

Cultural Planning Framework & Resource Kit

January 2004



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*CALD Communities Project - A Central East Primary Care Partnership
Project funded by the Department of Human Services - Eastern Region*

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Disclaimer:

The information contained in this Resource Kit is for general guidance only. It is a compilation of information to assist agencies with cultural planning. The authors, contributors, the Migrant Information Centre (Eastern Melbourne) and the Primary Care Partnership can accept no liability for errors or omissions in this information kit.

The information is available on the MIC website at
www.miceastmelb.com.au/documents/culturalkit.pdf

For further information contact:

Migrant Information Centre (East Melbourne)
333 Mitcham Road
Mitcham
VIC 3132

Phone: 9873 1666

Fax: 9873 2911

Email: sherbst@miceastmelb.com.au

Website: www.miceastmelb.com.au

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Cultural Planning Framework (CPF)

Background

The Cultural Planning Framework (CPF) has been developed as a component of the “Culturally and Linguistically Diverse (CALD) Communities Project”, a Central Eastern Primary Care Partnership (CE PCP) funded initiative. The aim of the project is to *“enhance the capacity of health and community agencies to more effectively meet the needs of the CALD communities”*.

The Cultural Planning Framework provides tools in the form of practical suggestions and examples to be taken into consideration in planning for services. The attached appendix also contains valuable information, expanding on themes raised in the framework.

This framework is a *guide* for agencies in their service planning. There will be assistance with its application, provided by the Project Worker, Pip Krogh for the duration of the project, and a focus group will be held at the conclusion on the project for evaluation purposes.

The aims of the Framework are

- To present ideas and information to agencies to assist them to:
 - (a) better meet the needs of CALD communities within their catchments
 - (b) potentially access a greater number of clients for the agency / service
 - (c) provide more equitable services to all consumers;
- To encourage consideration of cultural planning in strategic planning sessions by health service providers and community agencies within the CE PCP; and
- To provide agencies with practical examples and tools for incorporating cultural planning considerations in each of the main theme areas.

The framework can be used by agencies as a checklist for planning services to CALD communities i.e. what do we need to have done to provide equity of access to our services by people from CALD communities. Under the five themes of planning, language services, consumer feedback and consultation, agency capacity building and marketing and promotion the framework provides practical suggestions on how to plan for service delivery to people from CALD communities. The framework is part of the Cultural Planning Resource Package which contains a plethora of relevant resources, that agencies can use in the planning and delivery of services.

To assist agencies to incorporate their work with CALD communities their broader strategic planning and monitoring systems, the frame work provides space for agencies to note their current practices highlighting actions being undertaken and making suggestions for future plans.

Theme One: Planning & Access

It is important for agencies to have relevant data and information to effectively plan for services that are more accessible and equitable to all clients including CALD consumers. The following steps will provide examples of how to plan for the needs of clients from CALD communities and provide staff with a greater awareness of the communities they are providing services to.

Resources to support the implementation of the suggestions under the theme of 'Planning & Access' can be found in Section 2 of the Resource Kit.

OBJECTIVE 1.1

The service has clear information on the demographics, cultural and religious practices of CALD communities in their local catchment area. This information is readily available to all staff.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|--|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> Obtain statistics on CALD background communities within the local catchment area from: <ul style="list-style-type: none"> - Migrant Information Centre (MIC) - Department of Immigration, Multicultural and Indigenous Affairs (DIMIA) | | |
| <ul style="list-style-type: none"> Use client data to identify the match between current consumers and the demographics of the catchment. Review annually. | | |
| <ul style="list-style-type: none"> Develop and implement plans to redress any imbalance identified through statistics and staff reports. | | |
| <ul style="list-style-type: none"> Create and maintain a list or database of contact details for: <ul style="list-style-type: none"> - local ethnic networks / community groups - ethno-specific services | | |
| <ul style="list-style-type: none"> Compile cultural / religious fact sheets or resource folders, containing information on diverse cultural communities and make available to staff. Materials can be obtained from: <ul style="list-style-type: none"> - Migrant Information Centre - DIMIA - Other internet sources | | |
| <ul style="list-style-type: none"> Other strategies | | |

OBJECTIVE 1.2

The service has information about the needs of CALD communities in their catchment that is readily available to all staff.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> Make documentation of consultations, meetings and forums with CALD groups, held by your agency or other agencies available to staff. | | |
| <ul style="list-style-type: none"> Make copies of reports on CALD communities needs available to staff. These reports can be gained from the: <ul style="list-style-type: none"> - Migrant Information Centre - Centre for Ethnicity and Health | | |
| <ul style="list-style-type: none"> Other strategies | | |

OBJECTIVE 1.3

Data collected from all consumers includes preferred language.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> When recording client data include relevant cultural details such as: <ul style="list-style-type: none"> - preferred language - preferred dialect - is an interpreter requested / required? | | |
| <ul style="list-style-type: none"> Other strategies | | |

OBJECTIVE 1.4

The service has a plan / strategy on improving services to people from a CALD background. If there is a plan / strategy it is currently being implemented and monitored.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> Includes specific strategies for working with diverse communities | | |
| <ul style="list-style-type: none"> Agency has an Access & Equity Policy, including an action plan for implementing the policy | | |
| <ul style="list-style-type: none"> Agency's senior management monitors the implementation of the action/work plans and its implementation forms part of staff appraisals | | |
| <ul style="list-style-type: none"> Other strategies | | |

Theme Two: Language Services

Ensuring that interpreting and translation services are available to consumers who require them is a significant element in providing access to services for CALD communities and individuals. However it is also vital to ensure that processes for the effective use of interpreters and translators are in place to facilitate smooth and efficient use of language services for staff and client. Resources to support the implementation of the suggestions under the theme of 'Language Services' can be found in Section 3 of the Resource Kit.

OBJECTIVE 2.1

Guidelines are in place for the use of interpreters.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> • Make guidelines on how to work with telephone and on site interpreters available to staff | | |
| <ul style="list-style-type: none"> • Ensure guidelines regarding when interpreters should be engaged are known by all staff | | |
| <ul style="list-style-type: none"> • Include an introduction to the guidelines for working with interpreters in staff orientation | | |
| <ul style="list-style-type: none"> • Include competence of effective use of language services in staff appraisals | | |
| <ul style="list-style-type: none"> • Other strategies | | |

OBJECTIVE 2.2

Training for staff in the use of interpreters and translating material is available.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> • Include training in the effective use of interpreters (both telephone and on site) in the staff training plan. This can be provided by: <ul style="list-style-type: none"> - in house trainers - external agencies | | |

| | | |
|---|--|--|
| <ul style="list-style-type: none"> • Include training in preparation of materials for translation in the staff training plan. This can be provided by: <ul style="list-style-type: none"> - in house trainers - external agencies | | |
| <ul style="list-style-type: none"> • Other strategies | | |

OBJECTIVE 2.3

The availability of interpreters is actively promoted to consumers in multiple languages.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|--|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> • Clearly advertise the availability of interpreters within the service <ul style="list-style-type: none"> - on posters - agency developed signs / language maps - external signage | | |
| <ul style="list-style-type: none"> • Promote the availability of interpreters (in English and relevant community languages) in service promotional / information material. This includes; <ul style="list-style-type: none"> - newsletters - pamphlets / flyers - reports | | |
| <ul style="list-style-type: none"> • Other strategies | | |

OBJECTIVE 2.4

Interpreters / translations are utilised as required.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|--|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> Display language maps / posters in the reception area / customer service desk to facilitate language identification for interpreting. <ul style="list-style-type: none"> - Posters are available from VITS - Create an agency specific language map | | |
| <ul style="list-style-type: none"> The service is aware of all available funding sources for interpreting and translation | | |
| <ul style="list-style-type: none"> Make arrangements for language service credit line or similar funds | | |
| <ul style="list-style-type: none"> Allocate a specific budget for interpreting / translation requirements | | |
| <ul style="list-style-type: none"> Monitor and report against the use of interpreters within the agency | | |
| <ul style="list-style-type: none"> Identify relevant community languages to be used in service material through demographic data and client statistics | | |
| <ul style="list-style-type: none"> Identify relevant materials about the service, to be translated into community languages, such as: <ul style="list-style-type: none"> - pamphlets - flyers | | |
| <ul style="list-style-type: none"> Other strategies | | |

Theme Three: Consumer Feedback & Consultation

Analysing and considering the issues and needs of CALD communities from feedback forms and consultations is an important way for staff to increase their cultural awareness. The results can also be used as a planning tool when considering strategies for developing inclusive services.

Resources to support the implementation of the suggestions under the theme of 'Consumer Feedback & Consultation' can be found in Section 4 of the Resource Kit.

OBJECTIVE 3.1

The service has consumer feedback mechanisms in place available in relevant languages. The usage of these feedback mechanisms is monitored and analysed.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| • Translate consumer feedback surveys into relevant community languages | | |
| • Inform consumers of the availability of interpreters for customer feedback | | |
| • Record comments and suggestions in other languages / made through interpreters in the feedback system | | |
| • Monitor the usage of feedback mechanisms by CALD consumers | | |
| • Analyse CALD consumer feedback and develop strategies for implementation from the feedback received | | |
| • Other strategies | | |

OBJECTIVE 3.2

Processes are in place to assist and encourage CALD consumers to participate in consultations concerning services and service development.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> • Involve CALD communities in the planning of consultations / forums | | |
| <ul style="list-style-type: none"> • Utilise existing meetings with CALD groups / communities to seek input into service development. | | |
| <ul style="list-style-type: none"> • Promote consultations / forums to existing clients in their own language through the use of translated material | | |
| <ul style="list-style-type: none"> • Directly promote consultations / forums to CALD community groups in the area by: <ul style="list-style-type: none"> - visiting migrant community groups - promoting the forum with community leaders - including translations in the promotional material - utilising ethnic media | | |
| <ul style="list-style-type: none"> • Inform consumers of the availability of interpreters at consultations / forums. Make the invitations RSVP in order to pre-book interpreters if required | | |
| <ul style="list-style-type: none"> • Other strategies | | |

Theme Four: Agency Capacity Building

Providing cultural training and resources to agency staff aims to develop their capacity and skills. These skills can be applied to planning, implementing and evaluating the provision of services and programs that are equitable and meet the needs of all consumers, including CALD communities.

Resources to support the implementation of the suggestions under the theme of 'Agency Capacity Building' can be found in Section 5 of the Resource Kit.

OBJECTIVE 4.1

Staff development includes cultural training components. This is in addition to language services training –see Objective 2.2.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> • Include cultural awareness components in orientation for new staff, such as: <ul style="list-style-type: none"> - a demographic breakdown of the catchment and current clients - agency procedures for interpreting and translation - agency specific resources available such as translated brochures, feedback mechanisms etc | | |
| <ul style="list-style-type: none"> • Include cross-cultural training components for all staff in the agency training plan. This can take the form of: <ul style="list-style-type: none"> - guest speakers from CALD communities / ethno specific agencies to talk at staff meetings - formal training provided by external agencies | | |
| <ul style="list-style-type: none"> • Other strategies | | |

OBJECTIVE 4.2
(An Extension of Objective 1.1)

Resources are available for staff to better understand the needs of consumers from a CALD background

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> • Make available resources for staff to share and learn about the needs of people from a CALD background. These can take the form of: <ul style="list-style-type: none"> - resource folders / boxes - a resource page on the intranet - training sessions | | |
| <ul style="list-style-type: none"> • Make available to staff a copy or access to a multicultural service directory | | |
| <ul style="list-style-type: none"> • Make available to staff a copy or access to an ethnic community group directory | | |
| <ul style="list-style-type: none"> • Other strategies | | |

Theme Five: Marketing & Promotion

Considerable time and resources are committed by agencies to marketing and promoting their services. Therefore it is important to consider how to most appropriately reach the target audience in the catchment, including CALD communities. The following suggestions aim to ensure that the service consistently makes an effort to reach out to all people who are eligible and may benefit from the service in the most appropriate manner.

Resources to support the implementation of the suggestions under the theme of 'Marketing & Promotion' can be found in Section 6 of the Resource Kit.

OBJECTIVE 5.1

The marketing / promotional strategy of the agency includes strategies for reaching CALD consumers. The strategies are implemented and monitored.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|-----------------------|--------------------------------------|
| <ul style="list-style-type: none"> Include provisions in the Organisational Plan / Marketing Strategy for the dissemination of any promotional materials to CALD communities. This may include: <ul style="list-style-type: none"> - translated material - pamphlets / flyers etc | | |
| <ul style="list-style-type: none"> When appropriate promote the service and any project / programs via ethnic media / networks: <ul style="list-style-type: none"> - newspapers - ethnic radio - existing CALD community groups / networks | | |
| <ul style="list-style-type: none"> Monitor responses from CALD clients to any targeted marketing / promotion: <ul style="list-style-type: none"> - increased clients from targeted groups - specific feedback from clients - for projects/activities and feedback sheets include questions re information source | | |
| <ul style="list-style-type: none"> Maintain a current database with contacts for key people from ethnic communities and relevant ethno-specific services | | |
| <ul style="list-style-type: none"> Utilise native speakers / interpreters to promote the service to CALD communities through <ul style="list-style-type: none"> - existing community groups - existing clients - radio | | |

| | | |
|--|--|--|
| <ul style="list-style-type: none"> Other strategies | | |
|--|--|--|

OBJECTIVE 5.2

The content of promotional material reflects the cultural diversity of their catchment

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|--|----------------|-------------------------------|
| <ul style="list-style-type: none"> Include images of people from diverse cultures in service marketing i.e.: <ul style="list-style-type: none"> - posters - pamphlets / flyers - annual reports | | |
| <ul style="list-style-type: none"> Other strategies | | |

OBJECTIVE 5.3

The atmosphere / impression of the service should aim to be welcoming to consumers from a CALD background.

| Practical Suggestions | Current Status | Other Comments or Suggestions |
|---|----------------|-------------------------------|
| <ul style="list-style-type: none"> Display pamphlets / information in diverse languages in your customer service reception areas: <ul style="list-style-type: none"> - from your own agency - from other related services | | |
| <ul style="list-style-type: none"> Internal signs in relevant community languages are visible, such as: <ul style="list-style-type: none"> - entrance / exit - reception / information | | |
| <ul style="list-style-type: none"> External signs in community relevant languages are visible, such as: <ul style="list-style-type: none"> - entrance - reception / information | | |
| <ul style="list-style-type: none"> Other strategies | | |

FRAMEWORK ASSISTANCE

Who can assist our agency to implement / apply the cultural planning framework to our services?

Migrant Information Centre (Eastern Melbourne)

333 Mitcham Road, Mitcham, VIC 3132

Tel: 03-9873 1666

Fax: 03- 9873 2911

Email: mic@miceastmelb.com.au

Website: www.miceastmelb.com.au /

Action on Disability within Ethnic Communities Inc.(ADEC)

13 Munro Street, Coburg, VIC 3058

Tel: (03) 9383 5566

Toll Free: 1800 626 078

Fax: (03) 9383 5185

Email: info@adec.org.au

Website: www.adec.org.au

ADEC produced “The Better Ethnic Access to Services Kit (BEATS) – A resource for Primary Care Partnerships” in 2001. This very useful document includes best practice case studies, interpreting and translating sources, internet sites and other valuable resources. It can be accessed on their website.

TIPS FOR INCORPORATING THE FRAMEWORK INTO AGENCY / SERVICE PLANNING

- Where possible the framework should be used in routine planning sessions and involve as many agency staff as possible to create a sense of ownership of resulting tasks and activities.
- An Access & Equity Officer / working group should be identified to ensure that identified activities and strategies are being implemented and monitored.
- Responsibility for the implementation of the Plan should be shared across the agency, i.e. a range of people are nominated for the completion of tasks.
- Any action plans, strategies or documents developed using the framework should clearly identify the people nominated for the implementation of each task as well as clear time lines for completion. The position of the person should be stated, rather than the name of the person: e.g. Project Worker, not Pip Krogh; Completed (or reviewed) by 2003, not ongoing
- All tasks identified should be as clear as possible. For example 'Translation of Volunteer Brochure (Dated 17 July 2003) to be translated into Greek and Chinese by Sept. 2003', instead of 'Brochures translated into two languages annually'.
- Sufficient resources, in regards to both funding for tasks, activities and strategies identified should be set aside or included in a future budget to assist in the provision of culturally responsive services.
- Any action plans, strategies or documents developed using the framework should be endorsed by Senior Management (CEO, Exec. Director, Chairperson etc).
- Where possible strategies should be incorporated or linked into existing agency documents and policies to ensure accountability and ownership across the whole agency.

