



ONE CITY MANY CULTURES

Brisbane City Council's
Multicultural Communities Strategy

June 2005 – December 2006

*Inclusive and Accessible City for people from
culturally and linguistically diverse backgrounds*



Message from the Lord Mayor

Brisbane's multicultural communities have made a significant and valuable contribution to the social, cultural and economic life of our city. Whether it's language skills, business contacts, or new and different ways of approaching life, migrants and refugees have brought a range of skills and abilities that have helped make Brisbane a more vibrant, diverse and internationally competitive city.

As Lord Mayor, I am committed to working with multicultural communities to help make Brisbane an even more friendly, diverse and exciting place to live, work and do business. That's why Brisbane City Council, together with our multicultural communities, is assisting people to live without experiences of social exclusion, racism, discrimination and other forms of disadvantage.

The aim of Brisbane City Council's *One City Many Cultures Multicultural Strategy* is to build a more harmonious and inclusive city. With a focus on improving access, equity and participation, this strategy aims to help Brisbane residents from culturally and linguistically diverse backgrounds in all areas of community life, including social, cultural and economic spheres.

The *One City Many Cultures Multicultural Strategy* provides an integrated and formal process for recognising and enhancing the valuable contribution and benefits that cultural diversity brings to our city. In implementing this strategy, Council will work in more innovative, positive and proactive ways to position Brisbane as a city that very clearly values and embraces diversity.

Campbell Newman

LORD MAYOR

July 2005



Funding

This strategy is funded by Brisbane City Council and through a partnership with the Department of Premier and Cabinet, Multicultural Affairs Queensland through the Local Area Multicultural Partnerships Program (LAMP).

Inclusive and Accessible City for people from culturally and linguistically diverse backgrounds

The One City Many Cultures Strategy is concerned specifically with community relation's issues that affect people from culturally and linguistically diverse backgrounds, including refugees in Brisbane. These issues relate to matters such as service delivery; access to information, transport and other services; participation in all spheres of community life, including social, cultural and economic; safety and racism; support for emerging migrant and refugee communities; and social exclusion.

This Multicultural Strategy has been developed within the context of other Council policy documents. It will assist Council to develop 'Brisbane as a fair and tolerant city, where people from different cultural and linguistic backgrounds will be welcomed' as articulated in the 2004 - 2008 Corporate Plan under Program 4, Community Life. The Strategy will enhance Council's vision for Brisbane to become the most livable and progressive city in the Asia-Pacific region.

Strategy Outcomes:

- 1. Leadership** – *Council actively leads, advocates and promotes Brisbane as an inclusive city that values and supports cultural diversity*
- 2. Inclusive Service Delivery** – *All of Council's service delivery is inclusive of the needs of people from culturally and linguistically diverse backgrounds, including refugees.*
- 3. Working Together** – *Partnering with community, business and other levels of government to deliver Council services, programs and facilities that are responsive to the needs of people from culturally and linguistically diverse backgrounds, including refugees.*
- 4. Inclusive Business** – *Economic benefits are maximised through the city's cultural diversity*

Principles of this Strategy

All levels of government have a shared responsibility for promoting the general well being of people from culturally and linguistically diverse backgrounds, including refugees and providing the support they need to participate freely and fully in community life. The following principles reflect Brisbane City Council's commitment to this responsibility and to creating a supportive, inclusive environment where the contributions of all community members, including migrants and refugees, are recognised and valued:

- People from culturally and linguistically diverse backgrounds are resourceful, tenacious people with an ability to adapt to many different circumstances.
- People from culturally and linguistically diverse backgrounds have a range of skills and abilities that are valuable to business and industry sectors in the community—for example, language skills, and business contacts from around the world.
- Multicultural communities have added cultural diversity to the community, which many residents enjoy through food, festivals, the arts, and an increasingly cosmopolitan atmosphere.
- Some people from culturally and linguistically diverse backgrounds bring with them new and different ways of approaching life, and this adds innovative ways for people to solve problems and make the most of opportunities.

