

MIGRANT INFORMATION CENTRE
eastern melbourne



PROMOTIONAL STRATEGY

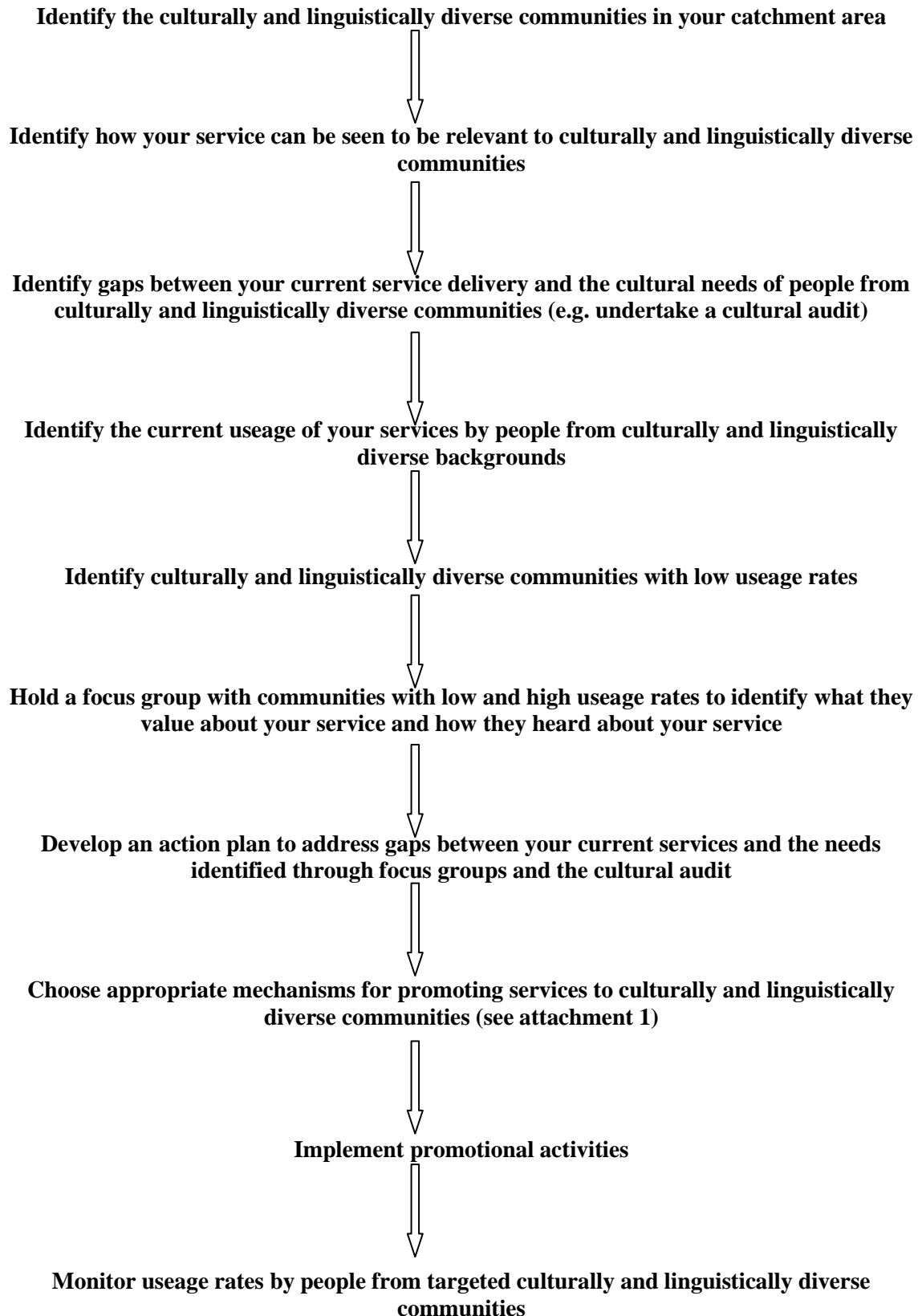
*A step by step guide for promoting services to people from
culturally and linguistically diverse communities*

*Prepared by Migrant Information Centre
(Eastern Melbourne) in cooperation with
the MIC Health and Aged Care Working Group
and the Migrant Communities Advisory Group*

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Framework for a Promotional Strategy



Identify the culturally and linguistically diverse communities in your catchment area

MIC can supply demographic data by 1996 census collection districts as well as local government areas and settlement since 1996 based on Department of Immigration and Multicultural Affairs settlement database

Identify how your service can be seen to be relevant to culturally and linguistically diverse communities

MIC can assist services to identify the cultural needs of culturally and linguistically diverse communities through talking with your staff, arranging meetings between your staff and community leaders and referring staff to relevant literature

Identify gaps between your current service delivery and the cultural needs of the communities (e.g. undertake a cultural audit)

MIC staff can assist in undertaking a cultural audit e.g. through providing a framework, undertaking the audit in conjunction with your staff or referring to other agencies who could assist you

Identify the current usage of your services by people from culturally and linguistically diverse backgrounds

