

Gity of Whitehorse Youth Project

Increasing Access to Sport and Recreational Clubs in Whitehorse by Young People from Tulturally and Linguistically Diverse
Backgrounds

October 2005

A project funded by the City of Whitehorse Community Grants Program 2003/2004

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City of Whitehorse Youth Project Increasing Access to Sport and Recreational Clubs by Young People from Culturally and Linguistically Diverse Backgrounds

October 2005

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The first draft of this report was prepared by Meike Betz, Master of Sociology, Otter-Freidrich University in Bamber, Germany, who spent her student placement at the Migrant Information Centre. Her ideas and insights on the analysis of the information obtained through the research were invaluable.

Finally, we thank the following clubs for their willingness to participate in the project:

Box Hill Rugby Union Football Club
East Burwood Junior Football Club
Forest Hill Cricket Club
Mitcham Tennis Club
Nunawading Cricket Club
Nunawading Tennis Club
Nunawading City Soccer Club
Vermont South Club
Whitehorse Netball Association

Judy McDougall October 2005

FOREWORD

The City of Whitehorse Youth Project report is a highly informative resource, which highlights the need for CALD youth and their families to feel accepted in the community, through participation in the great social leveller – sport.

The benefits and strategies that have been clearly outlined, serve to strengthen community spirit by promoting positive interaction, good health and well being.

The professional training of the ESL students developed their inter-personal skills and increased their self-confidence. Furthermore, conducting the surveys enabled the students to discover the wide range of sporting and recreational clubs available to young people in the City of Whitehorse. The survey participants were encouraging and very willing to accommodate the students into their daily schedule. For example, two interviewees generously sacrificed their lunchtime to come to Mullauna College, so the students would not have to travel after hours in winter. This was greatly appreciated.

Mullauna College would like to express its gratitude to Judy McDougall and the Whitehorse Youth Project Working Group for providing the Year 11 VCE ESL students with the opportunity to improve and broaden their communication skills in a 'real life' context. The students gratefully acknowledge that their research has been documented for the benefit of their local community. Subsequently, they have been inspired to become members of their local sporting and recreational groups.

It can be concluded that the Project has succeeded in its aims. The unification of cultural and linguistic diversity, and greater access to sporting and recreational associations for young people in the City of Whitehorse, is a noteworthy accomplishment.

By Stephanie Dimopoulos Mullauna College

1. Executive Summary

The Migrant Information Centre (Eastern Melbourne) (MIC) received funding from the City of Whitehorse Community Grants Program 2003/2004 for the "Whitehorse Youth Project". The aim of the project was to increase access and participation in local sports clubs of young people from culturally and linguistically diverse (CALD) backgrounds to enhance social inclusion.

To support the creation of a more responsive sports sector to better meet the needs of CALD youth, the "Whitehorse Youth Project" included five major steps:

- ♦ Information session for interested sports club officials about cultural needs, barriers to access and inclusion for young people from CALD backgrounds,
- Recruitment and training of young people from CALD backgrounds to conduct surveys of participating sports clubs,
- ♦ Analysis of surveys,
- Preparing a final report with strategies for implementation by sports clubs to improve accessibility for CALD young people, and
- ♦ Implementation of activities.

This report is an analysis of the information obtained through the surveys conducted with local sporting clubs and recommendations for future directions in the implementation of activities to achieve the aim of the project.

2. Key findings

2.1 "Youth Friendliness" - Affordability

Regardless of the financial situation of families each of the participating sports club asks for membership fees from \$50 to \$250 a year and extra uniform or equipment costs ranging from \$30 to \$250. These costs can be a barrier for young people joining clubs particularly young people from refugee backgrounds and young people from large families.

2.2 "Youth Friendliness" - Promotion

Many CALD young people do not know which clubs are represented in the local area. Therefore promotion is an essential component to increase access by young persons from CALD backgrounds.

Most of the clubs advertise in local newspapers at least once a year. More than half of the clubs promote themselves in local schools either through notes in school papers or through personal introductions via club officials. Other mentioned ways of promotion are signs, posters, flyers, "word-of-mouth" and via letterboxes. None of the clubs who participated in our survey specifically target CALD young people. However, some clubs participate in "sports clinics" at Blackburn English Language School.

2.3 "Youth Friendliness" - Welcoming environment

Worrying about general expectations, language difficulties, bullying and lack of understanding about their culture, many young people from CALD backgrounds lack the confidence to visit a sports club for the first time. Creating a welcoming environment is one step to dispel their anxieties. Half of the participating clubs classified their facilities as welcoming to CALD youth.

2.4 "Cultural appropriateness" - Cultural Planning

Flexibility in time planning, considering gender issues and the ability to overcome language barriers are important factors in cultural planning.

Although most of the participating clubs indicated that "they were not prepared to offer culturally specific programs" all of them provided feedback opportunities and were "happy to hear" about the needs of young people.

Gender separated activities are not generally offered and only two clubs stated that they were unable to ensure privacy.

The opportunity to modify uniforms regarding cultural needs, especially appreciated by young Muslim girls, was given by six out of nine clubs.

2.5 "Cultural Planning" - Language

All of the participating clubs stated that proficiency in English is not required for young people to participate in sports and club activities.

None of the participating clubs provided information in languages other than English and two clubs had bilingual staff.