Planning & Access

DEMOGRAPHICS – where to find them?

Where can I get demographics that are accurate and relevant to my agency?

Department of Immigration & Multicultural & Indigenous Affairs

http://www.immi.gov.au/settle/data/select_dynamic_report.shtml

Provides customised reports that allow you to choose your own time period, geographic region (e.g. state, LGA, statistical division, statistical subdivision etc), Country of Birth, Religion, Language etc and are sent to you by email within 12 hours of your request.

Migrant Information Centre

<http://www.miceastmelb.com.au/demographics96.htm>

Contains easy to access demographic information by municipality using ABS Census data and Department of Immigration and Multicultural and Indigenous Affairs settlement statistics.

Victorian Office of Multicultural Affairs

<http://www.voma.vic.gov.au>

These reports present community profiles for major communities based on country of birth. The comprehensive profiles including data on where people live by Local Government Areas, age, sex, language spoken, religion, post-school qualifications, labour force status, income and a range of employment and housing variables.

ETHNIC COMMUNITY / SERVICE DIRECTORIES

Where can I find lists of ethno-specific agencies / community groups?

Ethno-Specific Group Directory in the Eastern Region

Migrant Information Centre (Eastern Melbourne)

<http://www.miceastmelb.com.au/ethnicdirectory.htm>

A database with contact details for local community groups in the Eastern Region

Multicultural Services Database

Ethnic Communities Council Victoria

<http://www.eccv.org.au/db/>

An online database with extensive search capacity by suburb, or region for a wide selection of services.

Victorian Multicultural Resources Directory 2002-03

Victorian Office of Multicultural Affairs

www.voma.vic.gov.au/mrd

This directory includes information on community organisations, ethnic elderly organisations and ethnic schools and more. Both a screen version and a print version are available.

Local Governments

Local Government Internet sites also have community directories. These can be found at:

Manningham City Council

<http://www.manningham.vic.gov.au/CommunityAndServiceGroups/index.htm>

Whitehorse City Council

<http://www.whitehorse.vic.gov.au/commdir/Detail.asp?CatID=16>

Monash City Council - a community database through the local library

<http://www.monlib.vic.gov.au/cominfo.html>

CULTURAL / RELIGIOUS INFORMATION:

Where can I get cultural / religious fact sheets?

Community Information Summaries - Australian Immigration statistics

Department of Immigration and Multicultural and Indigenous Affairs

www.immi.gov.au/statistics/infosummary/index.htm

Based on arrivals by country (100 countries) these summaries include: historical background, geographic distribution, language, age & sex, employment, citizenship, religion and the second generation. The profiles will be updated to use 2001 Census data in the latter half of 2003.

Cultural Care Kit

Residential Care Rights.

This kit provides information on areas such as food and diet, religion, language, role of the family in caring for elderly, attitudes to sickness, hospitals and pain and contacts for a number of communities. Communities included are Aboriginal, Anglo-Australian, Arabic, Bosnian, Cambodian, Chinese, Croatian, Czech, Dutch, Estonian, German, Greek, Hungarian, Indian, Italian, Jewish, Latvian, Maltese, Polish, Russian, Serbian, Spanish speaking, Turkish, Ukrainian and Vietnamese. The kit costs \$33 and is available from *Tel: 9602 3066 Suite 4B, 343 Little Collins Street, Melbourne 3000.*

Australasian Police Multicultural Advisory Bureau

A Practical Reference to Religious Diversity for Operational Police and Emergency Services

www.apmab.gov.au/guide/religious2/

This guide looks at: Aboriginal and Torres Strait Islander Spirituality, and Baha'i, Buddhist, Christian, Hindu, Islamic, Jewish and Sikh faiths. Some of the information includes an overview, main beliefs, worship times, death and related issues, gender roles and family, and physical contact and other sensitivities. Whilst aimed at Police and emergency services, the general information is applicable to all service providers and useful background knowledge.

Religion Fact Sheets

Migrant Information Centre

<http://www.miceastmelb.com.au/meap.htm#culturalresources>

An introduction to Buddhism, Christianity, Hinduism and Islam.

NEEDS REPORTS / CONSULTATION REPORTS

Documentation of consultations, meetings and forums with CALD groups are available from;

<http://www.miceastmelb.com.au/research.htm>

Making a Future - A report on the Needs of Migrant Communities in the Eastern Region

Migrant Information Centre (Eastern Melbourne)

<http://www.miceastmelb.com.au/makingafuture.htm>

Reports are also available from a number of ethnic specific agencies, Victorian Multicultural Commission, Migrant Resource Centres, Centre for Ethnicity and Health and other agencies.

For example the following agencies have reports on CALD communities available on line or to be ordered on line:

Australian Multicultural Foundation

www.amf.net.au/projects/macti.html

Centre for Multicultural Youth Issues

<http://www.cmyi.net.au/Lev2resources.html>

South Central Migrant Resource Centre

<http://www.southcentralmrc.org.au/publications.htm>

South Eastern Region Migrant Resource Centre

<http://www.sermrc.dandenong.net/publications.htm>

Victorian Multicultural Commission

<http://www.multicultural.vic.gov.au/publications.htm>

Victorian Office of Multicultural Affairs

<http://www.voma.vic.gov.au>

The MIC also has a library that includes a number of needs analysis reports that are available for people to borrow. For further information please contact the MIC on 9873 1666.

Language Services

GUIDELINES FOR INTERPRETING & TRANSLATION

Where can we get some ideas for developing guidelines for language services?

There is a plethora of information available on the internet regarding Language Services Policies and Guidelines. The following information is a sample of documents related to language services.

Working With Interpreters

Migrant Information Centre (Eastern Melbourne)

<http://www.miceastmelb.com.au/documents/pdaproject/work%20with%20interpreters.doc>

Policy for the Use of Interpreters

Migrant Information Centre (Eastern Melbourne)

<http://www.miceastmelb.com.au/documents/pdaproject/Policy%20for%20interpreter.doc>

Preparing Text for Translation

Migrant Information Centre (Eastern Melbourne)

<http://www.miceastmelb.com.au/documents/pdaproject/translation.doc>

A Guide to Cross Cultural Communications

VITS LanguageLink

<http://www.vits.com.au/publications/guide.pdf>

TRAINING FOR INTERPRETING & TRANSLATION

Who can I contact in regards to training our staff?

There are a number of training options available to suit the specific needs of your agency and staff. A good starting point is to speak to other agencies that have already undertaken staff training.

Some organisations offer set training modules as part of a published training calendar, such as:

Centre for Ethnicity & Health

<http://www.ceh.org.au/training.html>

Ph: (03) 9420 1358

There are also numerous organisations that can provide tailored training packages to suit your requirements. The following are a selection of organisations providing such training listed in alphabetical order.

Action on Disability within Ethnic Communities Inc.

<http://www.adec.org.au/training.html>

Ph: (03) 9383 5185

Australian Multicultural Foundation – Aged Care Training Unit

<http://www.amf.net.au/projects/macti.html>

Ph: (03) 9457 7130

Central Health Interpreting Service

<http://www.chis.org.au/training.htm>

Ph: (03) 9377 3333

VITS LanguageLink

<http://www.vits.com.au/services/crosscultural.htm>

Ph: (03) 9280 1941

Victorian Transcultural Psychiatry Unit

http://www.vtpu.org.au/programs/education/sample_program.html

Ph: (03) 9417 4300

Consultants are also able to create training packages to cater for your agencies specific requirements and budgets. Word of mouth, from other agencies and participants of past training, can often be your best recommendations.

Finally it can be a good idea to keep a look out for regular updates on one off training sessions / workshops and seminars that can be found on the following information sites / newsletters

e-SP (electronic-Service Partnerships) Infocast

previously known as Community Building Infocast

Infoxchange Australia

<http://www.communitynews.infoxchange.net.au/group/noticeboard/>

Regularly updated community, housing, health & primary care, youth and education news, with updates on training, workshops and seminars.

Eastern Multicultural News

A monthly e-newsletter put out by the Migrant Information Centre. It contains agency updates across a variety of sectors and information on seminars and training. Please contact Judy McDougall on 9873 1666 for further information.

LANGUAGE IDENTIFICATION POSTERS

“Do you need an interpreter?” posters are available free from

VITS LanguageLink

General Inquiries

Phone: 9280 1941

Facsimile: 9280 1970

Email: vits@vits.com.au

“Interpreter Available Upon Request” in different languages (see attached)

Migrant Information Centre

<http://www.miceastmelb.com.au/meap.htm#culturalresources>

*Language Identification Card***“INTERPRETER AVAILABLE UPON REQUEST” IN DIFFERENT LANGUAGES**

| | |
|-----------------|--|
| English | Interpreter available upon request |
| Arabic | مترجم متوفر حين الطلب |
| Bosnian | Prevodilac po vašem zahtjevu |
| Chinese | 如有需要可安排傳譯員 |
| Croatian | Prevodioc dostupan na vaše traženje |
| Farsi | مترجم در صورت نیاز موجود است |
| Greek | ΕΑΝ ΧΡΕΙΑΣΤΕΙΤΕ ΔΙΕΡΜΗΝΕΑ, ΜΠΟΡΕΙΤΕ ΝΑ ΖΗΤΗΣΕΤΕ |
| Italian | Se A Vete Bisongno Di Un Interprete D’italiano Potete Chiederlo |

| | |
|-------------------|--|
| Serbian | Na vaš zahtev možemo da obezbedimo prevodioca |
| Turkish | İstek üzerine size tercuman temin edilebilir |
| Vietnamese | Có thông dịch viên nếu có yêu cầu |

COUNTRIES & LANGUAGES SPOKEN

When seeking the assistance of an interpreter or translator, it is vital that the appropriate language be identified including dialects, e.g. Hokkien (Chinese).

The following information provides useful general information regarding countries and the major languages/dialects spoken in those countries. The listing provides general guidance only and it is not intended to be inclusive of all the languages and/or dialects that may be spoken.

| COUNTRY | MAIN LANGUAGE(S) | DIALECTS & OTHER LANGUAGES SPOKEN |
|--------------------|-------------------------|--|
| Afghanistan | Pushtu, Dare | Uzbeki Turkmani, Baluchi, Pashaii, Nuristani |
| Albania | Albanian | Greek |
| Algeria | Arabic | French, Berber dialects |
| Argentina | Spanish | Italian, Native Languages |
| Armenia | Armenian | Arabic, Turkish, French, Russian, Azeri |
| Assyria | Assyrian(Syriac) | Chaldean, Arabic, Persian |
| Austria | German | |
| Azerbaijan | Azeri | Russian, Armenian, Lezgin |
| Bangladesh | Bengali | English, Urdu, Assamese |
| Byelarus | Byelarusian | Russian, Ukrainian, Polish |
| Belgium | French, Dutch | German, Flemish |
| Bolivia | Spanish | Quechua, Aymara |
| Bosnia-Herzegovina | Bosnian | Croatian, Serbian |
| Brazil | Portuguese | Amerindian Languages |
| Brunei | Malay | Chinese, English, Brunei |
| Bulgaria | Bulgarian | Turkish, Romany, Greek |
| Cambodia | Khmer | Mandarin, Teo Chiew, Vietnamese, French |
| Canada | English, French | |
| Chile | Spanish | Amerindian Languages |
| China | Cantonese, Mandarin | Hakka, Tibetan, Mongolian, Hokkien, Fukkien & many other languages |
| Colombia | Spanish | Amerindian Languages |
| Cook Islands | Cook Is, Maori, English | Raratnga, Pukapuka & other |
| Costa Rica | Spanish | Creole, English |
| Croatia | Croatian | Bosnian, Slovenian, Serbian |
| Cuba | Spanish | |
| Cyprus | Greek, Turkish | |
| Czech Republic | Czech | |
| Denmark | Danish | Faroese |
| East Timor | Tetum | Portuguese, Hakka |
| Ecuador | Spanish | Quechua |
| Egypt | Arabic | |
| Eritrea | Tigrinya, Tigre | Amharic |
| Estonia | Estonian | Russian |
| Ethiopia | Amharic | Tigrigna, Oromo, Italian, Arabic |
| Fiji | Fijian | Hindi |
| Finland | Finnish | Swedish, Sami |
| France | French | Basque, Breton, Provencal |
| Germany | German | |

| COUNTRY | MAIN LANGUAGE(S) | DIALECTS & OTHER LANGUAGES SPOKEN |
|------------------|--|---|
| Ghana | English, Akan | Ewe, other African Languages |
| Greece | Greek | Macedonian, Turkish, Albanian |
| Guatemala | Spanish | Native Languages |
| Haiti | French | Creole |
| Honduras | Spanish | Native Languages |
| Hong Kong | Cantonese | Other Chinese dialects |
| Hungary | Hungarian | Romanian |
| India | Hindi, Gujarati, Kannada, Malayam, Konkani, Manipari | Kashmiri, Sindhi, Bengali, Urdu, Punjabi, Assamese, Nepalese & 18 other official languages, |
| Indonesia | Bahasa Indonesian | Javanese, Sudanese, Madurese |
| Iran | Persian (Farsi) | Azeri, Kurdish, Armenian, Arabic, Turkish, Baluchi, Assyrian |
| Iraq | Arabic | Kurdish, Assyrian, Turkmani |
| Ireland (Eire) | English | Irish Gaelic |
| Israel | Hebrew | Arabic, Yiddish, Russian |
| Italy | Italian | Italian dialects |
| Japan | Japanese | |
| Jordan | Arabic | |
| Kenya | Swahili | Kikuyu, Gujarati, Masai |
| Kiribati | I-Kiribati | English |
| Korea, North | Korean | |
| Korea, South | Korean | |
| Kurdistan | Kurdish | Arabic, Turkish, Persian |
| Kuwait | Arabic | English |
| Laos | Laotian | Hmong, Chinese dialects, French |
| Latvia | Latvian (Lettish) | Russian, Polish |
| Lebanon | Arabic | Armenian, French |
| Lithuania | Lithuanian | Russian, Polish Russian, Polish |
| Macau | Portuguese, Cantonese | Other Chinese Languages |
| Macedonia | Macedonian | Serbian |
| Malaysia | Malay (Bahasa Malaysia) | Tamil, Sinhalese, Cantonese, Hokkien, & other Chinese dialects |
| Malta | Maltese | Italian |
| Mauritius | English | Creole, Hindi, Urdu, French |
| Mexico | Spanish | Native Languages |
| Morocco | Arabic | Berber dialects French |
| Myanmar (Burma) | Burmese | English, Karen, Native languages |
| Nauru | Nauruan | English, I-Kiribati, Chinese, Tuvaluan |
| Nepal | Nepali | |
| Netherlands | Dutch | Friesian |
| New Zealand | English | Maori |
| New Caledonia | French | Melanesian, Wallisian |
| Nicaragua | Spanish | Miskito |
| Niue | English, Niuen | |
| Norway | Norwegian | Sami |
| Pakistan | Urdu | Punjabi, Sindhi, Pashto, Baluchi |
| Palestine | Arabic | |
| Papua New Guinea | Pidgin, English | Hiri Motu, Native Languages |

| COUNTRY | MAIN LANGUAGE(S) | DIALECTS & OTHER LANGUAGES SPOKEN |
|----------------------|--|---|
| Paraguay | Spanish, Guarani | |
| Peru | Spanish | Quechua, Aymara |
| Philippines | Pilipino (Filippino) Tagalog | Cebuano, Ilcano, Hiligaynon Ilongo, Bicol |
| Poland | Polish | Ukranian |
| Portugal | Portuguese | |
| Romania | Romanian | Hungarian, German |
| Russia | Russian | Ukranian, Tatar |
| Samoa (Western) | Samoan | English |
| Saudi Arabia | Arabic | |
| Serbia & Montenegro | Serbian | Croatian, Albanian |
| Seychelles | Creole | French, English |
| Singapore | Mandarin, Malay, Tamil, Hakka | |
| Slovakia | Slovak | Hungarian |
| Slovenia | Slovenian | |
| Solomon Islands | English | Pidgin |
| Somalia | Somali | Arabic, Swahili |
| South Africa | Afrikaans, English | Zulu, Xhosa, Swazi |
| Spain | Spanish (Castillian) | Catalan, Galician, Basque |
| Sri Lanka | Sinhala | Tamil |
| Sudan | Arabic | Nubian |
| Sweden | Swedish | Finnish, Sami |
| Switzerland | German, French | Italian, Spanish, Romansch |
| Syria | Arabic | Kurdish, Armenian, Aramaic |
| Taiwan | Mandarin | Taiwanese, Hakka |
| Thailand | Thai (Siamese) | Chinese dialects, Malay, Khmer |
| Tokelau | Tokelauan | English |
| Tonga | Tongan | English |
| Tunisia | Arabic | French, Berber |
| Turkey | Turkish | Kurdish, Arabic |
| Tuvalu | Tuvaluan | English, Kiribati dialect |
| Ukraine | Ukranian | Russian, Polish |
| United Arab Emirates | Arabic | |
| Uruguay | Spanish | |
| Vanuatu | Bislama, English, French | Melanesian dialects |
| Venezuela | Spanish | Native Languages |
| Vietnam | Vietnamese | Cantonese, Khmer, Teo Chiew |
| Yemen | Arabic | |
| Yugoslavia (Former) | See: Bosnia/Herzegovina, Croatia, Macedonia, Serbia and Slovenia | |
| Zimbabwe | English, Shona | |

< Source: Victorian Interpreting & Translating Services (VITS)

<http://www.vits.com.au/publications/languages.pdf> >

Additional information on languages and dialects from around the world can be found on <http://www.ethnologue.com>. This website enables you to search by specific language and dialect and by country and region.