Council will

- Seek to work in partnership with all levels of government, not for profit organisations, business and community to ensure positive outcomes for people from culturally and linguistically diverse backgrounds are achieved.
- Encourage acceptance of, and respect for, people from different ethnic, national, religious, cultural and linguistic backgrounds
- Promote notions of inclusiveness and cohesion in the way we shape our future
- Ensure that people from all backgrounds have full access to programs and services provided by Brisbane City Council

Profile of Brisbane's Cultural Diversity

The City of Brisbane has a culturally, linguistically and religiously diverse population. According to the 2001 Census and the Department of Immigration and Multicultural Affairs Data:

- 23% of the population in Brisbane was born overseas (198,630 people)
- 13% of people speak a language other than English at home.
- 18% of young people speak a language other than English
- The top five languages spoken at home in Brisbane City are Chinese (23.0%), Vietnamese (10.0%), Italian (8.2%), Greek (6.3%), and Spanish (4.0%).
- There has been a continued refugee intake, largely from the Horn of Africa and the Middle East.
- There are stable populations from Continental Europe (Italian, Greek, German, Polish).
- The area of greatest diversity in Brisbane is the inner-south side and outer south-west, but there is significant cultural diversity across the city.
- The number of refugees who arrived under the Humanitarian Program in 2004 has almost doubled since 1996.
- There is a steady increase in the number of migrants arriving in Brisbane under the family migration stream and skilled migration stream.
- Unemployment rates for people from refugee and migrants backgrounds are significantly higher than the Australian average. Eg, Unemployment rates are approximately 30% for Bosnian community, 28% for Somali community and 90% of Sudanese community.

Key issues facing migrants and refugees in Brisbane

Council and community research has identified a number of barriers that prevent people from culturally and linguistically diverse backgrounds in Brisbane from participating fully in community life. These include:

- difficulty accessing information and services
- communication and language barriers
- experiences of poverty and disadvantage
- difficulty accessing employment and training opportunities
- difficulty accessing transport services
- lack of appropriate and affordable housing
- experience of cultural and social exclusion
- experiences of racism and discrimination
- lack of understanding about the role of local government and other authorities.



ONE CITY MANY CULTURES MULTICULTURAL COMMUNITIES STRATEGY

KEY OUTCOMES

OUTCOME 1: LEADERSHIP

Council actively leads, advocates and promotes Brisbane as an inclusive city that values and supports cultural diversity

OUTCOME 2: INCLUSIVE SERVICE DELIVERY

Council's service delivery is inclusive of the needs of people from culturally and linguistically diverse backgrounds

OUTCOME 3: WORKING TOGETHER

Partnering with community, business and other levels of government to deliver services, programs and facilities that are responsive to the needs of people from culturally and linguistically diverse backgrounds, including refugees.

OUTCOME 4: INCLUSIVE BUSINESS

Economic benefits are maximised through the city's cultural diversity

OUTCOME 1: LEADERSHIP

Council actively leads, advocates and promotes Brisbane as an inclusive city that values and supports cultural diversity

Key Performance Indicators

- Residents from culturally and linguistically diverse backgrounds satisfaction with Council's leadership and support
- Residents' perception of extent to which BCC knows about multicultural issues facing Brisbane and knows how to deal with them

Objective	Strategy	Program Responsibility
Council plays a leadership role in promoting Brisbane as a city that welcomes people from culturally and linguistically diverse backgrounds including refugees.	<ul style="list-style-type: none"> • Provide advice and support to the Lord Mayor and Councillors to enable effective leadership on the multicultural agenda for Brisbane • Work collaboratively across Council to ensure integrated responses to deliver culturally appropriate services. • Ensure Council's signature facilities and programs celebrate and promote the city's cultural and linguistic diversity. • Advocate to the Federal and State Government on the needs of people from culturally and linguistically diverse backgrounds in Brisbane. • Promote and celebrate Council's achievements with multicultural and refugee communities across the city 	Program 4: Community Life

Key Initiatives

- Establish and support the Multicultural Board
- Deliver Welcome events for refugees and newly arrived migrants
- Facilitate Cultural Diversity Advisory Group(CDAG) to advise on the co-ordination of Council's multicultural agenda across the organisation
- Incorporate the needs of multicultural communities in planning for future developments eg Neighbourhood Planning
- Ensure on going monitoring and evaluation of Council's multicultural communities strategy
- Advocate to State and Federal Governments about the needs and experiences of people from culturally and linguistically diverse backgrounds, including refugees

OUTCOME 2: INCLUSIVE SERVICE DELIVERY

Council's service delivery is inclusive of the needs of people from culturally and linguistically diverse backgrounds