3. Future Directions

3.1 Improving "Youth friendliness"

3.1.1 Affordability

To enable young people from CALD backgrounds particularly refugee backgrounds, to join existing sporting clubs, opportunities to reduce costs need to be made available and promoted to CALD families, schools and youth services.

Cost reducing strategies are:

- ♦ Membership subsidies available for newly arrived CALD youth whose parents receive Centrelink payments,
- ♦ Opportunities to buy second hand uniforms, and
- ♦ Lending (or donations) of sports equipment.

The City of Whitehorse youth services is working in collaboration with the Mont Albert and Surrey Hills Rotary Club to collect second-hand sports equipment to distribute to young people in the area. The availability of the equipment will be promoted through

schools, clubs and youth groups. In addition, the City of Whitehorse Youth Services will endeavour to source appropriate funding to employ a project worker to:

- Identify clubs that will enable CALD young people to attend free of charge,
- ◆ Seek and obtain sponsorship for the payment of fees for CALD youth from refugee backgrounds, and
- ◆ Collect and distribute equipment.

3.1.2 Promotion

To increase community knowledge of sports and local clubs, clubs must identify and develop strategies to target local CALD communities and establish networks and partnerships with local schools, youth services, ethnic groups and migrant services.

Promotional strategies include:

- Providing information, posters and signs in languages other than English and displaying them in locations with a link to the target group (e.g. Asian groceries),
- ◆ Promoting club activities through ethnic media, such as ethnic radio or community papers,
- Attending schools including language schools and community meetings to promote club activities and providing skill development workshops with young people,
- Developing strategies to target parents to increase their understanding of sports and club regulations to address their concerns, and
- Working with youth services to enable CALD youth to visit club facilities to learn about the club and participate in skill development workshops.

3.1.3 Welcoming Environment

Giving young people from CALD backgrounds the feeling of being welcomed and that their culture is respected makes them more confident to join local clubs. Strategies to create a welcoming environment include:

- Displaying multicultural posters or photographs from international athletes in the reception area as well as in club rooms and facilities,
- Displaying signs of welcome in different languages, and
- Working together with youth or family services to provide training for staff and club officials on how to reduce racism and bullying amongst young people.

3.1.4 Accessibility

To facilitate access for CALD youth, promotional flyers could include a map and information about public transport and clubs could arrange car-pooling to take young people whose parents do not have cars to competitions or arrange for club officials or parents to accompany them on public transport.

3.2. Improving "Cultural Appropriateness"

3.2.1. Cultural planning

The flexibility to meet cultural needs including the consideration of gender issues has a significant impact on increasing access to sports clubs by CALD young people.

Strategies to implement cultural planning include:

- Cross-cultural training and information sessions for club officials,
- Establishing a club culture that values open communication, including feedback and suggestions to meet the needs of members from CALD backgrounds,
- ◆ Identifying and applying for funding to target programs to young people from CALD backgrounds,
- Recruiting multicultural volunteer and club officials representative of the population in the local community,
- ♦ Working with community leaders, ethnic agencies and CALD young people to identify programs that better meet the needs of the CALD youth,
- Easing uniform restrictions, and
- Establishing gender specific teams and competitions.

A special aspect of cultural planning is the ability of clubs to overcome language difficulties.

3.2.1 Language

The issue of providing interpreters and translations impacts more on parents than young people. For clubs with limited budgets, the costs for providing translations of promotional flyers could be prohibitive. Promotional material directed to CALD communities is more effective when directed through ethnic community organisations, community based ethnic schools and the ethnic media. Frequently, utilising these mediums provides access to community leaders and ethno specific workers who can assist with interpreting and translations as part of the promotional strategy.

Policies to encourage CALD young people regardless of their language skills to participate in the structured sporting field are:

- Displaying posters with welcome in several languages in club facilities, 1
- Recruiting bilingual club officials and volunteers,
- Training club officials on supporting young people less proficient in English, and
- Developing and implementing strategies to prevent bullying on the basis of language proficiency.

¹ Welcome in several languages can be downloaded from the MIC's website www.miceastmelb.com.au.

3.3 Future Project Activities

To achieve the aims of the project and meet the needs of CALD youth, future project activities will include working in partnership with ethnic communities, sporting clubs, local youth agencies and schools. Activities will incorporate local initiatives such as those developed as part of the celebration of the Youth Week, Commonwealth Games, youth services projects e.g. Homework Group, Healthy Body, Healthy Minds and the Sports in Schools Program.

Activities will be targeted to CALD young people who want to play but cannot gain access to sports because of the issues highlighted in this research.²

Activities that will be developed and implemented by the Project Steering Committee include:

- ◆ Local sports clinics at Blackburn English Language School in partnership with sporting associations and local sporting clubs,
- ◆ Participation in the "Come and Try Days" organised to celebrate the Commonweath Games,
- Establish Sudanese Youth Groups that include sports such as soccer and netball and liaise with local sporting clubs to provide a team to play casual, friendly games,
- ◆ Establishment of a casual sport competition in indoor Australian soccer, badminton and basketball on Wednesdays at 4pm to 6pm at Aqualink, Box Hill facilitated by Aqualink staff.

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² The Migrant Information Centre will continue to target parents who place sports as a low priority in their children's lives through parenting and health programs.