GUIDELINES FOR THE USE OF INTERPRETERS (Sample)

Effective communication with all clients is an essential part of Quality Service Provision. To ensure equitable service provision for clients from non English speaking backgrounds, the following strategies for the use of interpreters will be implemented:

- Each client will be informed of their right to use an interpreter in the initial stages of service provision.
- Each client will be informed of their right to terminate an interview with an interpreter if at any stage they feel uncomfortable with the interpreter or interview process.
- Each client will be offered the choice of interpreter where possible e.g. gender.
- Each client will be informed that interpreter costs will be the responsibility of the agency.
- The availability of interpreters will be displayed on all brochures, pamphlets, newsletters and other external promotional material.
- Data collected for each client will indicate the need for an interpreter, language and dialect spoken.
- Speaker conference phones will be available in all interview rooms to allow for easy access to phone interpreters.
- Qualified interpreters (minimum NAATI Interpreter Level 3 qualifications where available in that language) will be used for interpreting purposes to ensure:
 - confidentiality is maintained;
 - impartiality is maintained;
 - important messages are conveyed accurately.
- Language identification maps will be clearly displayed in all reception areas for the ease of language identification.
- All staff will be trained in both language identification and the effective use of interpreters.

<Source: Action on Disability within Ethnic Communities (ADEC) Mar 1998>

WORKING WITH INTERPRETERS

INTERPRETING is the action of transferring the spoken word from one language to another. Not all interpreters are qualified. It is important that services use qualified interpreters. Qualified interpreters are bound by a professional code of ethics which requires them to:

- Interpret accurately and honestly without adding or omitting anything that is being said.
- Maintain confidentiality.
- Be impartial and objective.
- Act in a professional manner at all times.

In using interpreters service providers should

- Outline policies and standards of care to CALD consumers/families using qualified interpreters.
- Ensure that data collected about consumers and carers indicates the need for interpreters.
- Provide staff training in the use of interpreters and preparation of materials for translation.
- Ensure that there is specific budget allocation for interpreting and translating.

WORKING WITH INTERPRETERS ON SITE

Points to consider before using an on-site interpreter:

- Identify what language or dialect is required. Do not make assumptions on the language your consumer speaks. (E.g. some Vietnamese people speak a Chinese language rather than Vietnamese).
- Identify cultural factors that may impact on the success of the interview (e.g. dress code, eye contact, etc.)
- Allow for the extra time needed for the interpreting process to take place. (An estimation is usually double the usual interview time.)
- When a consumer does not wish to use a qualified interpreter, it is important that the worker addresses this appropriately. Consumers may find it hard to relate to interpreters because of: past bad experiences; lack of confidence that confidentiality will be maintained; think they may have to pay for it, etc. Consider these points and attempt to allay any concerns.
- Ensure that the interpreter is not sitting in the room with you before the consumer arrives as this will help the consumer feel that there is no collusion.

Points to consider whilst working with an on-site interpreter:

Your responsibility:

- Take control of the interview and meeting. Introduce yourself and your role to the consumer and the interpreter and then introduce the interpreter and his/her role to the consumer
- The interview should be conducted in the usual way using the usual interviewing principles, e.g. good listening skills, positive body language and empathy.
- Jargon and complex sector specific terms should be avoided or simplified.
- Ensure that you are sitting facing the consumer and that the interpreter is equidistant away, e.g. 3 points of a triangle.

Communication:

- Talk to the consumer in first person.
- Maintain eye contact (where appropriate) with the consumer not the interpreter.
- Speak clearly and slowly. Ask one question at a time.
- Wait for the interpreter to finish before you commence a new sentence.
- Ask the consumer whether you are speaking at an appropriate pace or if any clarification is required during the interview.
- At the end of the interview, ask the consumer if they are satisfied with the interview and if they have any further questions.
- Verify that a consumer has understood what was being said by asking him/her to summarise the main points to you via the interpreter.

Points to consider if a consumer refuses an interpreter:

Sometimes a consumer may refuse an interpreter for a range of reasons including costs, confidentiality and fear of interrogation. The following points may assist you when this occurs. Inform the consumer/client of the following:

- your organisation will pay for the cost of the interpreter so there is no cost to the client;
- reassure the client that they will have a choice of gender and nationality of the interpreter (if available); they can even request the full name of the interpreter;
- he/she can cease the interview at any time should they feel uncomfortable so the client feels they have some control of the interview.

<Source: Adapted from Action on Disability within Ethnic Communities (ADEC) Mar 1998>

SPEAKER NOTES

These notes are intended to assist and guide anyone who is making a presentation to an audience where interpreters will be used.

Points to consider before the presentation:

Before the presentation takes place, it is important to keep the following points in mind so that the presentation is clearly understood by all participants and so interpreters can effectively pass on the information accurately.

- Allow for the extra time needed for your presentation to take place as each sentence is repeated by the interpreter. An estimation is usually double the usual presentation time.
- Professional interpreters will only relay information to the audience exactly in the way it is stated by the presenter. Interpreters cannot be used to gauge audience understanding or respond to the presenter's questions.

E.g. if the presenter asks "Do they understand me?" the interpreter will respond "Do they understand me?" in the community language.

- Many services that exist in Australia do not exist in other countries hence no translation is available. For example early intervention, respite, and outreach. The presenter should explain the nature of the service before repeatedly using the same word.
- Before presenting, it is a good idea to read through your speech / notes to ensure that the presentation is clear and that the message is conveyed in a straightforward and simple manner. Complicated language is sometimes lost in translation. The real trick is to be simple and non patronizing.

For example instead of saying "The Department's vision is focused on increasing employment options for people with disabilities", it may be better to say "The Department wants to assist more people with disabilities to find jobs".

- Service philosophy for health service providers also varies in diverse cultures. For example the western philosophy of aged care / disability services assisting people to be "as independent as possible" or "empowering people with disabilities" may not be understood in some cultures. It is a good idea to explain your philosophy and its importance at the beginning of your presentation.

Points to consider during the presentation:

The following points will assist you in conveying your message clearly and accurately:

- Don't shout.
- Speak clearly and slowly. Present one sentence at a time.
- Wait for the interpreter to finish before you commence a new sentence.
- Jargon or complex (service specific) terms should be avoided or simplified.

- Jokes or humorous statements should be avoided as they often do not translate accurately and become "not funny".
- Avoid intonations in your speech. Intonations can sometimes change a statement to a question.
- Do not use "broken" sentences. This makes it confusing for the interpreter and can sometimes sound patronizing.

Ask the audience whether you are speaking at an appropriate pace in the early stages of your presentation so the presentation can continue effectively.

Points to consider after the presentation:

- Ask the audience if there are any questions or if any clarification is needed for parts of the presentation.
- Thank the audience / interpreters.

<Source: Adapted from Action on Disability within Ethnic Communities (ADEC) July 2000>

Consumer Feedback & Consultation

CLIENT SURVEY EXAMPLE

This is an example of a client survey, which can be translated into relevant community languages. This particular form is based on the one used by the Migrant Information Centre, which is available in Arabic, Chinese and Persian-Farsi. The form should be relevant to your organisation and the services you provide.

Q1 Please circle the picture that best represents your overall impressions of the service you received today.



Pleased



Neither pleased nor disappointed



Disappointed

Q2 Please circle the picture that best represents your overall impressions of the information the (Name of Agency) gave to you today.



Pleased



Neither pleased nor disappointed



Disappointed

Q3 Please circle the picture that best represents whether the time you needed to wait for an appointment with a (Name of Agency) worker was reasonable.



Reasonable



Neither reasonable nor unreasonable



Unreasonable

Q4 Please circle the picture that best represents whether you would refer your friends and the family to the (Name of Agency).



Yes



Do not know



No

Q5 How did you hear about (Name of Agency)?

Internet () Friends / Family () Government Agency ()

GP / Medical Practitioner () Community Agency () Other ()

Q6 Any comments

.....

THANK YOU FOR YOUR TIME AND CONTRIBUTION

Date __/__/03

CONSUMER FEEDBACK

Another example of Consumer Feedback Mechanisms can be found at <http://www.hacc.health.gov.au/download/caiguideelines.htm>. This link contains the comprehensive **Home and Community Care Program Consumer Survey Instrument and Guidelines**, produced by the Ageing and Aged Care Division of the Commonwealth Department of Health and Ageing

This package aims to provide a framework for obtaining consumer input in the assessment of quality in Home and Community Care (HACC) services. It consists of the Consumer Survey Instrument (there are 7 versions to choose from) and Guidelines for using the Instrument.

These guidelines have been designed for HACC services, however they could be applied to other services.

PLANNING FOR COMMUNITY CONSULTATION / FORUMS WITH CALD GROUPS

Effective planning for any agency involves a strong understanding of the demographics of the catchment area and a clear picture of the needs of the target audience. In addition to analysing demographic data and statistics, a further step towards identifying the needs, wants, and issues of the identified community is community consultation.

There are many strategies to be used when consulting with CALD communities, such as utilising existing groups and meeting such as churches, seniors meetings, sporting clubs to meet with communities, rather than holding 'special' consultation sessions and expecting people to come to you.

In addition the objectives of the consultations and the role of your agency need to be made extremely clear as to avoid creating unrealistic expectation within the community of what your agency can / is willing to provide.

The following points aim to assist agencies to hold consultations / forums with CALD communities.

Access:

- How you will approach / access the community you would like to consult with?
- Have you identified the appropriate people such as community leaders to initiate consultations with a 'community'?
- Are there clients who already use your service that you may be able to consult with i.e. ask you current clients what they think about your services?
- Are there ethnic groups/clubs that you can meet with as part of their existing meeting schedule?
- Have you sought advice from the president / secretary of the group regarding whether you should meet with the committee or the whole group?
- What is most effective and acceptable method of promoting the consultation / forum to this particular community e.g. printed flyers, ethnic radio, papers, existing groups or through community leaders?
- Will interpreters be required for the consultation / forum?

Participant involvement / expectations:

- Has the process of the consultation / forum been clearly explained to the community leaders?
- How will the participants be informed of outcomes and actions?
- How will the participants be involved in future decision making processes?
- Are strategies in place to enable this to happen if so desired?

Cultural / Social constraints:

- Is it culturally appropriate for men and women to attend public meetings together?
- Would a female / male facilitator be more appropriate in this context?

Literacy / numeracy: assessment:

- What are the levels of literacy / numeracy for men and women?

- How will this affect the activities chosen for the consultation / forum process?

Timing:

- What time of the day would be most convenient? Take into consideration working families, prayer time etc
- What day of the week would allow most people to attend?
- What time of the year are important events such as religious or cultural festivals etc?

Venue:

- Is the venue a well-known, accepted place for the community?
- Is the venue accessible by public transport?

Child Care:

- Would the provision of childcare make the meeting more accessible to women / families?
- Will the activities to be conducted allow participants to have their children with them?

The above questions are designed as a prompt for agencies considering consultations / forums with CALD communities. If you need any assistance with any of the points please contact the Migrant Information Centre on 9873 1666 or other ethno-specific services.

Agency Capacity Building

TRAINING - INTERPRETING & TRANSLATION

Who can I contact in regards to training our staff?

There are a number of training options available to suit the specific needs of your agency and staff. A good starting point is to speak to other agencies that have already undertaken staff training.

Some organisations offer set training modules as part of a published training calendar, such as:

Centre for Ethnicity & Health
<http://www.ceh.org.au/training.html>
 Ph: (03) 9420 1358

There are also numerous organisations that can provide tailored training packages to suit your requirements. The following are a selection of organisations providing such training listed in alphabetical order.

Action on Disability within Ethnic Communities Inc.
<http://www.adec.org.au/training.html>
 Ph: (03) 9383 5185

Australian Multicultural Foundation – Aged Care Training Unit
<http://www.amf.net.au/projects/macti.html>
 Ph: (03) 9457 7130

Central Health Interpreting Service
<http://www.chis.org.au/training.htm>
 Ph: (03) 9377 3333

VITS LanguageLink
<http://www.vits.com.au/services/crosscultural.htm>
 Ph: (03) 9280 1941

Victorian Transcultural Psychiatry Unit
http://www.vtpu.org.au/programs/education/sample_program.html
 Ph: (03) 9417 4300

Consultants are also able to create training packages to cater for your agencies specific requirements and budgets. Word of mouth, from other agencies and participants of past training, can often be your best recommendations.

Finally it can be a good idea to keep a look out for regular updates on one off training sessions / workshops and seminars that can be found on the following information sites / newsletters

e-SP (electronic-Service Partnerships) Infocast
previously known as Community Building Infocast
Infoxchange Australia
<http://www.communitynews.infoxchange.net.au/group/noticeboard/>

Regularly updated community, housing, health & primary care, youth and education news, with updates on training, workshops and seminars.

Eastern Multicultural News

A monthly e-newsletter put out by the Migrant Information Centre. It contains agency updates across a variety of sectors and information on seminars and training. Please contact Judy McDougall on 9873 1666 for further information.

Marketing and Promotional Strategies

- **Communication Strategies**

Migrant Information Centre (2002)

<http://www.miceastmelb.com.au/documents/pdaproject/Communication-strategy.doc>

This communication strategy was developed for a HACC project to increase the knowledge and understanding of (HACC) services by people from CALD communities. The strategy emphasises the need for agencies to involve CALD communities in the planning and delivery of services. Through doing this agencies engage communities and have access to their knowledge and experience. It is this knowledge and experience that can assist agencies to effectively target promotional activities.

- **Promotional Strategy (attached)**

Migrant Information Centre (2000)

<http://www.miceastmelb.com.au/promotionalstrategy.htm>

The strategy provides a step by step guide for agencies to use in developing and promoting services to culturally and linguistically diverse communities and includes a contact list for ethnic media.

- **Communicating with Culturally and Linguistically Diverse Victorians (the CALD Report)**

Information Victoria (State Government Information)

http://www.info.vic.gov.au/resources/cald_report.htm

Qualitative research undertaken between March and July 2001. The report identifies the preferred means by which specific categories of CALD Victorians, across 20 language groups, prefer to receive information about government services. The research is presented here in a practical, matrix format to provide a checklist guide for agencies when formulating communication strategies aimed at specific categories of CALD Victorians. The total document is very large, but the website includes links to reports for specific communities.