Key Performance Indicators

- CALD Community satisfaction with Council services:
- (CALD) Community satisfaction with amount of information provided by Council
- (CALD) Community satisfaction with the quality of information provided by Council
- (CALD) Customer satisfaction with accessibility to Council information & services
- (CALD) Perceptions of safety in Brisbane
- (CALD) Residents' satisfaction with Council's operation of bus services
- (CALD) Resident's satisfaction with Council's operation of ferry and citycat services
- (CALD) Residents rating of opportunities for consultation

Objective	Strategy	Program Responsibility
People from culturally and linguistically diverse backgrounds are provided with information that meets their needs.	<ul style="list-style-type: none"> • Ensure that Council's corporate website and the ourbrisbane.com portal reflects Council's commitment to multiculturalism and provides easy links to multicultural information. • Translate key Council information into an identified number of community languages. • Develop appropriate multilingual signage in the inner city to reflect Brisbane's diversity. • Offer telephone interpreter services to CALD people as required. 	<p>Program 4: Community Life</p> <p>Program 10: Organisational Capability – Marketing and Communication</p> <p>Program 3: Customer Services</p>
Brisbane's diversity is reflected in Council's workforce.	<ul style="list-style-type: none"> • Provide recruitment, support and career development to people from culturally and linguistically diverse backgrounds. • Provide Cultural Diversity Training for all Council staff. 	<p>Program 10: Organisational Capability</p> <p>Program 3: Customer Services</p>
Deliver Council services, programs & facilities in a culturally appropriate manner	<p>Develop and implement strategies to ensure the following programs are accessible to and inclusive of people from culturally and linguistically diverse backgrounds:</p> <ul style="list-style-type: none"> • Health & Safety Services • Library Services • Transport Services • Sport and Recreation • Community Facilities • Grants Program 	<p>Program 5: Health Licensing and Compliance</p> <p>Program 4: Community Life</p> <p>Brisbane Transport</p>

Key Initiatives for Outcome 2

- Facilitate Getting to Know Brisbane information & consultations forums targeting new and emerging communities.
- Welcome newly arrived refugees and provide them with appropriate information.
- Use interpreters, language cards and double phone handsets in all customer service areas
- Translate key information about Council services, programs and facilities into appropriate community languages, using the Translation Guidelines and the Translations Checkers database
- Translate Library membership information into various languages to assist CALD communities to join the library and to be aware of the conditions of membership and the services available to them
- Provide library lending collections in key community languages and provide access to a further languages through the State Library of Queensland
- Deliver cultural programs in libraries to increase connections with refugee and multicultural communities.
- Train all Customer Service staff including Brisbane Transport Bus Operators in Cultural Diversity training
- Offer name badges to Bus Operators that state the language other than English spoken where appropriate.
- Monitor and report on progress against Corporate EEO targets and achievements of the Equity & Diversity Plan.
- Offer employment opportunities for refugees and newly arrived migrants through Traineeships, Community Jobs Plan Program & Apprenticeships.
- Increase access to sporting and recreational facilities for people from culturally and linguistically diverse backgrounds including refugees.
- Ensure the needs of people from culturally and linguistically diverse backgrounds are included in Council's Customer Focus Strategy.
- Provide information on food safety laws and standards, to small business, in a culturally appropriate manner
- Plan and deliver infant immunisation services in culturally appropriate ways.

OUTCOME 3: WORKING TOGETHER

Partnering with community, business and other levels of government to deliver services, programs and facilities that are responsive to the needs of people from culturally and linguistically diverse backgrounds, including refugees.

Key Performance Indicators

- Number of specific external partnerships formed to improve service delivery to Refugee and Multicultural communities
- (CALD) Resident satisfaction with Council's provision of festivals, cultural events & activities

Objective	Strategy	Program Responsibility
Develop partnerships to leverage improved outcomes for people from culturally and linguistically diverse backgrounds	<ul style="list-style-type: none"> • Work with the Federal and State Government to improve the settlement needs of CALD people including refugees • Work with multicultural and refugee communities to ensure Council programs target priority needs of these communities • Assist multicultural and refugee communities to source other funding opportunities including State and Federal Governments • Enhance and increase the participation of people from CALD backgrounds in Council community programs (eg grants, festivals, sport and recreation) • Enhance the participation of people from culturally and linguistically diverse backgrounds in Council lead community engagement • Facilitate partnership opportunities with multicultural community organisations in the development and delivery of Council's cultural programs 	Program 4: Community Life