4. Introduction

In 2003, the Migrant Information Centre (Eastern Melbourne) (MIC) completed research on access to youth services and sporting and recreational clubs in the City of Manningham.³ The research involved discussion groups with young people from culturally and linguistically diverse (CALD) backgrounds to develop a framework for measuring "youth friendliness and cultural appropriateness" of services and clubs.

To build on the work completed in Manningham, the Migrant Information Centre received funding from the City of Whitehorse Community Grants Program 2003/2004 to measure the "youth friendliness and cultural appropriateness" of sporting clubs in Whitehorse and to identify barriers and develop strategies for the local sports clubs to increase their membership of CALD youth and their families. The framework developed in the Manningham project was applied to the Whitehorse project, which aimed to increase sporting and recreational opportunities for CALD youth and their families in clubs in the City of Whitehorse.

The objectives of the Whitehorse project were to:

- Increase access to sport and recreational clubs by young people from CALD backgrounds,
- Increase collaborative work practices between young people and sport and recreational clubs,
- Increase the confidence and skills of young people in identifying cultural needs and completing assessments that contribute to cultural change within clubs,
- Provide clubs with practical actions, which they can implement to increase "Youth Friendliness" and "Cultural Appropriateness", and
- Identify and facilitate future activities to support the implementation of actions.

5. Background

Participating in structured sports or recreational activities has been identified as one of the main sources of social interaction and building networks for social wellbeing.⁴ In addition, it has been recognised that there are significant public health benefits.

However, research shows⁵ that overseas born people including youth are less likely to participate in sporting clubs and organised recreational activities than Australian born residents. This implies that there are existing barriers, which restrain people from CALD backgrounds from participating in sporting and recreational clubs.

The process for increasing access is a mutual one between migrants and the existing society i.e. both the clubs and CALD communities need to work together to identify and address the barriers that impact on their decision to participate in local clubs. To provide

³ See report "Manningham Youth Project – A Framework for Youth Services and Recreation Clubs to Measure 'Youth Friendliness' and 'Cultural Appropriateness'" on the MIC website www.miceastmelb.com.au.

⁴ Victorians Participation in Exercise, Recreation and Sport 2001-2002, Sport and Recreation Victoria 2003.

⁵ Participation in Sport and Physical Activities – Australia (1999/00).

a basis for social connectedness new population groups have to be involved in the existing system of social, economic, legal and cultural relations. Cultural sensitivity and the awareness of barriers are necessary premises to create an environment of inclusiveness.

To increase access of CALD youth to sporting clubs, the project involved five major phases.

- Establishing a steering committee with representatives from council, community agencies and a secondary college,
- Appointing and training CALD young people to conduct surveys of clubs that were willing to participate in the program,
- Conducting and analyzing surveys with interested sports clubs, using the framework for measuring "Youth Friendliness" and "Cultural Appropriateness" developed during the Manningham Youth Project,
- Providing a professional development session for sporting club officials about access and inclusion for young people, and
- Preparing a final report including an analysis of the survey findings and future directions and recommendations to increase access by CALD young people.

This report provides an overview of the project including the benefits for clubs and the community in participating in sports, a demographic profile of migrants residing in the City of Whitehorse, an analysis of the findings of the surveys completed by local sports clubs and recommendations for implementation by agencies, schools and clubs to increase membership of CALD young people and their families in local sporting clubs.

6. Benefits for clubs and the community

There are significant benefits for CALD youth, sporting clubs and the community as a whole in identifying and reducing barriers for CALD youth in accessing local sport and recreational clubs. Sporting clubs are able to increase their membership base and gain the resulting financial benefits, gain access to a new pool of potential volunteers and spectators, and increase opportunities to work in partnership with community agencies to access funding sources or community projects targeting CALD youth. Other benefits for clubs include opportunities to increase the number of skilled and gifted players.

For young people from a CALD background organised sport can make an important contribution for developing social networks and a sense of belonging and well-being in the wider community. There are also substantial health benefits to participants and the wider community in particular inclusiveness promotes understanding, harmony and multiculturalism.

7. Project Overview

7.1 Steering Committee

At the commencement of the project, a steering committee was established with representation from the Centre for Multicultural Youth Issues (CMYI), City of Whitehorse, Youth Services and the Parks, Planning and Recreation Team, Eastern

Recreation & Leisure Service (ERLS), Migrant Information Centre (Eastern Melbourne) (MIC) and Whitehorse Youth Connexions.

The role of the steering committee was to:

- Identify and encourage the participation of sport and recreational clubs,
- Promote the project amongst youth support services and sport and recreational clubs,
- Provide support and guidance to participating CALD youth, and
- Support the implementation of activities to assist sport and recreational clubs to increase their access to CALD young people and their families.

The Steering Committee identified the need for professional development of club officials on inclusiveness, which impacted on both young people with disabilities and CALD youth as well as training for English as a Second Language (ESL) students at Mullauna College in interview skills so they could successfully complete surveys of participating clubs.

7.2 Recruitment and training of CALD youth

Ten Year 11 students studying English as a Second Language (ESL) at Mullauna College, Mitcham were recruited to participate in the project. Their participation in the project was included in their curriculum to increase their English communication skills.

To interview sporting club representatives for the project, three training sessions were facilitated to provide interviewing and telephone skills, understand the language used in the survey as well as practice in conducting interviews.

