

# 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 [www.ames.net.au](http://www.ames.net.au)

# 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%              |

- 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, plain 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**