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
August 2000

A.B.N. 27 084 251 669

Framework for a Promotional Strategy

Identify the culturally and linguistically diverse communities in your catchment area



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



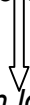
Identify gaps between your current service delivery and the cultural needs of people from culturally and linguistically diverse communities (e.g. undertake a cultural audit)



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



Identify culturally and linguistically diverse communities with low useage rates



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



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



Choose appropriate mechanisms for promoting services to culturally and linguistically diverse communities (see page 43)



Implement promotional activities



Monitor useage rates by people from targeted culturally and linguistically diverse communities

Identify the culturally and linguistically diverse communities in your catchment

area.

MIC can supply demographic data by 2001 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 useage of your services by people from culturally and linguistically diverse backgrounds

Examine current useage figures from client records

Identify culturally and linguistically diverse communities with low useage rates

Compare useage to demographic data

Hold a focus group with communities with low and high useage 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 page 33)

Implement promotional activities

Monitor useage 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 page 43 for contact details of ethnic media (updated May 2002).

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

| Language | Press | Phone | Fax | Radio ² | Phone | Fax | TV | Phone | Fax |
|---------------|-----------------------------|----------------|---------------|--------------------|-----------|-----------|-------|-----------|-----------|
| 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 | | | |
| 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 Noticias | (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 | | | |
| Spanish | El Espanol | (02) 9585 9669 | | | | | | | |

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

| Language | Press | Phone | Fax | Radio ³ | Phone | Fax | TV | Phone | Fax |
|------------|---|----------------|----------------|--------------------|-----------|-----------|-------|-----------|-----------|
| 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 |
| 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

WELCOME IN OTHER LANGUAGES

| | |
|----------------------|-------------------|
| Welcome | English |
| اهلا بكم | Arabic |
| 歡迎光臨 | Chinese |
| DOBRA DOŠLI | Croatian |
| خوش آمدید | Farsi |
| KALΩΣ ΩΡΙΣΑΤΕ | Greek |
| BENVENUTI | Italian |
| BIENVENIDOS | Spanish |
| CHÀO MỪNG | Vietnamese |

INTERNET LINKS

The information on this list was correct at the time of publishing. However due to the nature of the media internet links change very quickly. If you have difficulty accessing a specific link, it may be useful to take the address back to the stem i.e. rather than <http://www.miceastmelb.com.au/documents/pdapproject/Welcome%20in%20different%20languages.pdf> try www.miceastmelb.com.au and search through the site for the information you are looking for.

The selection of information on this list aims to provide a broad overview of services and agencies that can assist in someway with aspects of the Cultural Planning Framework. There is a lot of information available and these sites were selected as a starting point.

General Information Links

- *Centre for Culture, Ethnicity and Health*

www.ceh.org.au

The CEH maintains an extensive resource library with a number of videos and resources focusing on specific cultures and general access and equity issues. This site contains links to the CEH library, the training calendar, a centralised register of health promotion projects in Victoria focussing on CALD communities and more.

- *Migrant Information Centre (Eastern Melbourne)*

www.miceastmelb.com.au

This web site provides information on the activities of the Centre and resources for agencies e.g. demographic data, cultural resources

Aged Care Links

- *Alzheimer's' Association NSW*

www.alzheimers.org.au/content.cfm?categoryid=14

This link will take you to fact sheets in 6 different languages on topics such as communication, diagnosis and difficult behaviors.

- *Australian Department of Health & Aging*

www.health.gov.au/acc/publicat/multilin.htm

Links to multilingual publications on Aging produced by the Department in 15 different languages.

- *Australian Institute of Health and Welfare*

www.aihw.gov.au/publications/age/poi/index.html

This site contains the report "Projections of Older Immigrants - People from Culturally and Linguistically Diverse Backgrounds, 1996 -2026, Australia". The report contains detailed projections for the 50 most common countries of birth, 34 languages and 30 religions for older immigrants in Australia.

- *Australian Multicultural Foundation (AMF)*

www.amf.net.au

This site has links to the Multicultural Aged Care Training Institute and the Culturally Appropriate Aged Care Project.

- *Office of Senior Victorians*
www.seniors.vic.gov.au
This site includes an extensive list of links to other 'senior' sites and a link to "A guide to Services for Senior Victorians 2002" which can be downloaded in 13 languages.
- *Queensland State Government*
www.health.qld.gov.au/fallsprevention/default.asp
This site leads you to Falls Prevention in Older Persons and Falls Prevention Information Brochures in Chinese, Greek, Italian, Spanish and Vietnamese.

Disability Links

- *Action on Disability within Ethnic Communities Inc. (ADEC)*
www.adec.org.au
Action on Disability within Ethnic Communities is a community based organisation which represents the rights and needs of people of non-English speaking background with a disability and their carers. ADEC provides advocacy, information, referral, education, training and consultancy. This site contains information on ADEC's services, programs and publications including the "Better Ethnic Access To Services KIT", which can be found by following the 'Information' link.
- *Multicultural Disability Advocacy Association (MDAA) NSW*
www.mdad.org.au
The MDAA site contains information on the organisation's publications, relevant government policies and main issues facing people from CALD background with disabilities. From the contents page, follow the link to "Ethnic Communities and Disability" page containing a lot of useful cultural information.

Health Links

- *Anti-Cancer Council of Victoria (ACCV)*
www.accv.org.au/cancer1/prevent/langauges.htm
The ACCV has specially trained Health Educators can deliver information sessions to groups in 18 community languages. Information on the topics available and the program are available on this site.
- *Australian Medical Association (Victoria)*
www.amavic.com.au/ama_search.htm
This site allows you to search for bilingual GP and specialists.
- *Better Health Channel*
www.betterhealth.vic.gov.au
Hosted by DHS, this site contains over 1,543 articles in English
- *Centre for Culture, Ethnicity and Health*
www.ceh.org.au
The CEH maintains an extensive resource library with a number of videos and resources focusing on specific cultures and general access and equity issues. This site contains links to the CEH library, the training calendar, a centralised register of health promotion projects in Victoria focussing on CALD communities and more.

- *Cultural Diversity in Health: Postgraduate Medical Council of NSW.*
www.diversityinhealth.com/regions
The site has over 40 community profiles by region, information on other factors that shape identity, some diversity tools for the health sector and links to other sites.
- *Drug Info Cleansinghouse*
www.druginfo.adf.org.au
This website will take you to the “Druginfo” newsletter, research summaries, reading & resource list and a range of downloadable fact sheets.
- *NSW Multicultural Health Communication Service*
www.mhcs.health.nsw.gov.au/health-public-affairs/mhcs/publications/langindex.html
This service provides downloadable fact sheets on a wide range of health issues from Asthma to Women’s Health in a large selection of community languages.
- *Queensland State Government*
www.health.qls.gov.au/multicultural/default.asp
Hosts a comprehensive page on Multicultural Health Resources, links, and even multilingual fact sheets. Some of the publications available for downloading include “Checklists for Cultural Assessment”, and “Providing care to patients from culturally and linguistically diverse backgrounds”.
- *The Victorian Foundation for the Survivors of Torture Inc.*
www.survivorsvic.org.au
This site will take you to publications to assist newly arrived, largely refugee communities to understand and access health care services and to cater for their own nutritional needs in a new environment.
- *Victorian Government Health Information*
www.health.vic.gov.au
The State Government site includes a list of Health Service Directories, publications and a collection of external links to other health sites.

Mental Health Links

- *Multicultural Mental Health Australia*
www.mmha.org.au
This is the web site of the new national program in mental health and suicide prevention for Australians from culturally and linguistically diverse backgrounds. The site contains sections on ‘Events & Training’, ‘Research and Projects’ and a large number of links to translated mental health informations. (Previously the Australian Transcultural Mental Health Network)
- *SANE Australia*
www.sane.org
Follow the directions> information> factsheets> to locate information on psychosis, bipolar disorder and more.
- *Transcultural Mental Health Centre*
www.tmhc.nsw.gov.au
This site provides links to the Centre’s projects and programs, translated information on schizophrenia, depression, body image and eating disorders and more. It also allows you to purchase transcultural mental health resources online.

- *Victorian Transcultural Psychiatry Unit*

www.vtpu.org.au

This site contains links to translated mental health instruments, policies and publications on mental health and ethnic communities. A service directory of bilingual mental health professionals is also available.

Multicultural Links

- *Ethnic Communities Council of Victoria*

www.eccv.org.au

This site provides information on the Ethnic Communities Council as well as a link to a Multicultural Services Database. www.eccv.org.au/agedcare_links.shtml provides a comprehensive list of aged care links.

- *Victorian Multicultural Commission*

www.multicultural.vic.gov.au

Information on grants, community consultations and links to other information and publications

- *Victorian Office of Multicultural Affairs*

www.voma.vic.gov.au

In the publications section there are links to the 'Multicultural Resources Directory', and 'The CALD Report' re CALD groups accessing government information. There is also other information on the site related to VMC grants and statistics and research.

Palliative Care Links

- *Association of Palliative Care Victoria / Palliative Care Council of South Australia*

www.pallcare.asn.au/mc/

This link will take you a downloadable version of the "Multicultural Palliative Care Guidelines" produced in 1999.

Primary Care Partnerships

- *Central East Primary Care Partnership (CE PCP)*

www.centraleastpcp.infoxchange.net.au/

This site contains information on the CE PCP's activities, projects and publications.

- *Primary Care Partnership*

www.pcpnet.infoxchange.net.au/

The umbrella website for all PCPs. There is a link to the Primary Health Knowledge Base (PHKB), which contains Consumer Privacy Information brochures in 42 community languages. You can also access the Service Seeker through this site that is a directory of services and practitioners, searchable by location, language spoken and gender.

Refugee Services Links

- *Refugee & Immigration Legal Centre (RILC)*
www.rilc.org.au
 The RILC is a community legal centre specialising in all aspects of refugee and immigration law, policy and practice. This site outlines the casework and advice undertaken by the RILC and lists information on the training and professional development courses provided on the Australian refugee and immigration program.
- *The Foundation for Survivors of Torture and Trauma*
www.survivorsvic.org.au
 The Foundation provides direct care to survivors of torture and trauma in the form of counselling, support, advocacy, family support, group work and complimentary therapies. This site contains links to their training programs, projects and publications, some of which are translated into community languages.

Youth & Family

- *Australians Against Child Abuse*
www.kidscount.com.au
 This organisation runs a public education campaign “Every Child is Important” which seeks to prevent child abuse by affirming the value and significance of children to adults, families and the community as a whole. The parent resource booklet invites parents to reflect on their ideas and attitudes as parents and provides useful information on a number of issues of importance and interest to parents. These booklets have been translated into Arabic and Chinese.
- *Centre for Multicultural Youth Issues (CMYI)*
www.cmyi.net.au
 CMYI provides training to the youth and related sectors on cross-cultural skills, migration and refugee issues and developing culturally responsive organisations. They also coordinate a number of youth projects and programs which are outlined on this site.
- *Free Kindergarten Association (FKA)*
www.fka.com.au
 This organisation, through their Multicultural Resource Centre provides advice, consultancy, training and resources to child care workers and centres, pre-schools, early childhood students, CSRDOs on developing multicultural perspectives in their services and programs.
- *Victorian Cooperative on Children’s Services for Ethnic Groups (VICSEG)*
 (no website address at present)
mail@vicseg.com.au
 VICSEG is an information and resource centre providing advocacy for and on behalf of parents from non-English-speaking backgrounds. Services include a newsletter, workshops, seminars, forums and publications. Information is available in languages other than English. Families are linked with other services via family support and youth workers. Community languages spoken include the following; Afrikaans, Arabic, Armenian, Cantonese, Mandarin and Somali.

*** *Translated Material on Government Services***

The following sites have information on government services in community languages. The information can be easily downloaded.

- *Centrelink*
<http://www.centrelink.gov.au/internet/internet.nsf/languages/index.htm>
 Centrelink delivers services, programs and payments for Australian government departments. This site has information in a large number of community languages about these services and benefits.
- *Consumer Affairs Victoria*
http://www.consumer.vic.gov.au/cbav/fairsite.nsf/pages/of_pubs?OpenDocument&ExpandSection=6,5#_Section5
 This site lists a number of publications for newly arrived migrants about housing and buying goods and services. There is a list of languages and available information sheets, including rights and responsibilities for consumers, traders, renters and landlords, credit and debt, shopping and services, computer and internet, safety issues and more.
- *Department of Immigration & Multicultural & Indigenous Affairs (DIMIA)*
<http://www.immi.gov.au/settle/booklets/index.htm>
 The DIMIA website contains information on community profiles and statistics as outlined in the 'Planning & Access' Section. This specific link will take you to DIMIA's Settlement Kits available in 22 languages including English. These downloadable kits include State / Territory specific information on how to apply for a tax file number and Medicare, Australian customs and laws to outlining the health and education systems.
- *Equal Opportunity Commission Victoria*
www.eoc.vic.gov.au/rescentre/publications/lote.html
 From this site you can download brochures on 'Equal Opportunity – Know Your Rights' and 'Making a Complaint' in 18 community languages.
- *Office of Housing*
www.hnb.dhs.vic.gov.au/ooh/oohninte.nsf/frameset/Ooh?Opendocument
 This site provides information in Arabic, Croatian, Polish, Russian, Somali, Turkish, Spanish and Vietnamese on the issues such as paying rent to special housing needs. From the homepage, click on "Applying for Housing" then multilingual publications to download the information.
- *Victoria Legal Aid*
<http://www.legalaid.vic.gov.au/multilingual.cfm>
 The Victorian legal aid services include multilingual telephone information, legal advice, help at court, legal assistance, interpreters, writing letters, and drafting documents. This link will take you to various fact sheets ranging from information on intervention orders and family law to child support and fines. The info sheets are downloadable in 26 community languages, although not all information is available in all languages.

Additional Resources

EASTERN REGION DEMOGRAPHICS

The demographics included in this resource kit are from the 2001 Census data, available from the Australian Bureau of Statistics www.abs.gov.au.

The statistics and demographic information covers the Eastern Region Migrant Information Centre catchment, which covers the local government areas of Manningham and Whitehorse and the previous area of Monash, known as Waverley.

Only Eastern Region information has been included in this kit as an example of the types of demographic details available. Further breakdowns by local government areas can be found from the ABS and on the MIC website at <http://www.miceastmelb.com.au/demographics96.htm>.

Additional sources of demographic data are listed under demographics in the 'Access & Planning' section.

The demographics included in this kit are:

Eastern Region Demographics

- Languages Spoken by Residents – Analysis
- Top 30 Languages Spoken by Age – Statistics
- Top 25 Languages Spoken at Home by People Aged Under 30 Years of Age – Graph
- Top 10 Languages Other than English by Age – Graph
- Country of Birth of Residents – Analysis
- Top 30 Countries of Birth by Age - Statistics
- Top 25 Countries of Birth in the Eastern Region – Graph
- Top 10 Countries of Birth of Residents from a CALD Background by Age – Graph
- Examples of graphs for specific language groups:
 - Arabic
 - Cantonese
 - Greek
 - Italian
 - Khmer
 - Lao
 - Mandarin
 - Persian

Languages Spoken by Residents in the Eastern Region⁴.