The first training session on 7th May 2004 included activities about cultural issues to make them aware about the importance of the project while the following session covered communication skills and interview techniques. The training was completed in July 2004 with the last session giving students the chance to practice face-to-face and telephone interviews in role-plays.

Two students generally conducted interviews together and students who were less proficient in English or felt less confident were paired with students who were more confident and proficient in English. Students were paid a small fee for each interview they undertook in recognition of the importance of their work and contribution and feedback from the students and teacher indicated a high level of satisfaction with the experience.

7.3 Club surveys

The surveys were developed to measure the "Youth Friendliness" and "Cultural Appropriateness" of the participating clubs based on the framework developed as part of the Manningham Youth Project.

The ESL students completed the surveys through face-to-face interviews and one telephone interview.

7.3.1 Framework for measuring "Youth Friendliness" and "Cultural Appropriateness"

To determine the meaning of "Youth Friendliness" and "Cultural Appropriateness", six discussion groups were held with young people from CALD backgrounds in the City of Manningham - ESL students at Doncaster Secondary College and Templestowe Secondary College, the Palestinian Youth Group and students from the Iranian and Arabic Language schools.

The major factors that impacted on perceptions of "Youth Friendliness" and "Cultural Appropriateness" related to cultural planning, promotion, providing a welcoming environment and affordability.

As a result, questions were developed to explore the extent to which sporting clubs addressed these issues.

7.3.2 Survey Questions

Youth Friendliness

To determine "Youth Friendliness" questions were developed to consider affordability, increasing CALD youth awareness of clubs through promotional strategies and accessibility.

Questions included:

- How do you advertise and promote your club to young people?
- Would you describe your clubrooms and facilities as welcoming to young people from culturally and linguistically diverse backgrounds, e.g. do the rooms include photos of young people from diverse backgrounds or signs in languages other than English?
- Does your club provide information about your activities in languages other than English?
- Do young people need to be proficient in English to participate in your activities?
- Are young people required to have some knowledge of the sport/activity before they can join?
- Do you have bilingual workers/volunteers for activities?
- Can people go by public transport to your club?
- Do club members need to buy uniforms or equipment?

Cultural Appropriateness

The questions developed to measure "Cultural Appropriateness" primarily referred to cultural planning to meet the needs of diverse communities and included:

- Do you provide any separate activities for young men and women?
- Do the facilities provide privacy e.g. if you had a group for young women, can you ensure their privacy from males?
- Can uniforms be changed to meet cultural or religious requirements?

- Are there already members from culturally diverse backgrounds at your club?
- Does the opportunity exist for young people to express their ideas and needs to establish new activities?
- Is your club prepared to provide culturally specific activities or programs?
- If parents from culturally and linguistically diverse backgrounds are reluctant to allow their children to access your club, are you prepared to actively promote your activities to parents in order to increase the number of young people from CALD backgrounds participating in your club?

7.4 Sporting clubs

A number of sporting clubs in the City of Whitehorse were invited to participate in the project. Due to the large number of sport and recreational clubs in the City of Whitehorse, clubs who were invited to participate were selected on the basis of the type of sport and popularity within the Australian culture – Australian rules football, basketball, cricket, netball, rugby, soccer and tennis. Nine clubs participated in the project, which are listed in Table 1.

Table 1 – List of sporting clubs who participated and description of sports

Club	Description
Box Hill Rugby Union Football Club	Rugby for all age groups
East Burwood Junior Football Club	Australian rules football for children under 18 years
Forest Hill Cricket Club	Team cricket matches in the City of Whitehorse for members aged 6-16 years
Mitcham Tennis Club	Coaching and Competitions
Nunawading City Soccer Club	Soccer as a leisure activity
Nunawading Cricket Club	Junior and senior cricket teams
Nunawading Tennis Club	Coaching and competitions
Vermont South Club	Tennis and lawn bowls for everybody, including children and people with a disability
Whitehorse Netball Association	Victorian netball for all age groups

The clubs that participated in the project represent sports that are traditional Australian sports, such as cricket and football and reflect the findings of the Australian Bureau of Statistics report on sport participation in 2000:

- Tennis is the highest participation sport at national and state level across all age groups,
- Netball remains the highest participation sport for girls, and
- There is a high growth in junior soccer participation over the last years.

7.5 Information session for sporting club officials

Awareness of cultural needs and existing barriers to access sporting clubs or other structured recreational activities for CALD youth is a necessary component to create an environment of inclusiveness. Although the barriers are different, this need also applies to people with disabilities.

The Parks, Planning and Recreation Team at the City of Whitehorse invited members of the steering committee to present at a Club Development Seminar, which are held on a regular basis. The seminar entitled "Access and Inclusion for People with Disabilities & Young People from Culturally and Linguistically Diverse Backgrounds" was held on Wednesday 24th November 2004.

The aim of the session was to provide information to sporting clubs officials on strategies and support available for including and promoting their club to people with disabilities and young people from CALD backgrounds.

Although well received by those who attended, only three sporting and one recreational club were represented. A contributing factor for the low attendance was the time of the year and that the winter sporting clubs had finished their season and transferred their facilities (where appropriate) to summer sporting clubs who had recently commenced organising activities for the summer period.

As a result, additional sessions are required to increase awareness of a greater number of club officials on inclusiveness and the advantages of increasing membership of CALD youth and young people with disabilities in their clubs as well as useful strategies for achieving these outcomes.