Key Initiatives

- Co-ordinate the Community Relations Reference Group
- Promote Council's Community Grants Program to multicultural and refugee communities
- Contribute to and support the Local Area Multicultural Partnership Program (LAMP)
- Work in partnership with Department of Immigration, Multicultural and Indigenous Affairs and Multicultural Affairs Queensland
- Support cross-Council reference groups for Council employees identifying with an EEO group

OUTCOME 4: INCLUSIVE BUSINESS

Economic benefits are maximised through the city's cultural diversity

Key Performance Indicators

- Multicultural businesses satisfaction with Council's support

Objective	Strategy	Program Responsibility
Promote and leverage business and economic opportunities through Brisbane's cultural diversity	<ul style="list-style-type: none">• Increase engagement and establish links between Council and Brisbane's ethnic businesses.• Promote and market Brisbane as a multicultural city locally, nationally and internationally.• Develop partnerships with key stakeholders including government agencies to enhance participation of people from CALD backgrounds in local economic development.• Contribute to Council's knowledge / data in relation to multicultural business within Brisbane.• Enhance Council's relationship with international students, to build economic development opportunities	Program 1: City Governance – Lord Mayor's Administration Office

Key Initiatives

- Establish and support the Lord Mayor's Multicultural Round Table
- Work with Education providers, industry associations and state government to market Brisbane as a preferred destination for International students.

Key Achievements

In 2004 an evaluation of Council's One City Many Cultures Strategy was undertaken. This evaluation revealed the achievements are numerous and impressive. Below is a summary of these achievements.

AIM	KEY ACHIEVEMENTS			
	ALL MULTICULTURAL COMMUNITIES	NEW & EMERGING COMMUNITIES	ESTABLISHED COMMUNITIES	COUNCIL AS AN EMPLOYER
LEADERSHIP	<ul style="list-style-type: none"> •Coordination of Community Relations Reference Group •Coordination of Cultural Diversity Advisory Group •Hand in Hand Anti Racism Project 	<ul style="list-style-type: none"> •Needs analysis – Supporting Refugee Settlement •Scoping of the development of a Welcome Centre for new and emerging communities 	<ul style="list-style-type: none"> •Internet training for Italian & Arabic speaking older people to reduce social isolation •Forum to build capacity of multicultural groups 	<ul style="list-style-type: none"> •Cultural leave provisions for staff •Staff equity reference groups •CALD employment targets
INCLUSIVE SERVICE DELIVERY	<ul style="list-style-type: none"> •Translation Guidelines •Postcards and Pamphlets marketing strategy •Pocket Neighbourhood Guides 	<ul style="list-style-type: none"> •Getting to Know Brisbane Project – information & consultation forums •Getting to Know Brisbane Map •Translations of key Council documents into various new & emerging languages •Online Welcome Kit for Refugees and Migrants •Active & Healthy Program - targeting young refugees •Myths and Facts about Refugees 	<ul style="list-style-type: none"> •Islam in Brisbane booklet •Translations of key Council documents into various community languages 	<ul style="list-style-type: none"> •Cross Cultural Training •Staff forums to raise awareness of cultural diversity issues
WORKING TOGETHER	<ul style="list-style-type: none"> •Community development grants to support community capacity building, and cultural grants to celebrate cultural diversity – a total of 83 grants, approximately \$1 million over 4 years has been provided •Partnerships between libraries and community groups to launch cultural materials and projects in libraries 	<p>Community development grants, project examples include:</p> <ul style="list-style-type: none"> •Somali Community Women's Mobility Project •Brisbane Action Web for Refugee Collaboration •Scattered People CD •Ethical Property Management •Refugee Homework Clubs •Hazara Women's project •Vietnamese Women's Behind the Door Project. 	<p>Community development grants, projects examples include:</p> <ul style="list-style-type: none"> •ProDiversity Employment Program •Sharing Our Wisdom •Buddha's Birthday Festival •Neo-Rooz Festival •Vietnamese New Year Festival •Culturally appropriate resources for the elderly 	<ul style="list-style-type: none"> •Facilitated Community Jobs Programs targeting refugees •Employment of Bilingual consultants to assist with project implementation