



Essential Tools for Workforce Development

CALD Community Awareness Planning Tool

This resource is part of a series of resources in the online Diversity in Disability Toolkit.

For further information, see:
diversityindisability.org

Answer the questions below to understand your awareness of the local CALD Community.

Use the resource suggestions to help you.

Knowing your community

What is the population of the local community area you service?

What is the cultural composition of this community i.e. cultural groups and their size?

What are the centres of community activity in local CALD Communities?
E.g. Lebanese women's association, Chinese Tai Chi group

What shops or retail services exist to service the local CALD Communities?

Does your organisation employ staff from similar cultural groups?

How are you making the most of their knowledge and experience?

Communicating with the community

What percentage of people in your service area, speak a language other than English (LOTE)?

Which languages do they speak?

To what extent do people in your service area that speak LOTE, also speak fluent English?

To what extent do people in your service area that speak LOTE, also speak fluent English?

How do people access information about community services?
E.g. A newspaper in a language other than English, a local community website
or listening to SBS language radio

How could you adjust your marketing to raise awareness of your services within the local community?

Understanding how you fit in

What is the perception of disability in cultural groups within your community?

What is the attitude within the community, toward accessing external or government services for help in relation to disability?

How is your service perceived?

What steps can you take to build community awareness of your services?

Resources

Talk to your State MP

<http://www.parliament.nsw.gov.au/prod/parlment/members.nsf/V3Home>

Contact your Federal MP

http://www.aph.gov.au/Senators_and_Members/Parliamentarian_Search_Results

Visit your local library

http://www.sl.nsw.gov.au/services/public_libraries/

Visit Multicultural NSW to access information including;

- The NSW Community Organisation Listing
- The Community Engagement Resources
- Language Services

<http://www.crc.nsw.gov.au/home>

Visit Australian Bureau of Statistics

<http://www.abs.gov.au>

Visit Diversity Council of Australia

<http://www.dca.org.au/about-dca.html>

Visit Profile ID

<http://profile.id.com.au>

Suggestions

- Meet with local community leaders
- Arrange a community event such as a morning tea
- Hold a focus group. Ask key questions and encourage knowledge sharing
- Consider a marketing campaign on community websites, radio and in local publications
- Consider translating information about your services into languages other than English
- Set up a community engagement project within your organization
- Invite a member of the local community to join your management committee

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