8. Demographic profile

The City of Whitehorse includes the suburbs of Blackburn, Blackburn North, Blackburn South, Box Hill, Box Hill North, Box Hill South, Burwood, Burwood East, Forest Hill, Mitcham, Mont Albert, Mont Albert North, Nunawading, Surrey Hills, Vermont and Vermont South.

The total population at Census night in August 2001 was 139,549 persons, with a relatively high proportion of residents born in Australia. Representing 27.2% of the population, 37,905 persons were born overseas. This percentage is lower than the Melbourne Statistical Division (Melbourne SD), defined by the ABS as the Melbourne metropolitan area excluding the eastern parts of Yarra Ranges with 28.6%, but it is necessary to note that the proportions of people born overseas vary across the city. The highest concentrations are in Burwood East (37.3%), Box Hill (35.4%), Vermont South (31.3%), Box Hill North (30.3%) and Forest Hill (29.6%). At least one of the participating sport clubs is located in each of these five suburbs.

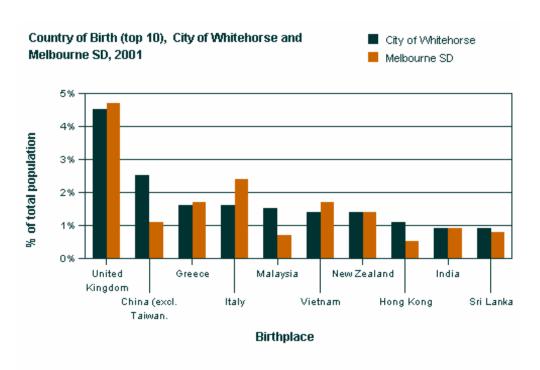
As a traditional source country, the United Kingdom (4.5%) heads the predominant countries of birth, followed by China (2.5%), Greece (1.6%) and Italy with only marginally fewer people than those from Greece. Other countries included in the top ten countries of birth are Malaysia, Vietnam, New Zealand, Hong Kong, India and Sri Lanka.

The wide range of countries indicates that this area represents a multicultural population. This is relevant to the project because as mentioned earlier in this report, research has

shown⁶ that Australian born persons are more likely to participate in sport and recreational activities than persons born overseas (57.6% compared with 47.1%).

Table 2 below shows the percentage of the population in the City of Whitehorse by the Top 10 Countries of Birth compared to the percentage of the population by Country of Birth in the Melbourne Standard Division according to the 2001 ABS Census data.

Table 2 – Percentage of Population by Top 10 Countries of Birth in the City of Whitehorse compared to the Melbourne Standard Division

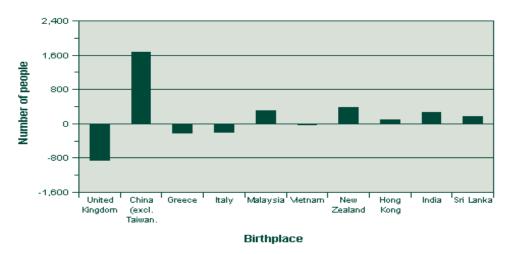


While the total number of persons born overseas grew by 1,649 between 1996 and 2001, there is a significant change in the relationship between the number of persons from non-English speaking backgrounds which increased to 28129 persons in 2001, and decreasing migration numbers from English speaking countries (see Table 3 below).

⁶ Participation in Sport and Physical Activities – Australia (1999/00)

Table 3 – Change in the Top 10 Countries of Birth 1996-2001

Change in Country of Birth (top 10), City of Whitehorse, 1996 to 2001



This is a significant change given that "people from English speaking backgrounds are more likely to participate in sport and recreational activities, than those from non-English

speaking backgrounds"⁷.

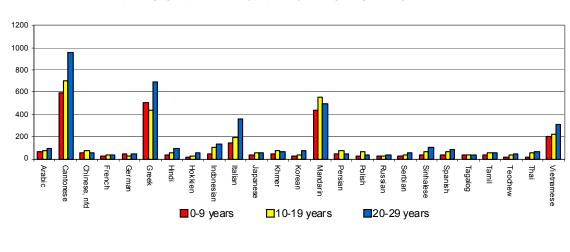
The Top Ten languages other than English spoken at home in the City of Whitehorse are headed by Chinese languages with 7.2% (10011) of persons aged five or over speaking a Chinese language at home followed by 3.8% Greek-speaking residents (5325) and 2.5% Italian-speaking residents (3426). The range of languages spoken at home is an indicator of how culturally diverse an area is and "the degree to which different ethnic groups and nationalities are retaining their language".

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⁷ Participation in Sport and Physical Activities – Australia, ABS (1999/00)

Table 4 below indicates the Top 25 Languages spoken at home by people less than 30 years of age living in the City of Whitehorse by age.

Table 4 - Top 25 Languages spoken at home by people less than 30 years of age living in the City of Whitehorse by age



Top 25 languages spoken at home by people < 30 years of age living in the City of Whitehorse

Sou roe: ABS Census 20 01

People aged less than 30 years living in the City of Whitehorse speak over 90 different languages. 17% (2823) of people under 10 years, 21% (3551) of those aged 10 to 19 years and 24% (4640) of those aged 20 to 29 years speak a language other than English at home. The largest number of people speak Cantonese 2259, followed by Greek 1639, Mandarin 1487 and Vietnamese 728.