- There is a total population of 938592 people living in the Eastern Region. 76% (715495) of these people speak English at home whilst 20% (186963) do not speak English at home.⁵
- One hundred and fifty one different languages are spoken across the Eastern Region.
- The largest Non English Speaking Background (NESB) population speak Greek (33290) at home, followed by Cantonese (27908), Italian (24948), Mandarin (17493), German (6206), Vietnamese (5816) and Arabic (5145).
- Within the local government areas across the Eastern Region Monash has the largest NESB speaking population with 34% (52455) of its population speaking a language other than English at home. The figures for the other 6 LGA's in the region are Manningham 35% (37633), Whitehorse 22% (31276), Boroondara 18% (27096), Knox 16% (22888) Maroondah 8% (8258) and Shire of Yarra Ranges 5% (7583)
- Within the largest 30 NESB communities the oldest population in the Eastern Region is the Dutch speaking population with 53% (1686) of the community 60 years of age or more. Other communities with a quarter or more of their population aged 60 years plus are the German speaking community with 48% (3001), Hungarian 45% (1126), Italian 35% (8710), Croatian 26% (697), Polish 25% (946). Across the English speaking population 17% (120673) are aged 60 years plus whilst across NESB communities 19% (35865) of the population is aged 60 years plus. The largest NESB population aged 60 years or over is the Italian community (8710) followed by the Greek community (7388) and the Cantonese (3040) community.
- Within the largest 30 NESB communities the youngest population in the Eastern Region is the Indonesian speaking community with 81% (2203) of its population under 40 years of age. Other communities with 60% or more of their population under 40 years of age are, Korean 74% (1100), Japanese 70% (1025), Hindi 69% (2018), Khmer 68% (808), Vietnamese 66% (3857), Punjabi 66% (695), Mandarin 64% (11130), Turkish 64% (738), Persian 63% (1416) and Arabic 61% (3117). The largest NESB population aged 40 years or less is the Greek community (17403) followed by the Cantonese (15653) speaking community and the Mandarin (11130) speaking community.

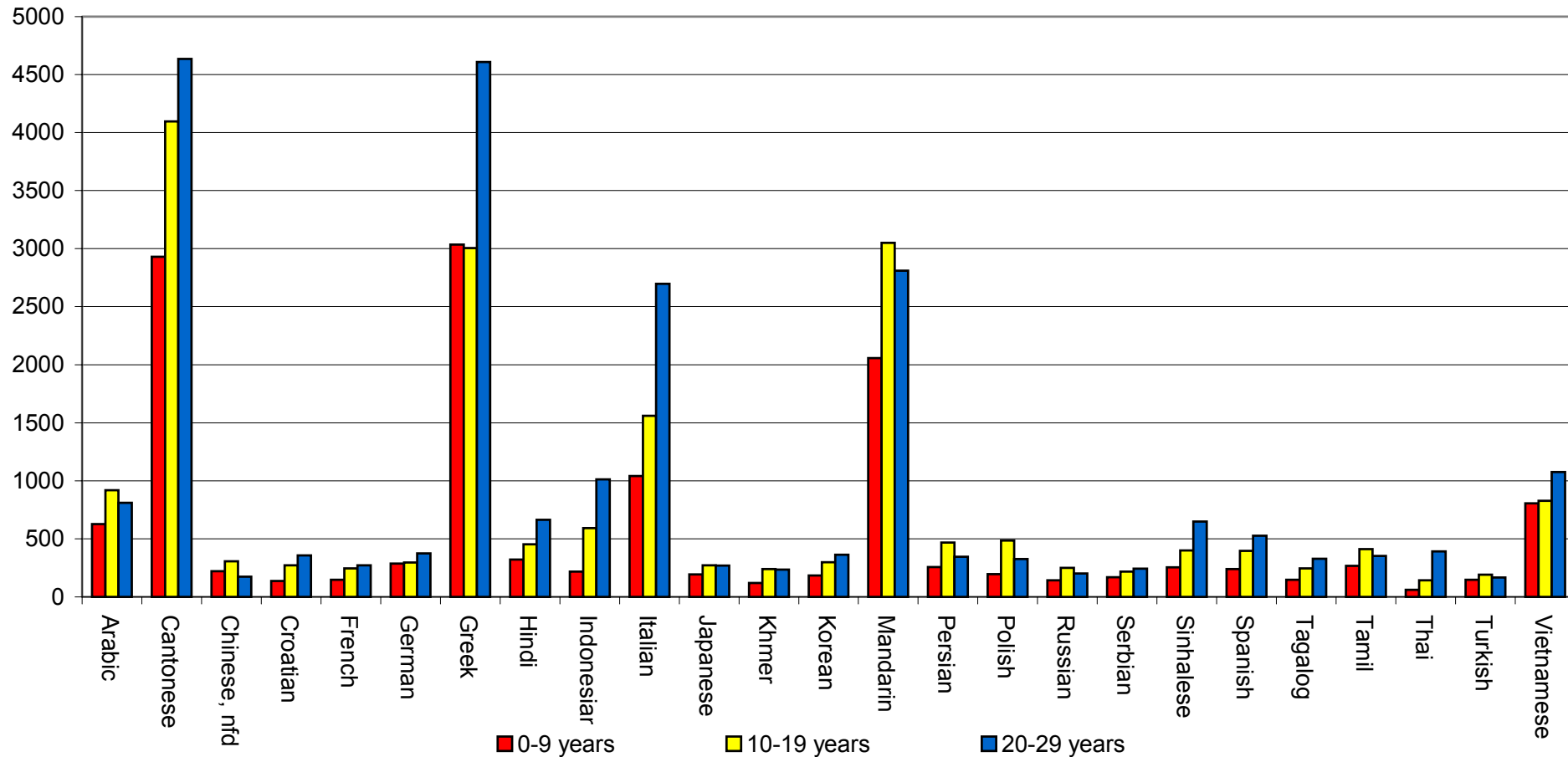
⁴ All figures are sourced from the ABS Census 2001

⁵ A further 4% (36134) of responses were either not stated, non-verbal, auslan, and invented languages or not indicated.

Table 1: Top 30 Languages Spoken in the Eastern Region

| | Total | % of total NESB population | 0-19yrs | % of 0-19 yrs as a % of total language population | 20-39yrs | % of 20-39 yrs as a % of total language population | < 40 years | % of total population < 40 yrs | 40-59 yrs | % 40-59 yrs as a % of total language population | 60+ yrs | % 60+ yrs as a % of total language population |
|---------------------|--------|----------------------------|---------|---|----------|--|------------|--------------------------------|-----------|---|---------|---|
| NESB | 186963 | 20% | 38483 | 21% | 58234 | 31% | 96717 | 52% | 54375 | 29% | 35865 | 19% |
| English | 715495 | 76% | 197126 | 28% | 201394 | 28% | 398520 | 55% | 196302 | 27% | 120673 | 17% |
| Total | 938592 | | 248850 | 27% | 267925 | 29% | 495237 | 53% | 257460 | 27% | 164357 | 18% |
| Arabic | 5145 | 3% | 1546 | 30% | 1571 | 31% | 3117 | 61% | 1502 | 29% | 526 | 10% |
| Armenian | 1152 | 1% | 245 | 21% | 320 | 28% | 565 | 49% | 336 | 29% | 251 | 22% |
| Cantonese | 27908 | 15% | 7024 | 25% | 8629 | 31% | 15653 | 56% | 9215 | 33% | 3040 | 11% |
| Chinese, nfd | 1723 | 1% | 526 | 31% | 513 | 30% | 1039 | 60% | 507 | 29% | 177 | 10% |
| Croatian | 2676 | | 411 | 15% | 745 | 28% | 1156 | 43% | 823 | 31% | 697 | 26% |
| French | 2233 | 1% | 391 | 18% | 580 | 26% | 971 | 43% | 787 | 35% | 475 | 21% |
| German | 6206 | 3% | 583 | 9% | 1034 | 17% | 1617 | 26% | 1588 | 26% | 3001 | 48% |
| Greek | 33290 | 18% | 6041 | 18% | 11362 | 34% | 17403 | 52% | 8499 | 26% | 7388 | 22% |
| Hindi | 2934 | 2% | 776 | 26% | 1242 | 42% | 2018 | 69% | 728 | 25% | 188 | 6% |
| Hokkien | 1587 | 1% | 231 | 15% | 446 | 28% | 677 | 43% | 731 | 46% | 179 | 11% |
| Hungarian | 2476 | 1% | 238 | 10% | 399 | 16% | 637 | 26% | 713 | 29% | 1126 | 45% |
| Indonesian | 2733 | 1% | 810 | 30% | 1393 | 51% | 2203 | 81% | 431 | 16% | 99 | 4% |
| Italian | 24948 | 13% | 2600 | 10% | 6622 | 27% | 9222 | 37% | 7016 | 28% | 8710 | 35% |
| Japanese | 1470 | 1% | 466 | 32% | 559 | 38% | 1025 | 70% | 359 | 24% | 86 | 6% |
| Khmer | 1183 | 1% | 359 | 30% | 449 | 38% | 808 | 68% | 301 | 25% | 74 | 6% |
| Korean | 1483 | 1% | 482 | 33% | 618 | 42% | 1100 | 74% | 320 | 22% | 63 | 4% |
| Macedonian | 1787 | 1% | 260 | 15% | 515 | 29% | 775 | 43% | 583 | 33% | 429 | 24% |
| Mandarin | 17493 | 9% | 5108 | 29% | 6022 | 34% | 11130 | 64% | 5037 | 29% | 1326 | 8% |
| Netherlandic | 3160 | 2% | 163 | 5% | 420 | 13% | 583 | 18% | 891 | 28% | 1686 | 53% |
| Persian | 2231 | 1% | 725 | 32% | 691 | 31% | 1416 | 63% | 655 | 29% | 160 | 7% |
| Polish | 3729 | 2% | 680 | 18% | 649 | 17% | 1329 | 36% | 1454 | 39% | 946 | 25% |
| Punjabi | 1058 | 1% | 279 | 26% | 416 | 39% | 695 | 66% | 252 | 24% | 111 | 10% |
| Russian | 1674 | 1% | 392 | 23% | 478 | 29% | 870 | 52% | 491 | 29% | 313 | 19% |
| Serbian | 1735 | 1% | 388 | 22% | 496 | 29% | 884 | 51% | 557 | 32% | 294 | 17% |
| Sinhalese | 3027 | 2% | 654 | 22% | 1139 | 38% | 1793 | 59% | 1013 | 33% | 221 | 7% |
| Spanish | 3127 | 2% | 636 | 20% | 1065 | 34% | 1701 | 54% | 1015 | 32% | 411 | 13% |
| Tagalog | 2254 | 1% | 390 | 17% | 819 | 36% | 1209 | 54% | 859 | 38% | 186 | 8% |
| Tamil | 2778 | 1% | 677 | 24% | 787 | 28% | 1464 | 53% | 1013 | 36% | 301 | 11% |
| Turkish | 1161 | 1% | 340 | 29% | 398 | 34% | 738 | 64% | 306 | 26% | 117 | 10% |
| Vietnamese | 5816 | 3% | 1633 | 28% | 2224 | 38% | 3857 | 66% | 1550 | 27% | 409 | 7% |

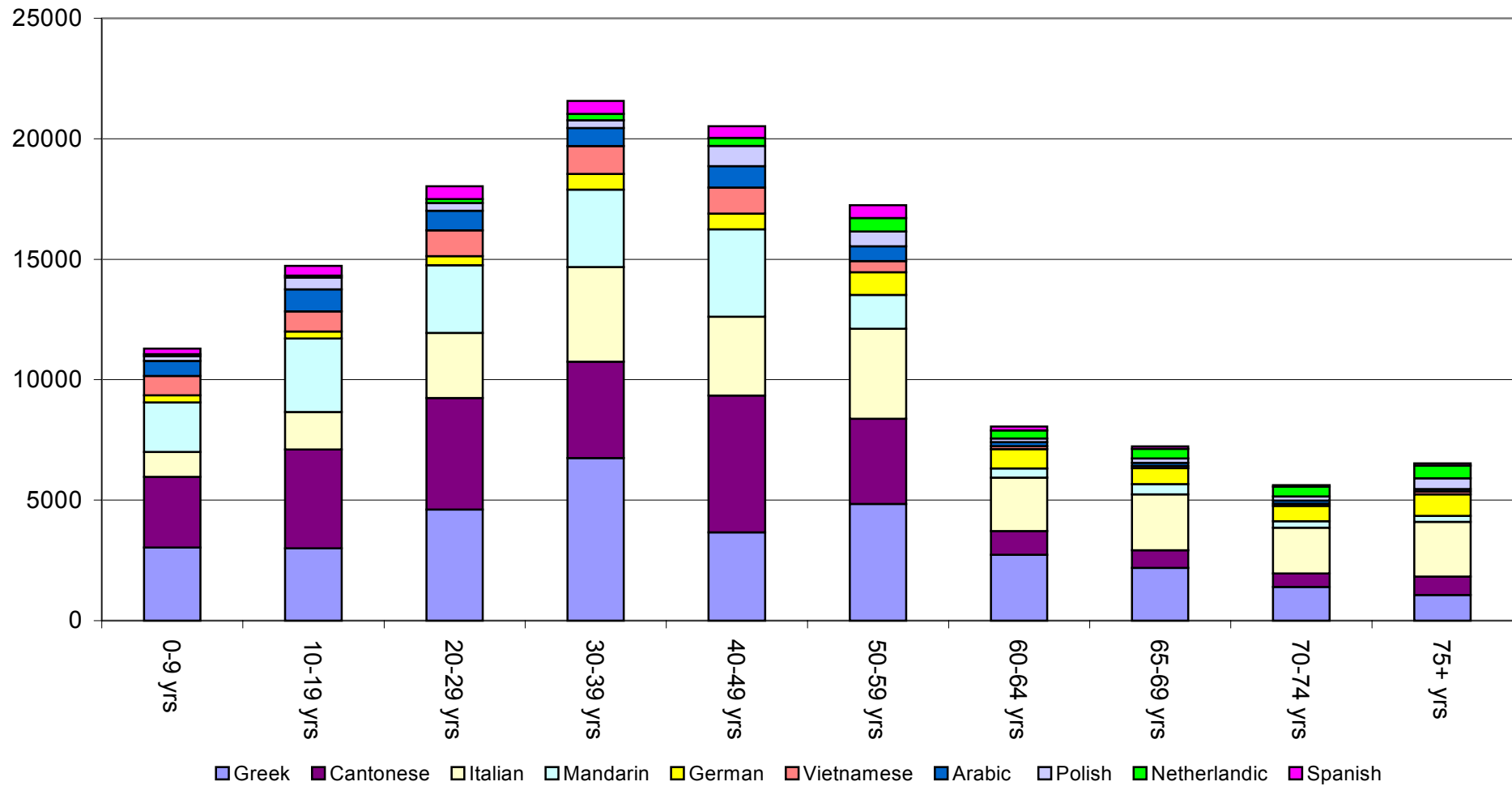
Top 25 Languages Spoken at Home by People < 30 Years of Age living in the Eastern Region



Over 100 different languages are spoken by young people living in the Eastern Region. 17% (66005) of the population under 30 years of age speak a language other than English at home. 14% (16108) of people under 10 years, 17% (22375) those aged 10 - 19 and 21% (27522) those aged 20 -29 years speak a language other than English at home. The largest number of people speak Cantonese 11658, followed by Greek 10650, Mandarin 7917, Italian 5298, Vietnamese, 2708 and Arabic 2358.

Source: ABS Census 2001

Top 10 Languages Other than English Spoken in the Eastern Region - by Age



One hundred and fifty one languages are spoken at home by people residing in the Eastern Region. 20% (186,963) of the Eastern Region's population do not speak English at home. The largest number of people speaking a language other than English speak Greek 33290, followed by Cantonese 27908, Italian 24948, Mandarin 17493, German 6206, Vietnamese 5816, Arabic 5145 and Polish 3729.