Examine current usage figures from client records

Identify culturally and linguistically diverse communities with low usage rates

Compare usage to demographic data

Hold a focus group with communities with low and high usage rates to identify what they value about your service and how they heard about your service

MIC can assist through facilitating focus groups, assisting your agency to develop focus group formats or referring you to individuals who can assist

Develop an action plan to address gaps between your current services and the needs identified through focus groups and the cultural audit

MIC can assist through, for example, facilitating discussions or reviewing your action plans

Identify mechanisms to promote your service to culturally and linguistically diverse communities based on MIC Promotional Strategy

For example, ethnic press, meeting with community leaders, written information, information forums, etc. (See attachment 1)

Implement promotional activities

Monitor usage rates by targeted migrant communities

Informing People from Culturally and Linguistically Diverse Communities of your service

Ways of informing communities of your services include:

- Translated brochures, flyers and pamphlets using simple, concise language
- Ethnic radio programs including talk back radio programs
- Ethnic newspapers
- Community and social club newsletters
- Promotion through community and religious leaders and places of worship
- Information provided to bilingual GPs and language teachers who can then advise and refer their clients
- Information forums targeted at specific communities using bilingual staff and professional interpreters
- Service providers visiting clubs, English classes and group meetings to highlight and talk about their services and how they can help people – professional interpreters should be used where necessary
- Promotion stalls at forums and community festivals
- Inviting community leaders to your service, to launches of new services, etc.

Choosing the best mechanism for service promotion

To choose the most appropriate mechanisms for promoting services, agencies need to have knowledge of the communities they are trying to reach and their access to information through ethnic media. For example, many elderly Armenian people in the Eastern Region speak Turkish so they do not listen to the Armenian radio program. A number of Chinese people have stated that they cannot listen to their radio program because it is broadcast at an inconvenient time. Therefore you can reach a wider audience through Chinese newspapers. A third example is the Greek community that has well developed radio coverage and television through channel 31.

In choosing the medium for a particular community the MIC can assist you in choosing the medium that will maximise your services' exposure. The assistance could be in the form of providing you with information on the most popular medium or introducing you to community leaders, etc.

See Attachment 2 for contact details of ethnic media.

Attachment 2

Ethnic Media List

Language	Press	Phone	Fax	Radio ¹	Phone	Fax	TV	Phone	Fax
Afghan									
Arabic	El Telegraph	9387 1590	9387 9199	3CR	9419 8377		Ch 31	9663 5831	9663 8465
Arabic	An Nahar	9383 7422	9383 7399	SBS	9949 2121	9949 2120	SBS	9949 2473	9949 2473
Arabic	Al Bairak			3ZZZ	9415 1930	9417 1675			
Cambodian				SBS	9949 2121	9949 2120			
Chinese	Aust Chinese Age	9663 8181	9663 3696	2AC		9654 1118	Ch 31	9663 5831	9663 8465
Chinese	Melb Chinese Post	9663 8455	9663 8209	3ZZZ	9415 1930	9417 1675	SBS	9949 2473	9949 2473
Chinese	The Tide	9329 8686	9329 5088	SBS	9949 2121	9949 2120			
Chinese	Chinese Australian	9663.1833	9663 1033	3AW	9696 1278	9690 0630			
Chinese	Chinese Commercial Weekly	9480 1919	9480 1919	3CW 1341am	9326 8002	9329 9243			
Chinese	Aust Chinese Daily	9663 8045	9639 2645	3SER 97.7fm	9796.7977	9796.7745			
Chinese	Pacific Times	9639 2825	9639 2825						
Chinese	Melb Asian News	9663.2855	9663.2877						
Chinese	21 st Century Chinese News	9639 3429	9639.0857						
Chinese	Asian Multimedia	9897 3663	9897 3633						
Chinese	Chinese Herald	9416 3888	9416 2079						
Chinese	The Independence Daily	(02)9283 2722	(02)9283 5233						
Croatian	Croatian Herald	9521 3366	9482 2830	3ZZZ	9415 1930	9417 1675	Ch 31	9663 5831	9663 8465
Croatian	Spremnost Croatian Weekly	(02)9150 4074	(02)9150 4074	SBS	9949 2121	9949 2120			
Dari				SBS	9949 2121	9949 2120			
Dutch	The Dutch Courier	9752 5953	9754 7242	3ZZZ	9415 1930	9417 1675			
Dutch	The Dutch Weekly	9439 0755	9439 0733	SBS	9949 2121	9949 2120			
Filipino	Philippine Times	9689 2855		3ZZZ	9415 1930	9417 1675	SBS	9949 2473	9949 2473
Filipino				SBS	9949 2121	9949 2120			
French	Le Courier Australien	(02)45771 0836	(02) 4577 6726	SBS	9949 2121	9949 2120	Ch 31	9663 5831	9663 8465
French							SBS	9949 2473	9949 2473
German	Neue Helmat und Well	9521 3366		3ZZZ	9415 1930	9417 1675	SBS	9949 2473	9949 2473
German	Die Woche	(02) 9707 4999	(02) 9708 6025	SBS	9949 2121	9949 2120			
Greek				3XY	9495 1422	9495 1424	Mega		