9. Survey analysis

9.1 "Youth Friendliness"

The surveys were analysed according to "Youth Friendliness" in relation to affordability, increased awareness of clubs by CALD youth through promotional strategies, accessibility by public transport and a welcoming environment.

9.1.1. Affordability

Affordability has a significant impact on whether young persons from CALD backgrounds can access sporting clubs, particularly for families who entered Australia as refugee and humanitarian entrants. The cost of club membership fees for children especially those from large families as well as uniform and equipment costs can impact on whether CALD young people can join clubs.

All sporting clubs require membership fees or a special insurance. Depending on the age and rank of the member these fees in the survey sample ranged from \$50 to \$250. In addition to the fees, some clubs require additional costs to play at competitions.

To facilitate access to clubs, concessions or subsidies could be made available to CALD youth particularly those from refugee backgrounds if they arrived in Australia in the last five years and their parents have not been able to secure employment.

In addition, each club surveyed required a uniform with the minimum requirement of a club shirt. Sporting equipment was not generally required, however, three of the nine clubs surveyed did require members to provide their own equipment. The uniform and equipment costs (where appropriate) varied from \$30 to \$250. Three clubs offered second hand uniforms or second hand boots (if available) and one provided the opportunity to borrow boots.

To enable club members to offer second hand uniforms or equipment to new members without causing additional administrative work to the club staff a special section on the club notice board is a simple option. However, it should be noted that the City of Whitehorse Youth Services staff in partnership with the Mont Albert and Surrey Hills Rotary Club completed a drive in 2005 for residents to donate uniforms and sports equipment. The drive was overwhelmingly successful and the goods collected can be made available to residents on low incomes including CALD families.

9.1.2. Promotional strategies

Informing young people

Knowledge of the availability of clubs and how to access them is essential to increase access by CALD young people. Discussion with young people as part of the "Manningham Youth Project" identified that many young people from CALD backgrounds were unaware of specific clubs and youth services in their local area. The survey questions were designed to identify club promotional strategies that could reach and inform young people about the club.

From the surveys, it was identified that the majority of the clubs advertised in local newspapers. Three clubs relied primarily on word-of-mouth however they also placed at least one advertisement in the local paper each year.

Two clubs placed flyers in letterboxes throughout the local neighbourhood, two clubs promoted themselves through posters in local shops or shopping centres and two clubs have a banner or sign on their fence. No clubs that participated in our research specifically targeted young people from CALD backgrounds and information was not available in languages other than English.

Five out of nine clubs promoted their club at schools either through a notice in the school paper or through a club official visiting the school and talking to the students. Our earlier research identified promotion in schools as an important strategy to increase the knowledge of CALD students about local clubs and that young people are more likely to join a club if they have already met at least one club official. Personal contact provided the chance to gain the trust of the new arrivals and to give them an idea of what to expect. It is necessary to keep in mind that some of the CALD young people are not familiar with the western concept of "sporting clubs and competition" and the cultural emphasis placed on sports in Australia.

CALD youth appreciate the opportunity to visit agencies and clubs as groups and to participate in skill development workshops with club officials within a familiar environment. For example, the bus tours organised by the Multicultural Youth Officer at the City of Whitehorse for students at Blackburn English Language School to visit local youth services have been effective in increasing access of CALD youth to their services

including youth who lived outside the municipality.⁸ Students were taken to local agencies to "familiarise students with activities and services available to them in the region". This makes them aware of the existing clubs and services and in addition knowing the location makes them feel more confident when going there by themselves.

Sports clinics at Blackburn English Language School have also resulted in students joining local sporting clubs in sports that were not traditional sports in their countries of origin.

Informing parents

In our previous research, one of the barriers for some young people from CALD backgrounds was their parents who were reluctant to allow their children to participate in sports which they considered "rough" such as Australian rules football or inappropriate for their children such as girls playing soccer. In addition, some parents did not place any value on their children participating in sporting club activities preferring their children to focus on achieving high academic standards. This is particularly prevalent amongst Asian families who believe that children playing sport at school is sufficient and joining sporting clubs has a low priority in their lives.

In regards to the question related to parents in the survey, one club stated that they had no experience with refusing parents and another stated that although they were prepared to promote the sport to CALD parents, they did not believe that parents would prevent their children from participating because "parents love" this sport. All clubs were willing to talk to parents and invite them to visit the club. One of the nine clubs provided a handout and a Web site where parents could get further information.

In the Manningham Youth Project, targeting CALD families for "Family Try" Days was one strategy that was considered to increase parent's knowledge of sports particularly club rules and regulations as well as providing an opportunity for youth to develop skills. However, this strategy was not successful as attendance responses were extremely low and the event had to be cancelled. Reasons for the lack of success of the event included low priority for parents, CALD communities wanting their children to join culturally specific clubs and arranging the event during a long weekend, as facilities were not available during other weekends due to competitions.

A more appropriate strategy could be incorporating information about the health benefits of sports in parenting programs, promoting sports and clubs in ethnic media and developing projects in partnership with community leaders, ethnic community organisations and community services.