Source: ABS Census 2001

Country of Birth of Residents in the Eastern Region⁶

- People from over 190 countries have settled in the Eastern Region.
- The largest number of people born outside of Australia or England were born in China 15742 followed by Italy 15516, Greece 14444, Malaysia 12661, Hong Kong 9217 and India 8739.
- 30% (287342) of the total population were born outside of Australia and 26% (246001) of the total population was born outside of Australia and England.
- Within the largest 30 communities the oldest community is the Hungarian born community with 62% (1267) of the population over 60 years of age. Other communities with more than 40% of its population aged 60 years or more are: Italian 54% (8391) and Greek 45% (6506). 14% (92,246) of the Australian born population is aged 60 years or more. The largest number of people aged 60 years or over were born in England (13296), Italy (8391) and Greece (6506)
- Within the largest 30 communities the youngest community is the South Korean born community where 72% (1135) of the population is aged under 40 years. Other communities with more than 50% of their population aged less than 40 years of age are: Indonesian 70% (2307), Taiwan 69% (1884), USA 59% (1766), Hong Kong 58% (5382), Singapore 55% (1594), Cambodia 55% (938), Philippines 54% (1691), Vietnam 52% (3497), Iran 52% (823), South Africa 52% (2864) and India 51% (4428). 62% (405354) of the Australian born population is aged less than 40 years. The largest number of people aged 40 years or less were born in England (10391), China (7359) and Malaysia (6028)

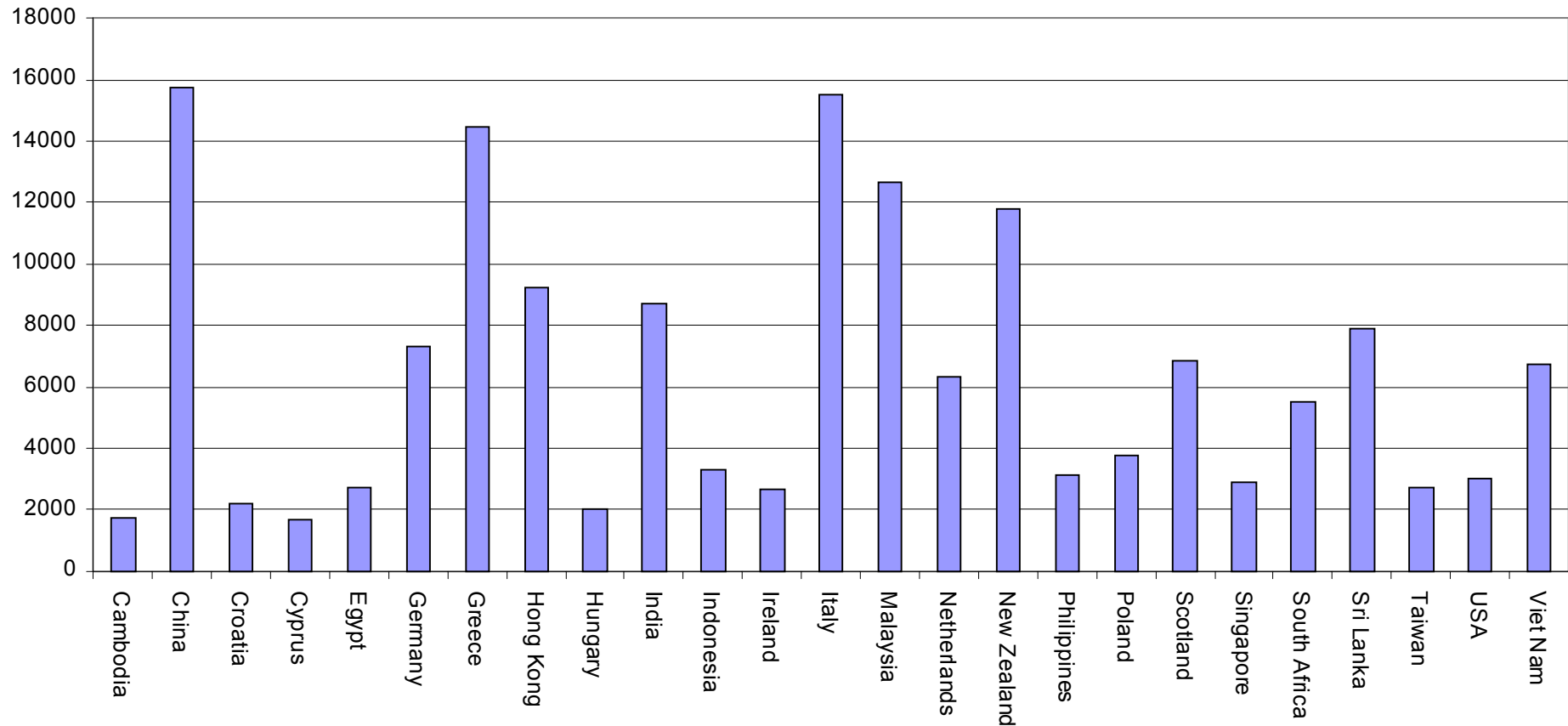
⁶All figures are sourced from the ABS Census 2001

Table 2: Top 30 Country of Births in the Eastern Region ⁷

| | Total Population | 0-19yrs | % of 0-19 yrs as a % of total COB population | 20-39yrs | % of 20-39 yrs as a % of total COB population | < 40 years | % of total population < 40 yrs | 40-59 yrs | % 40-59 yrs as a % of total COB population | 60+ yrs | % 60+ yrs as a % of total COB population |
|----------------------|-----------------------------|----------------|---|-----------------|--|----------------------|--|------------------|---|----------------|---|
| Australia | 651386 | 210165 | 32% | 195189 | 30% | 405,354 | 62% | 153786 | 24% | 92246 | 14% |
| Cambodia | 1713 | 110 | 6% | 828 | 48% | 938 | 55% | 611 | 36% | 164 | 10% |
| China | 15742 | 2318 | 15% | 5041 | 32% | 7,359 | 47% | 5450 | 35% | 2933 | 19% |
| Croatia | 2189 | 72 | 3% | 319 | 15% | 391 | 18% | 935 | 43% | 863 | 39% |
| Cyprus | 1651 | 29 | 2% | 245 | 15% | 274 | 17% | 803 | 49% | 574 | 35% |
| Egypt | 2698 | 122 | 5% | 328 | 12% | 450 | 17% | 1300 | 48% | 948 | 35% |
| England | 41341 | 1903 | 5% | 8488 | 21% | 10,391 | 25% | 17654 | 43% | 13296 | 32% |
| Germany | 7316 | 260 | 4% | 834 | 11% | 1,094 | 15% | 2990 | 41% | 3232 | 44% |
| Greece | 14444 | 144 | 1% | 1264 | 9% | 1,408 | 10% | 6530 | 45% | 6506 | 45% |
| Hong Kong | 9217 | 1895 | 21% | 3487 | 38% | 5,382 | 58% | 3250 | 35% | 585 | 6% |
| Hungary | 2039 | 21 | 1% | 116 | 6% | 137 | 7% | 635 | 31% | 1267 | 62% |
| India | 8739 | 1175 | 13% | 3253 | 37% | 4,428 | 51% | 3028 | 35% | 1283 | 15% |
| Indonesia | 3297 | 682 | 21% | 1625 | 49% | 2,307 | 70% | 681 | 21% | 309 | 9% |
| Iran | 1591 | 294 | 18% | 529 | 33% | 823 | 52% | 619 | 39% | 149 | 9% |
| Ireland | 2651 | 135 | 5% | 564 | 21% | 699 | 26% | 1035 | 39% | 917 | 35% |
| Italy | 15516 | 97 | 1% | 841 | 5% | 938 | 6% | 6187 | 40% | 8391 | 54% |
| Lebanon | 1400 | 78 | 6% | 464 | 33% | 542 | 39% | 635 | 45% | 223 | 16% |
| Malaysia | 12661 | 1582 | 12% | 4446 | 35% | 6,028 | 48% | 5403 | 43% | 1230 | 10% |
| Netherlands | 6354 | 92 | 1% | 530 | 8% | 622 | 10% | 2895 | 46% | 2837 | 45% |
| Philippines | 3124 | 524 | 17% | 1167 | 37% | 1,691 | 54% | 1217 | 39% | 216 | 7% |
| Poland | 3764 | 193 | 5% | 592 | 16% | 785 | 21% | 1530 | 41% | 1449 | 38% |
| Scotland | 6863 | 202 | 3% | 1039 | 15% | 1,241 | 18% | 2985 | 43% | 2637 | 38% |
| Singapore | 2893 | 563 | 19% | 1031 | 36% | 1,594 | 55% | 1040 | 36% | 259 | 9% |
| South Africa | 5537 | 1135 | 20% | 1729 | 31% | 2,864 | 52% | 2031 | 37% | 642 | 12% |
| Sri Lanka | 7911 | 830 | 10% | 2423 | 31% | 3,253 | 41% | 3254 | 41% | 1404 | 18% |
| Sth Korea, | 1569 | 457 | 29% | 678 | 43% | 1,135 | 72% | 337 | 21% | 97 | 6% |
| Taiwan | 2713 | 666 | 25% | 1218 | 45% | 1,884 | 69% | 764 | 28% | 65 | 2% |
| USA | 3002 | 847 | 28% | 919 | 31% | 1,766 | 59% | 975 | 32% | 261 | 9% |
| Viet Nam | 6757 | 279 | 4% | 3218 | 48% | 3,497 | 52% | 2692 | 40% | 568 | 8% |
| Yugoslavia FR | 2389 | 128 | 5% | 468 | 20% | 596 | 25% | 1011 | 42% | 782 | 33% |
| Total | 938,728 | 248928 | 27% | 267886 | 29% | 516,814 | 55% | 257496 | 27% | 164418 | 18% |

⁷ All figures are sourced from the ABS Census 2001

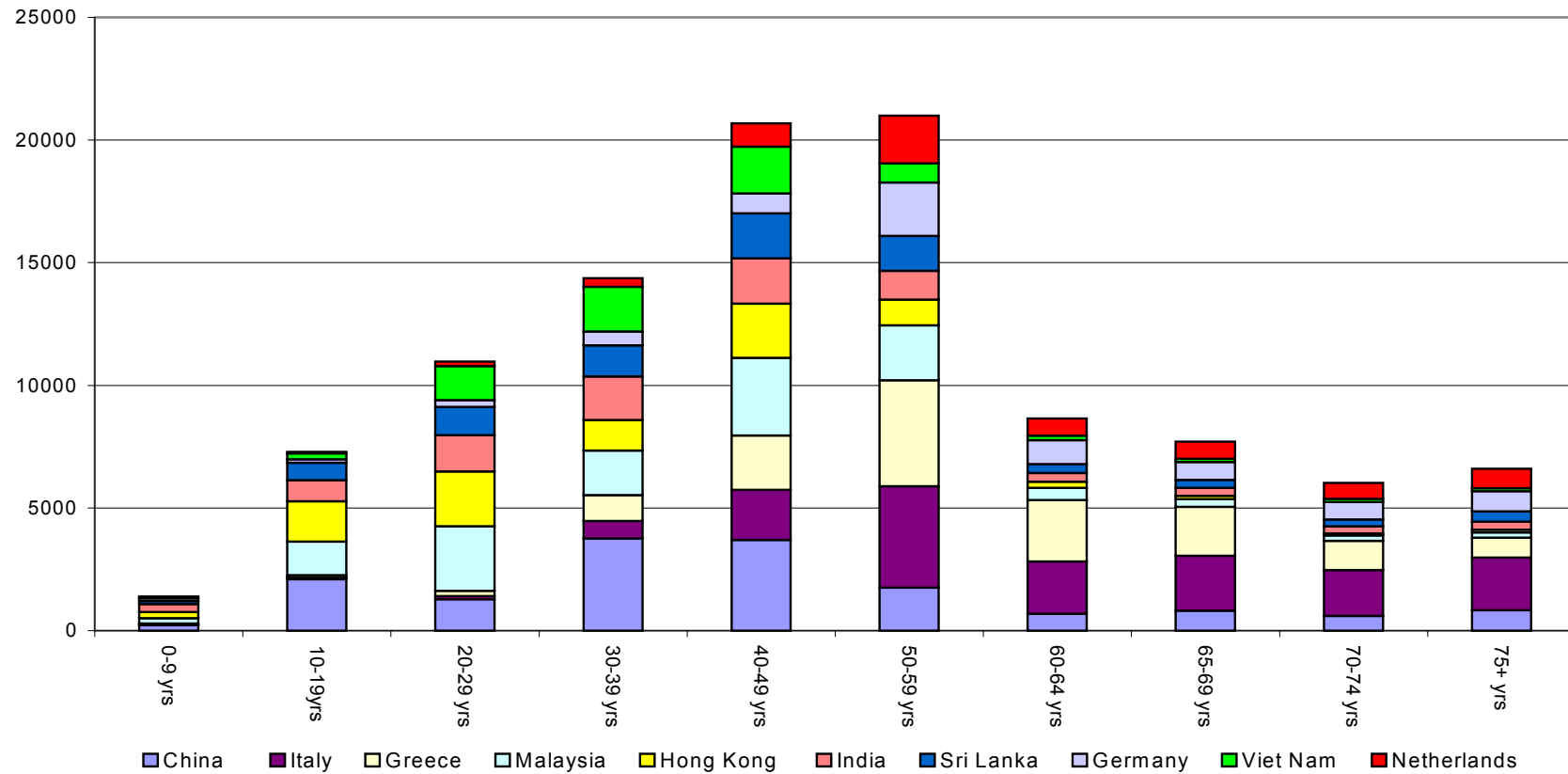
Top 25 Countries of Birth in the Eastern Region*



People from over 190 countries have settled in the Eastern Region. The largest number of people born outside of Australia or England were born in China 15742 followed by Italy 15516, Greece 14444, Malaysia 12661, New Zealand 11796, Hong Kong 9217 and India 8739. 26% (245422) of the total population were born outside of Australia and 22% (204081) of the total population was born outside of Australia and England.

Source: ABS Census 2001

**Top 10 Country of Births of Residents from a CALD Background living in the Eastern Region -
by Age**

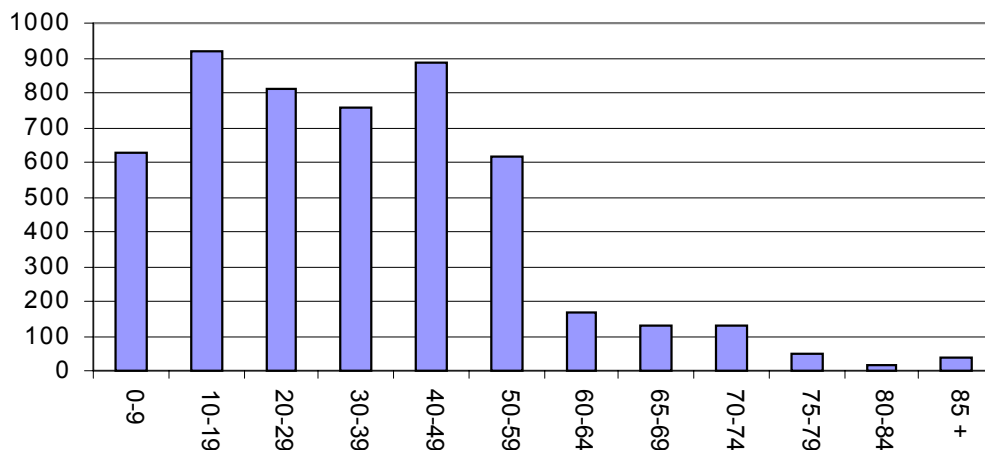


People from over 190 countries have settled in the Eastern Region. 70% (11055) of people born in China are aged less than 50 years compared to 19% (2985) of those born in Italy, 25% (3622) of those born in Greece, 73% (12661) of those born in Malaysia, 87% (7591) of those born in Hong Kong and 72% (6271) of those born in India. 26% (245422) of the total population were born outside of Australia and 22% (204081) of the total population was born outside of Australia and England.

Source: ABS Census 2001

Arabic

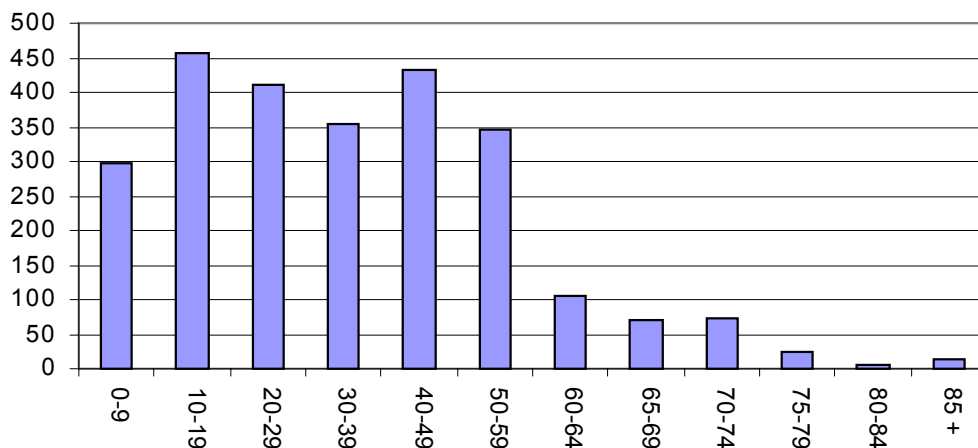
Age of people who speak Arabic and live in the Eastern Region



Source: ABS Census 2001

- 5145 people speak Arabic and live in the Eastern Region. 4896 people speak Arabic and live in the MIC catchment. 36% (1769) of this population live in Manningham and 19% (951) in Knox.