¹ Check radio guides e.g. the Green Guide for times and days for language programs

Attachment 2

Ethnic Media List

Greek	Ta Nea (The News)	9495 1422	9495 1422	3AB	9347 8111	9347 8969	Ch 31	9663 5831	9663 8465
Greek	Greek Times	9482 4433	9482 2962						
Greek	Melbourne	9481 7800	9481 7800						
Greek	Greek Herald	9486 9522	9486 9858						
Hungarian	Hungarian Life	9521 3366	9521 3436	3ZZZ	9415 1930	9417 1675			
Hungarian				SBS	9949 2121	9949 2120			
Indonesian	Warta Berilia Aquilla	(02) 95608510	(02)9560 8510	3ZZZ	9415 1930	9417 1675	SBS	9949 2473	9949 2473
Indonesian				SBS	9949 2121	9949 2120			
Language	Press	Phone	Fax	Radio²	Phone	Fax	TV	Phone	Fax
Italian	Il Globo	9481 0666	9486 1412	Rete Italia	9481 0666	9486 1412	Ch 31	9663 5831	9663 8465
Italian							SBS	9949 2473	9949 2473
Macedonian	Aust Macedonian Weekly	9471 3960	9471 3961	3ZZZ	9415 1930	9417 1675	Ch 31	9663 5831	9663 8465
Macedonian	Today denes	9404 2990	9404 2990	SBS	9949 2121	9949 2120			
Macedonian	Macedonian Weekly Herald	5781 1999	5781 0045						
Maltese	Maltese Herald	9637 9992	9682 1923	3ZZZ	9415 1930	9417 1675			
Maltese				SBS	9949 2121	9949 2120			
Persian/Farsi	Golbang (published monthly)	9894 2644		SBS	9949 2121	9949 2120			
Persian/Farsi	Golchin (published monthly)	9464 2228	9464 2229						
Polish	Polish Weekly	9362 0128	9362 0108	3ZZZ	9415 1930	9417 1675	Ch 31	9663 5831	9663 8465
Polish	Kurier Zachodni	9753 4035		SBS	9949 2121	9949 2120			
Portugese	Portugese Noticlas	(02) 9680 7877	9680 8602	3ZZZ	9415 1930	9417 1675			
Portugese	O Portugese Na Australia	(02) 95685911	9560 6044	SBS	9949 2121	9949 2120			
Russian	Unification	9521 3366	9521 3436	3ZZZ	9415 1930	9417 1675	Ch 31	9663 5831	9663 8465
Russian	Horizon	9369 4122	9387 1461	SBS	9949 2121	9949 2120	SBS	9949 2473	9949 2473
Russian	Panorama	9578 0598	9578 0598						
Serbian	World Serbian Voice	9521 3366	9521 3436	3ZZZ	9415 1930	9417 1675	Ch 31	9663 5831	9663 8465
Serbian	Novosti	9486 9522	9486 9858	SBS	9949 2121	9949 2120			
Serbian	Vesti	9662 8555	9662 8755						
Spanish	Extra Informativo	(02) 9755 7938	(02)9727 7102	3ZZZ	9415 1930	9417 1675	SBS	9949 2473	9949 2473
Spanish	Spanish Herald	9486 9522	9486 9858	SBS	9949 2121	9949 2120			

² Check radio guides e.g. the Green Guide for times and days for language programs

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Ethnic Media List

Spanish	El Espanol	(02) 9585 9669							
Tamil	Eelamurasu	9457 6347	9408 7303	SBS	9685 2525	9685 2519	Ch 31		
Tamil	Uthayam	9561 0242	9561 0242	3CR	9419 8377	9417 4472			
Tamil				3MDR	9713 1861				
					9754 3390				
Tamil				3ZZZ	9415 1928	9415 1818			
Turkish	Turkish Report	9464 7782	9464 7783	3ZZZ	9415 1928	9415 1818	Ch 31	9663 5831	9663 5931
Turkish	Yeni Valan	(02) 9646 3039	(02) 9643 2361	SBS	9685 2525	9685 2519			
Turkish	Zaman	9309 6168	9309 7225						
Vietnamese	TiVi Tuan San	9417 1292	9417 0655	PBS	9534 1067	9534 5765	Ch 31	9663 5831	9663 5931
Language	Press	Phone	Fax	Radio³	Phone	Fax	TV	Phone	Fax
Vietnamese	Human rights	9419 6793	9419 6793	3ZZZ	9415 1928	9415 1818			
Vietnamese	Viet Luan	9521 3366	9521 3436						
Vietnamese	Dan Viet	(02) 9892 4441	(02)9726 5356						
Vietnamese	Chieu Duong	(02) 9725 6444	9725 6446						
Vietnamese	TiVi Victoria	9795 2811	9795 2944						
Vietnamese	Thuong Nghiep Tuan Bao - Vietnamese golden guide Weekly	9421 0655	9421 0881						

³ Check radio guides e.g. the Green Guide for times and days for language programs