The issue of providing interpreters and translations impacts more on parents than young people. For clubs with limited budgets, the costs for providing translations of promotional flyers could be prohibitive. Promotional material directed to CALD communities is more effective when directed through ethnic community organisations, community based ethnic schools and the ethnic media. Frequently, utilising these

⁹ The MIC has undertaken several parenting programs and information sessions on the Australian education system where this perception has been raised by parents.

⁸ During the discussion groups for the Manningham Youth Project, youth were asked to provide information about the services and clubs they were aware of in the area. ESL students who had previously attended Blackburn English Language School were able to talk about the services in Whitehorse more readily than the services in Manningham.

mediums provides access to community leaders and ethnic specific workers who can assist with interpreting and translations as part of the promotional strategy.

In relation to sporting rules and competitions, translated information sheets in a range of languages could be provided through Associations and distributed by local clubs to students and community organisations.

9.1.3. Welcoming environment

Young people are often nervous about going to new places particularly if they do not know any other members. For CALD youth, this anxiety includes concerns about language difficulties, bullying, cultural differences and lack of knowledge and skills. Displaying multicultural posters, photographs of international athletes or welcoming signs in different languages in the reception areas as well as in the clubrooms themselves is a good way to create a welcoming environment to encourage the youth.

Relying on at least one of the above-mentioned strategies, three clubs in the research classified their environment as welcoming for all people from CALD backgrounds. One of the clubs indicated that the environment was targeted at young people from Asian cultural backgrounds.

Four clubs indicated that their clubrooms were not welcoming to CALD youth, whilst one club felt that the sport because it was known all over the world, implied a multicultural connection and therefore a welcoming atmosphere.

The survey contained no items about racism or bullying, however, during group discussions as part of the Manningham Youth Project, some students mentioned their worries about racist attitudes of club staff or other members. To address these issues, training could be provided to club officials on how to reduce racism and bullying amongst young people and develop prevention and early intervention strategies and policies. Recruitment of multicultural officials and volunteers could also reduce incidences of racism and bullying.

9.1.4 Accessibility of club facilities

Accessibility to club facilities and competition games by public transport also impacts on whether young people from CALD backgrounds can join clubs. Almost all clubs stated their facilities were accessible by bus or train. Only one club mentioned that it is "very difficult" to go there by public transport. In addition, accessibility would be even more difficult for CALD young people who rely upon public transport to go to competitions outside the local area.

To facilitate access for CALD youth, promotional flyers could include a map and information about public transport and clubs could arrange car-pooling to take young people whose parents do not have cars to competitions or arrange for club officials or parents to accompany them on public transport.

9.2 Cultural appropriateness

Many of the barriers impacting on access of CALD young people relate to cultural backgrounds. Increasing the access to clubs by CALD young people involves cultural planning that enables flexibility in timing of activities, uniform codes and gender issues.

9.2.1 Cultural planning

The opportunity for club members and parents to provide feedback and to make suggestions on how to meet the needs of members from CALD backgrounds contributes to the developing of cultural planning within the club environment. All the participating clubs indicated that opportunities for feedback were available through talking to club officials and attending committee meetings.

Most of the clubs rated themselves as open for suggestions and "happy to hear" new ideas. Two sporting clubs stated that they were "prepared to provide culturally specific activities or programs" and "happy to do that". Another club stated that they were "open for suggestions". The remaining clubs indicated that they were unable to provide specific programs, however, they already had members from all over the world.

For some young people from CALD backgrounds particularly Muslim females, the option to modify the uniform to meet cultural or religious needs is very important and determines whether they can play a sport. They require sporting uniforms that allow them to wear a headscarf, long sleeves and trousers under skirts.

Six clubs affirmed that uniform modification according to specific cultural requirements would be no problem as long as it did not interfere with playing the sport. One club stated that Muslim girls could play "social games" but not competition games and two clubs indicated that uniforms could not be modified under any circumstances.

Although all clubs offered activities for males and females, at least to a certain age, they did not generally offer gender specific activities. Only two clubs provided girls only teams.

Two clubs stated that they are not able to ensure privacy. However of those clubs that could provide privacy, one club advised that although it is possible to lock the door of the change room it could be difficult sometimes to ensure privacy for specific genders. Five clubs provided change rooms for women or alternatively for men only and if not, "there are lockable toilets in the club facilities".

The issue of gender specific teams and privacy is an important issue for young people from CALD backgrounds who come from countries of origin where genders generally do not mix. To increase access to young people from these backgrounds, sporting clubs need to provide gender specific sessions.

9.2.2 Language

One aspect of cultural planning is how to deal with language difficulties, causing the most obvious barrier to participation of CALD youth and their families. Although 20.2% of the City's total population are from a non-English speaking background, none of the participating clubs provided information in languages other than English and only two clubs had bilingual club officials, although one club noted their intention to appoint bilingual club officials in the future. However, all clubs asserted that proficiency in English was not required to play the sport and common understandings of body language would be enough for members who were not proficient in English.

As mentioned earlier in the report, to reassure students from CALD backgrounds that they would be welcomed and able to participate in the sport regardless of their language skills, targeted promotion and sports clinics in schools and promotional strategies that target parents in partnership with community is essential. Policies and strategies to ensure CALD youth would not be bullied or excluded because of their language skills are also essential to encourage them to join a club.

Another strategy is to provide training for club officials on how to communicate with people who are not proficient in English and to recruit bilingual officials and volunteers.