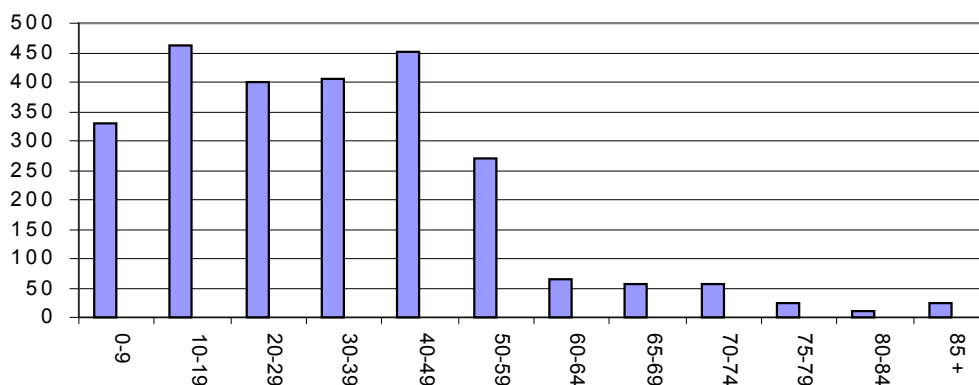
Age of males who speak Arabic and live in the Eastern Region.



Source: ABS Census 2001

- 2588 males speak Arabic and live in the Eastern Region.

Age of females who speak Arabic and live in the Eastern Region.

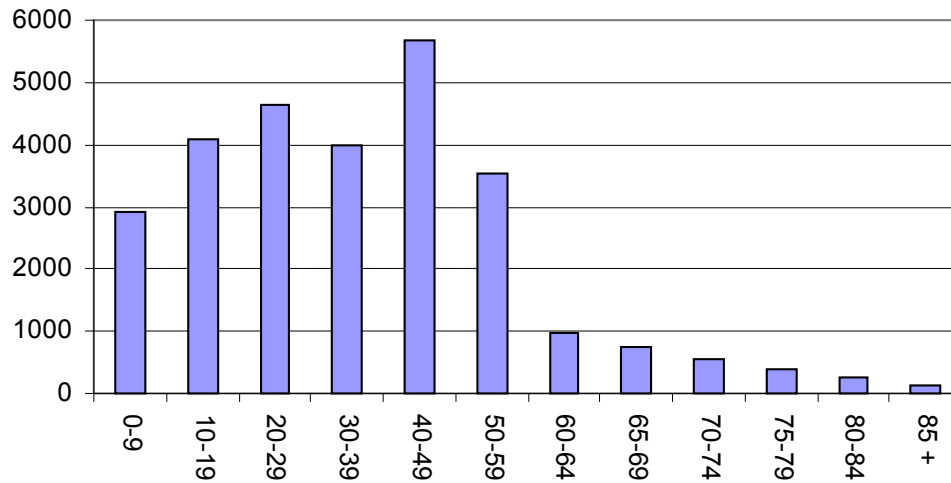


— Source: ABS Census 2001

2557 females speak Arabic and live in the Eastern Region.

Cantonese

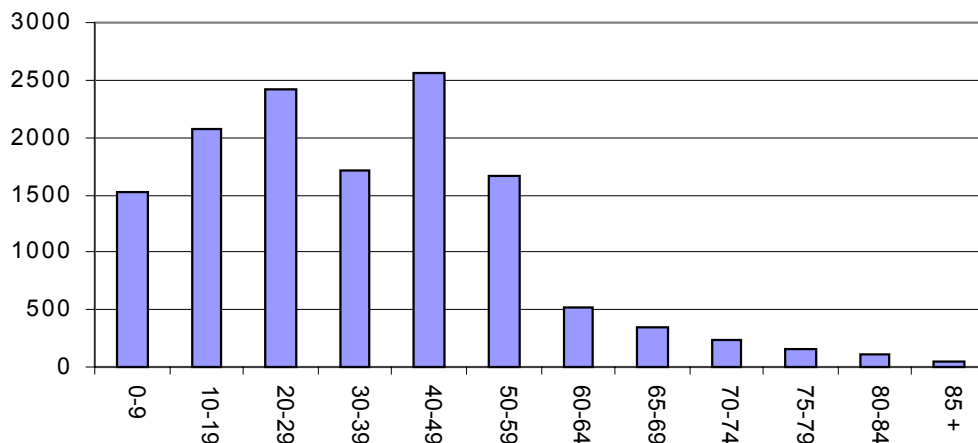
Age of people who speak Cantonese and live in the Eastern Region



Source: ABS Census 2001

- 27908 people speak Cantonese and live in the Eastern Region. 26842 people speak Cantonese and live in the MIC catchment. 29% (7733) of this population live in Manningham and 20% (5369) live in Waverley.

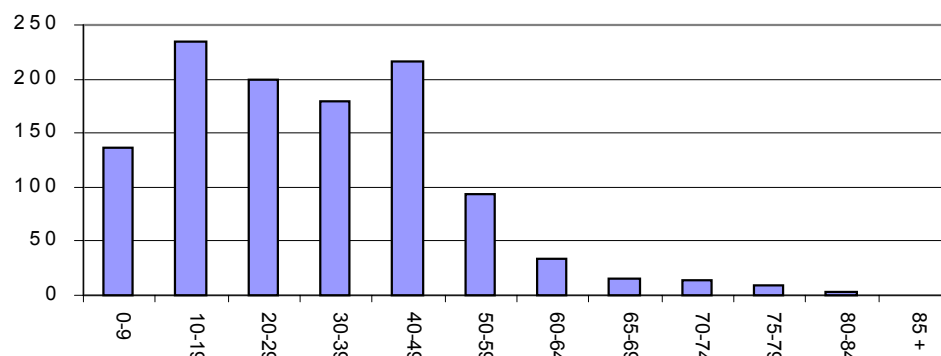
Age of males who speak Cantonese and live in the Eastern Region.



Source: ABS Census 2001

- 13347 males speak Cantonese and live in the Eastern Region.

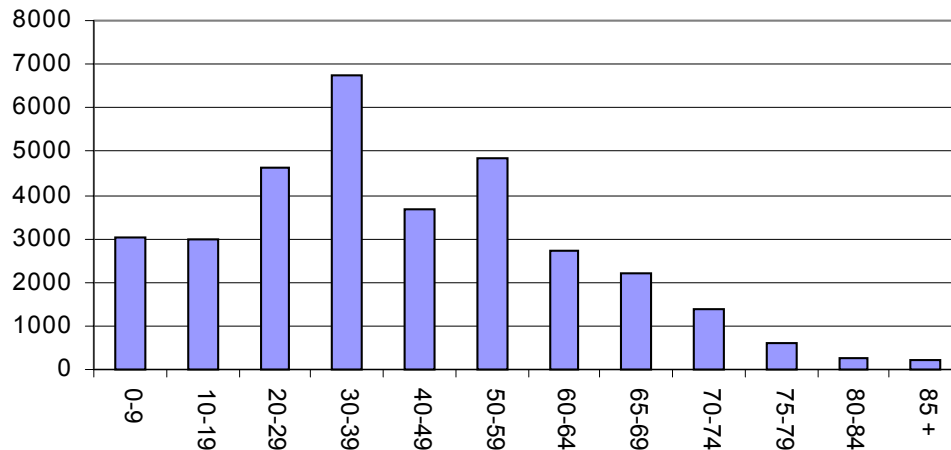
Age of females who speak Cantonese and live in the Eastern Region.



Source: ABS Census 2001 14561 females speak Cantonese and live in the Eastern Region

Greek

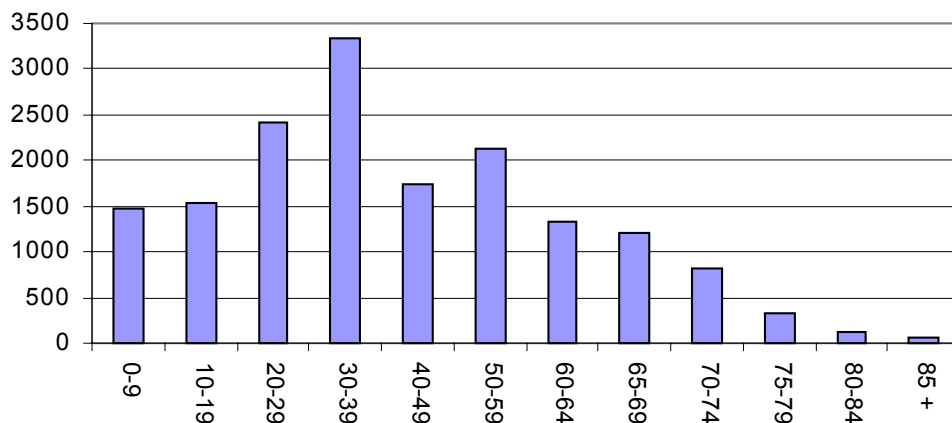
Age of people who speak Greek and live in the Eastern Region



Source: ABS Census 2001

- 33290 people speak Greek and live in the Eastern Region. 28170 people speak Greek and live in the MIC catchment. 30% (8431) of this population live in Manningham and 24% (6743) in Waverley.

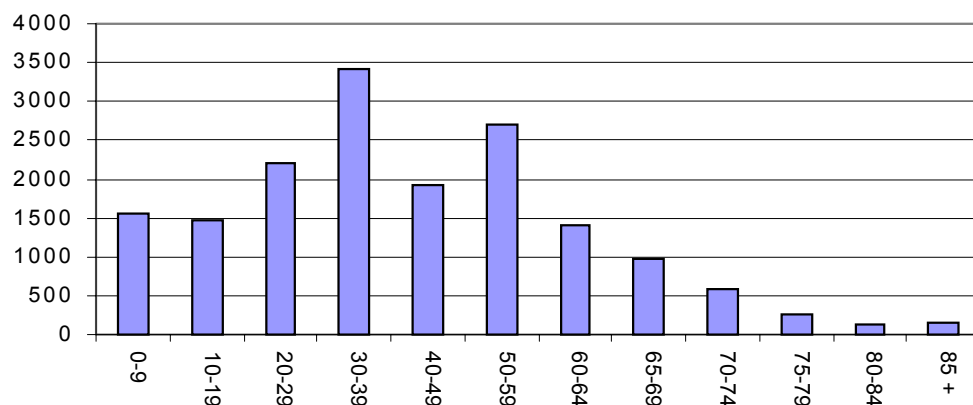
Age of males who speak Greek and live in the Eastern Region.



Source: ABS Census 2001

- 16516 males speak Greek and live in the Eastern Region.

Age of females who speak Greek and live in the Eastern Region.

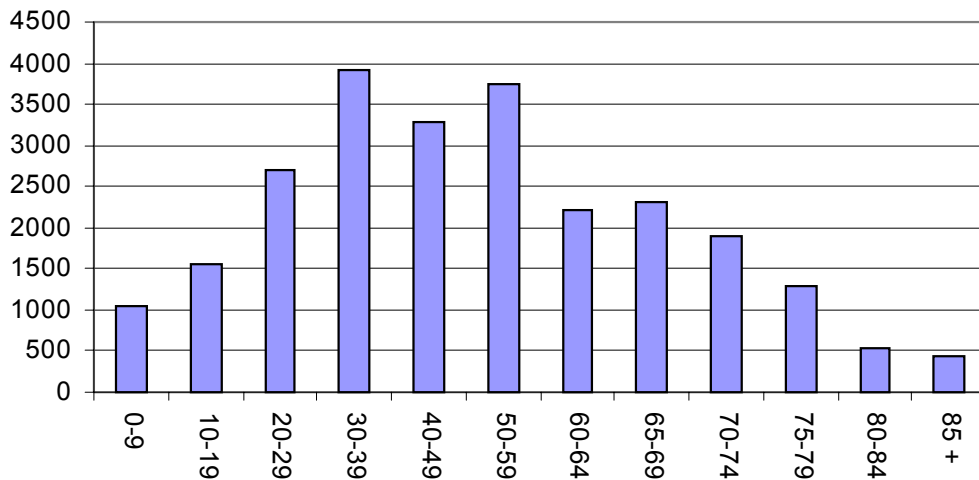


Source: ABS Census 2001

16774 females speak Greek and live in the Eastern Region.

Italian

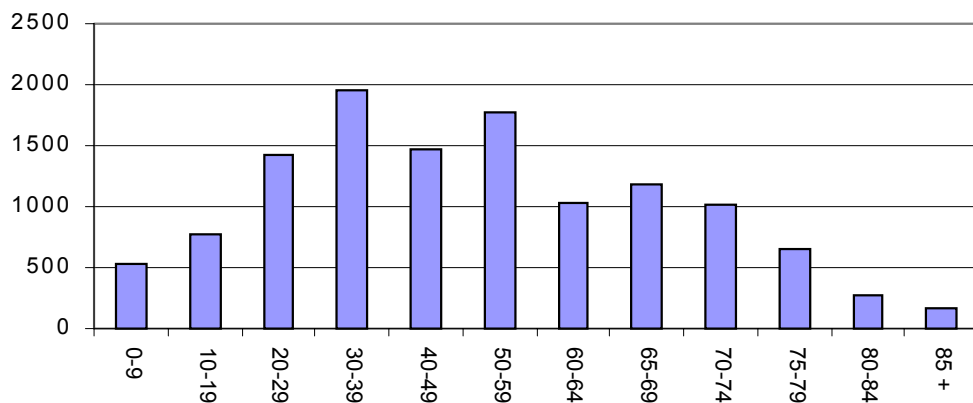
Age of people who speak Italian and live in the Eastern Region



Source: ABS Census 2001

- 24948 people speak Italian and live in the Eastern Region. 22590 people speak Italian and live in the MIC catchment. 32% (7165) of this population live in Manningham and 16% (3504) in Boroondara.

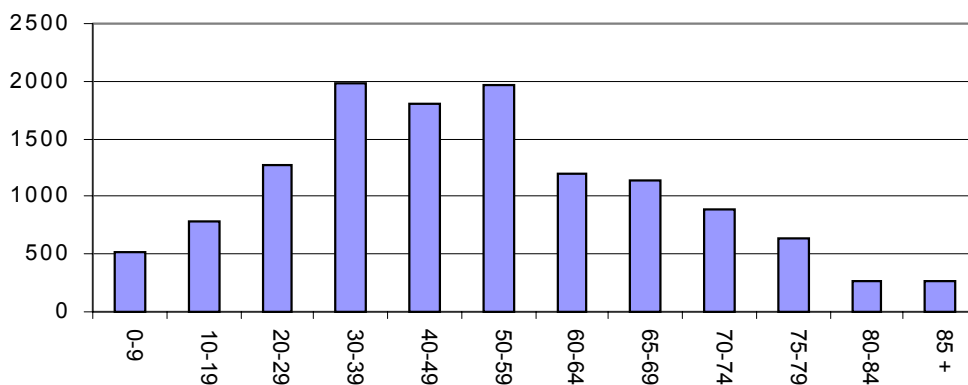
Age of males who speak Italian and live in the Eastern Region.



Source: ABS Census 2001

- 12235 males speak Italian and live in the Eastern Region.

Age of females who speak Italian and live in the Eastern Region.

