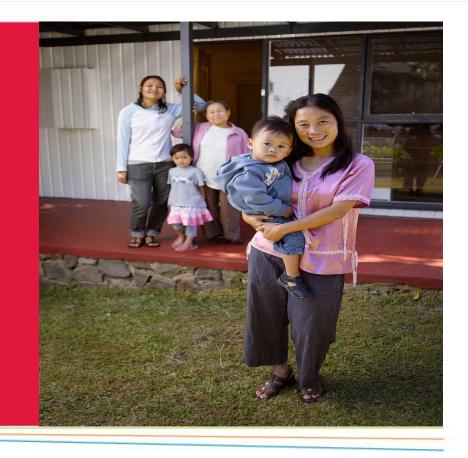
Culturally & Linguistically Diverse Customers



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About Ames Australia





"Full participation for all in a cohesive and diverse society"

Over 60 years experience working with newly arrived migrants, refugees and asylum seekers:

- Settlement and Asylum Seeker Programs
- Education and Training
- Employment
- Community Development & Social Participation
- 50, 000 clients per year, 945 staff, 60% born overseas.
- For more information visit our website at <u>www.ames.net.au</u>

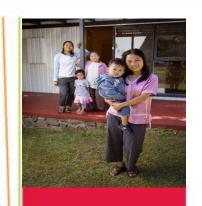


Australia's Diversity

Top 10 Countries of Birth excluding Australia ABC 2016 Census

Country of Birth	Persons No.	% Australian Pop.
1.UK, Ci's IoM -	1 198 000	5%
2.NZ	607 200	2.5%
3.China	526 000	2.2%
4.India	468 800	1.9%
5.Philippines	246 400	1.0%
6.Vietnam	236 700	1.0%
7.Italy	194 900	0.8%
8.South Africa	181 400	0.8%
9.Malaysia	166 200	0.7%
10.Germany	124 300	0.5%
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 ³⁰ June 2016 28.5% of Australia's population was born overseas

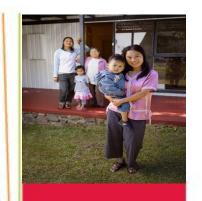




Australia's Diversity

Diversity of CALD Communities

- Diversity across and within communities is vast
- Depends on a range of factors:
- English language proficiency
- Pre arrival experience
- Rural or Urban
- Gender, age, sexuality, class & ethnic minority
- Residency, visa status (asylum seekers, spouse visa, International students)





Challenges faced

CALD Customers

- Lack of familiarity with the Australian government systems and structures
- Low Utility Literacy: Lack of understanding of the bill notification and payment system
- Low language Literacy: Difficulty reading and understanding accounts
- Low English language Proficiency: Difficulties navigating interpreting services
- Low levels of numeracy: refugees/migrants with low levels of education are unable to understand usage data





Challenges faced

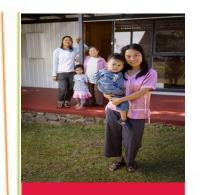
CALD Customers

Lack of understanding of their rights as consumers

Lack of registration for concessional benefits

Understanding ways to conserve water

Increase migration to regional Victoria and Australia





Things to consider

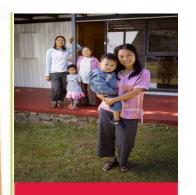
CALD Customers

Language – simple, plan English accounts

Ability to register as requiring language support

 Accessible interpreting services that do not require navigating a self select service options

 Developing an at risk of hardship indicator tool, that customer service staff can apply easily and are trained to use





Things to consider

CALD Customers

- Welcoming over counter services understand CALD customers background and diversity of experience Over counter services need to be staffed by welcoming individuals who treat all with respect
- Cultural Awareness Training
- Community Engagement reach out to CALD communities through multifaceted approach - community festivals, ethnic radio, print & social media, face to face
- Create an inclusive and diverse workforce unconscious bias

