supported hundreds of young people to build their confidence, learn active citizenship and leadership skills.

"Mohamed is a powerful advocate for diversity in leadership and the benefits it brings to the whole society," she said.

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