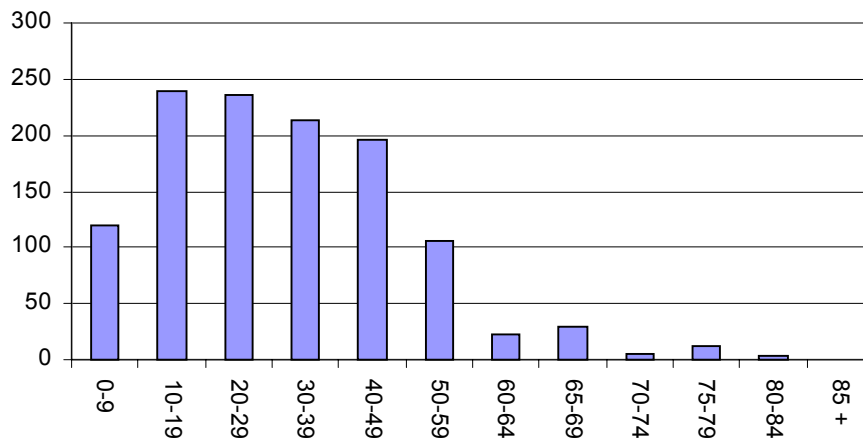


Source: ABS Census 2001

12713 females speak Italian and live in the Eastern Region.

Khmer

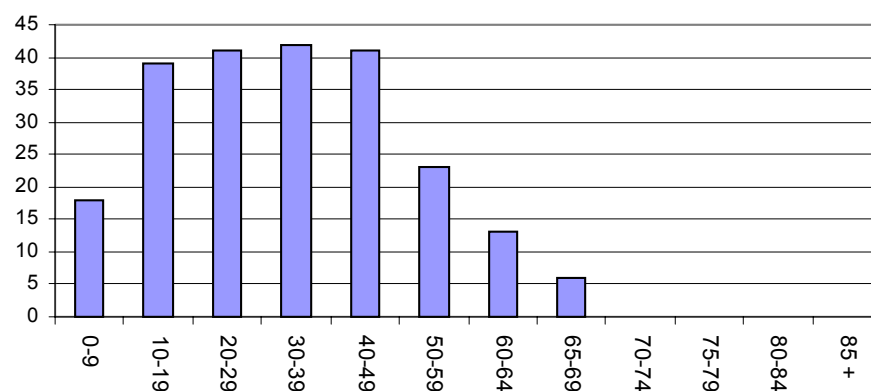
Age of people who speak Khmer and live in the Eastern Region



Source: ABS Census 2001

- 1183 people speak Khmer and live in the Eastern Region. 32% (373) live in Whitehorse and 30% (349) live in Knox.

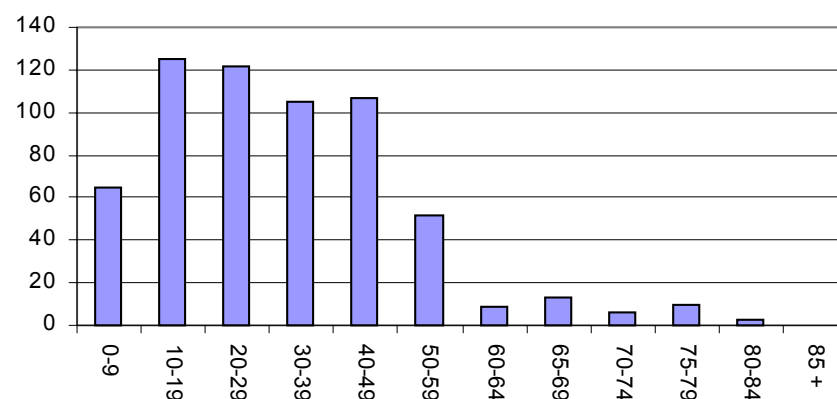
Age of males who speak Khmer and live in the Eastern Region.



Source: ABS Census 2001

- 566 males speak Khmer and live in the Eastern Region.

Age of females who speak Khmer and live in the Eastern Region.

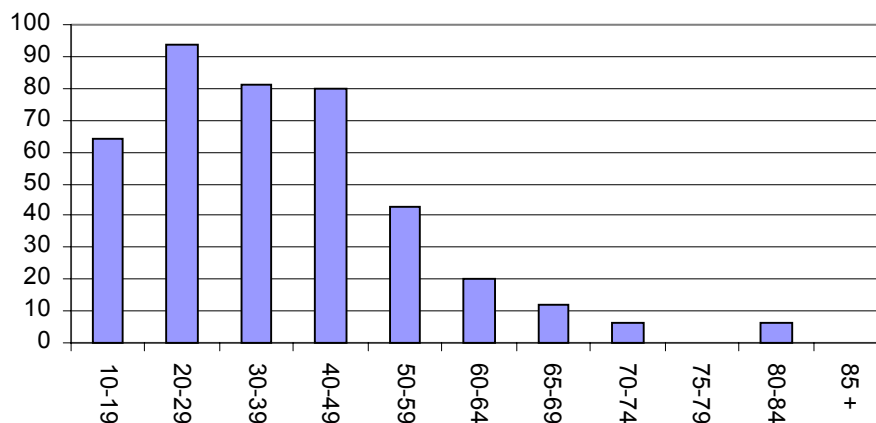


Source: ABS Census 2001

617 females speak Khmer and live in the Eastern Region.

Lao

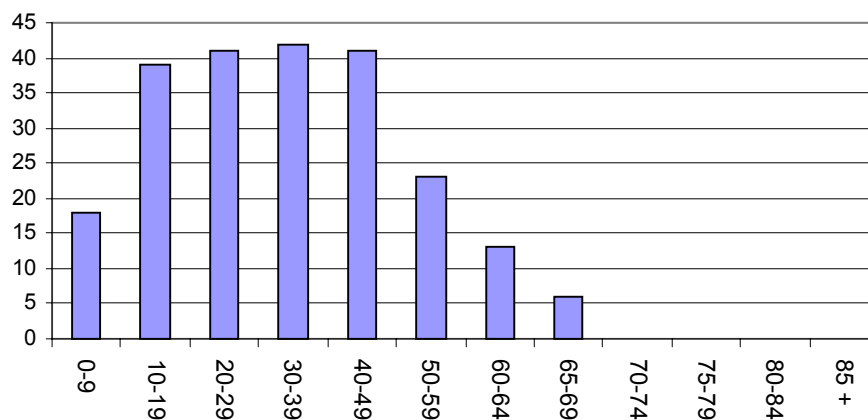
Age of people who speak Lao and live in the Eastern Region



Source: ABS Census 2001

— 443 people speak Lao and live in the Eastern Region.

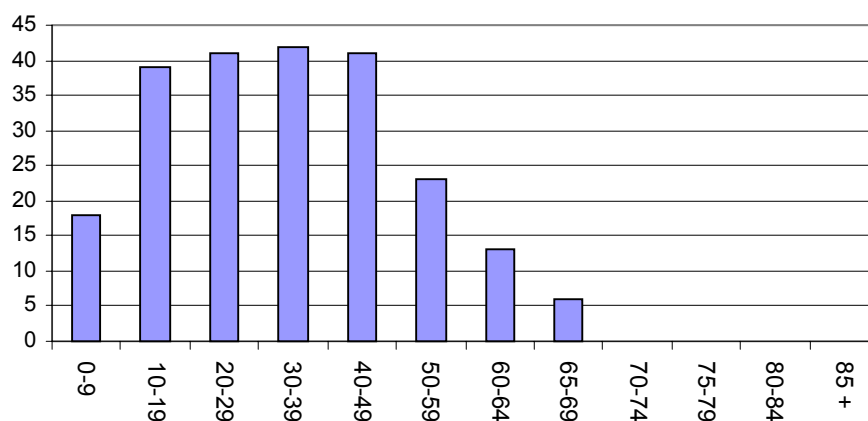
Age of males who speak Lao and live in the Eastern Region.



Source: ABS Census 2001

— 223 males speak Lao and live in the Eastern Region.

Age of females who speak Lao and live in the Eastern Region.

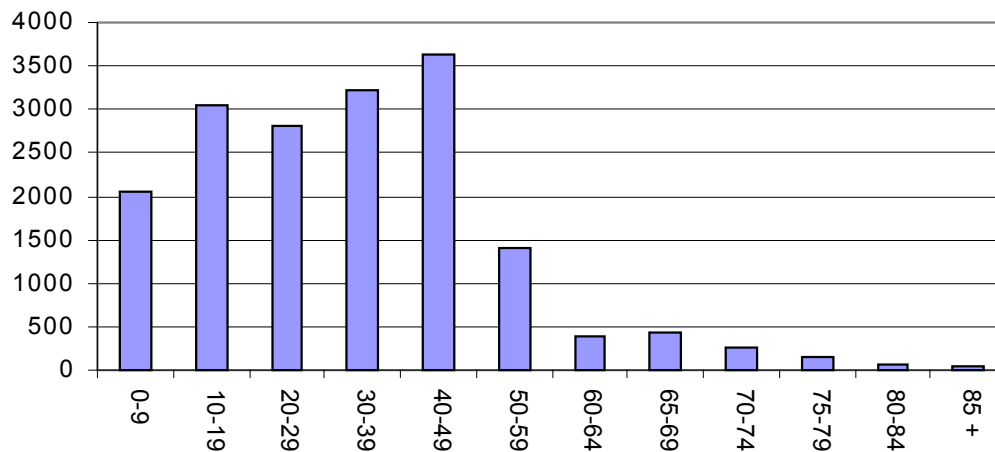


Source: ABS Census 2001

220 females speak Lao and live in the Eastern Region.

Mandarin

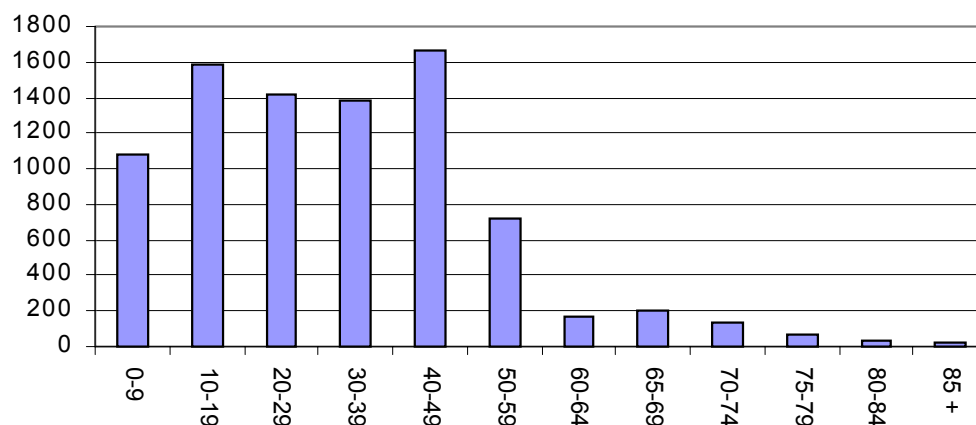
Age of people who speak Mandarin and live in the Eastern Region



Source: ABS Census 2001

- 17493 people speak Mandarin and live in the Eastern Region. 16050 people speak Mandarin and live in the MIC catchment. 25% (4015) of this population live in Waverley, 22% (3529) in Whitehorse and 22% (3512) in Boroondara.

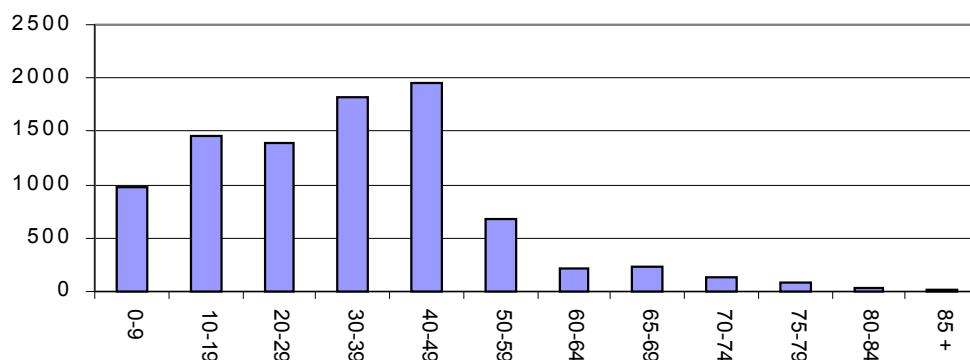
Age of males who speak Mandarin and live in the Eastern Region.



Source: ABS Census 2001

- 8484 males speak Mandarin and live in the Eastern Region.

Age of females who speak Mandarin and live in the Eastern Region.

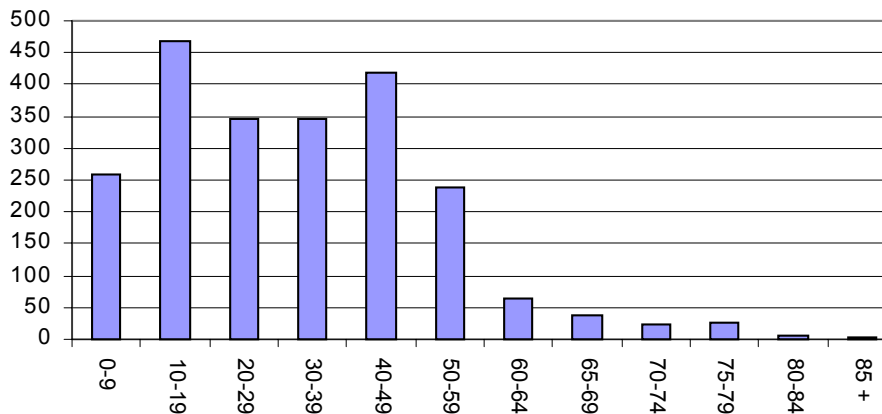


Source: ABS Census 2001

9009 females speak Mandarin and live in the Eastern Region.

Persian

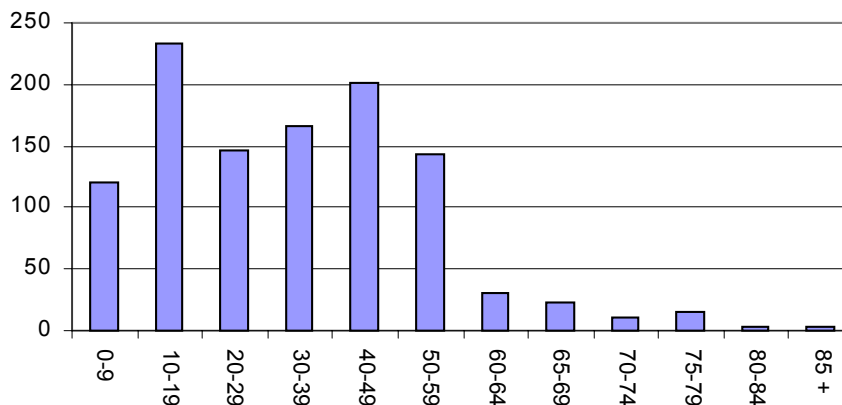
Age of people who speak Persian and live in the Eastern Region



Source: ABS Census 2001

- 2231 people speak Persian and live in the Eastern Region. 2149 people speak Persian and live in the MIC catchment. 29% (616) of this population live in Manningham and 22% (468) live in Waverley.

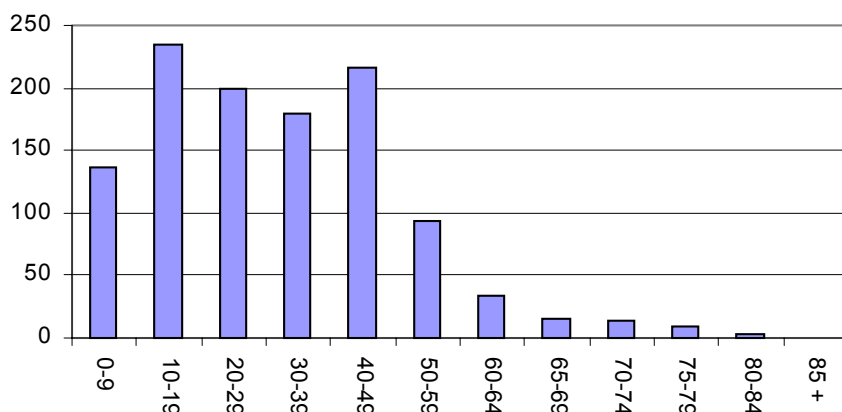
Age of males who speak Persian and live in the Eastern Region.



Source: ABS Census 2001

- 1097 males speak Persian and live in the Eastern Region.

Age of females who speak Persian and live in the Eastern Region.



Source: ABS Census 2001

1134 females speak Persian and live in the Eastern Region.