10. Future Directions

10.1 Improving "Youth friendliness"

10.1.1 Affordability

To enable young people from CALD backgrounds, particularly refugee backgrounds, to join existing sporting clubs, opportunities to reduce costs need to be made available and promoted to CALD families, schools and youth services.

Cost reducing strategies are:

- ♦ Membership subsidies available for newly arrived CALD youth whose parents receive Centrelink payments,
- Opportunities to buy second hand uniforms, and
- ♦ Lending (or donations) of sports equipment.

The City of Whitehorse Youth Services is working in collaboration with the Mont Albert and Surrey Hills Rotary Club to collect second-hand sports equipment to distribute to young people in the area. The availability of the equipment will be promoted through schools, clubs and youth groups. In addition, the City of Whitehorse Youth Services will endeavour to source appropriate funding to employ a project worker to:

- Identify clubs that will enable CALD young people to attend free of charge,
- ◆ Seek and obtain sponsorship for the payment of fees for CALD youth from refugee backgrounds, and
- Collect and distribute equipment.

10.1.2 Promotion

To increase community knowledge of sports and local clubs, clubs must identify and develop strategies to target local CALD communities and establish networks and partnerships with local schools, youth services, ethnic groups and migrant services.

Promotional strategies include:

- Providing information, posters and signs in languages other than English and displaying them in locations with a link to the target group (e.g. Asian groceries),
- ◆ Promoting club activities through ethnic media, such as ethnic radio or community papers,
- Attending schools including language schools and community meetings to promote club activities and providing skill development workshops with young people,

- Developing strategies to target parents to increase their understanding of sports and club regulations to address their concerns, and
- Working with youth services to enable CALD youth to visit club facilities to learn about the club and participate in skill development workshops.

10.1.3 Welcoming Environment

Giving young people from CALD backgrounds the feeling of being welcomed and that their culture is respected makes them more confident to join local clubs. Strategies to create a welcoming environment include:

- Displaying multicultural posters or photographs from international athletes in the reception area as well as in club rooms and facilities,
- Displaying signs of welcome in different languages, and
- Working together with youth or family services to provide training for staff and club officials on how to reduce racism and bullying amongst young people.

10.1.4 Accessibility

To facilitate access for CALD youth, promotional flyers could include a map and information about public transport and clubs could arrange car-pooling to take young people whose parents do not have cars to competitions or arrange for club officials or parents to accompany them on public transport.

10.2. Improving "Cultural Appropriateness"

10.2.1. Cultural planning

The flexibility to meet cultural needs including the consideration of gender issues has a significant impact on increasing access to sports clubs by CALD young people.

Strategies to implement cultural planning include:

- Cross-cultural training and information sessions for club officials,
- Establishing a club culture that values open communication, including feedback and suggestions to meet the needs of members from CALD backgrounds,
- ◆ Identifying and applying for funding to target programs to young people from CALD backgrounds,
- Recruiting multicultural volunteer and club officials representative of the population in the local community,
- ♦ Working with community leaders, ethnic agencies and CALD young people to identify programs that better meet the needs of the CALD youth,
- Easing uniform restrictions, and
- Establishing gender specific teams and competitions.

A special aspect of cultural planning is the ability of clubs to overcome language difficulties

10.2.1 Language

A major challenge for sporting clubs is overcoming language barriers. The issue of providing interpreters and translations impacts more on parents than young people. For clubs with limited budgets, the costs for providing translations of promotional flyers could be prohibitive. Promotional material directed to CALD communities is more effective when directed through ethnic community organisations, community based ethnic schools and the ethnic media. Frequently, utilising these mediums provides access to community leaders and ethno specific workers who can assist with interpreting and translations as part of the promotional strategy.

Policies to encourage CALD young people regardless of their language skills to participate in the structured sporting field are:

- Displaying posters with welcome in several languages in club facilities, ¹⁰
- Recruiting bilingual club officials and volunteers,
- Training club officials on supporting young people less proficient in English, and
- Developing and implementing strategies to prevent bullying on the basis of language proficiency.

10.3 Future Project Activities

To achieve the aims of the project and meet the needs of CALD youth, future project activities will include working in partnership with ethnic communities, sporting clubs, local youth agencies and schools. Activities will incorporate local initiatives such as those developed as part of the celebration of the Youth Week, Commonwealth Games, youth services projects e.g. Homework Group, Healthy Body, Healthy Minds and the Sports in Schools Program.

Activities will be targeted to CALD young people who want to play but cannot gain access to sports because of the issues highlighted in this research.¹¹

Activities that will be developed and implemented by the Project Steering Committee include:

- ◆ Local sports clinics at Blackburn English Language School in partnership with sporting associations and local sporting clubs,
- ◆ Participation in the "Come and Try Days" organised to celebrate the Commonweath Games,
- Establish Sudanese Youth Groups that include sports such as soccer and netball and liaise with local sporting clubs to provide a team to play casual, friendly games,
- Establishment of a casual sport competition in indoor soccer, badminton and basketball on Wednesdays at 4pm to 6pm at Aqualink Box Hill facilitated by Aqualink staff.

¹⁰ Welcome in several languages can be downloaded from the MIC's website www.miceastmelb.com.au.

¹¹ The Migrant Information Centre will continue to target parents who place sports as a low priority in their children's lives through parenting and health programs.