



Critical Success Factor 3: Responsive to the needs of our culturally diverse society

Strategic corporate objectives

- Drive and advise on policy decisions and program implementation according to the needs of a culturally diverse society
- Consult, research and action community relations issues with the government and the community
- Identify new opportunities for partnerships, agreements and other cooperative initiatives across government, the community and the private sector
- Support and promote community initiatives

Excellent progress was made in developing a community relations charter with the release of the Green Paper, Cultural Harmony – The next decade 2002-2012. The Commission responded quickly to incidents following the 11 September 2001 attacks in the USA by establishing a hotline to record incidents of racial abuse or attack. The first Community Relations Report 2001 was released and 92 community-based organisations received \$659,903 for initiatives that benefit culturally diverse communities.

Drive and advise on policy decisions and program implementation according to the needs of a culturally diverse society

An important milestone was reached with the release for discussion of the Green Paper on cultural harmony that will guide development of policies and programs on cultural diversity over the next decade. As part of the Commission's objective to drive and advise on policy decisions, a report on the status of community relations was prepared and a high level briefing on crime was organised.

In May 2002, the Premier released the Green Paper, *Cultural Harmony - The Next Decade 2002-2012*, which incorporates the results of the evaluation carried out by the Commission between August and November 2001 and contains some 46 recommendations for future action. These arise from specific issues in the *Ethnic Affairs Action Plan 2000* and the new directions arising from the introduction of the *Community Relations Commission and Principles of Multiculturalism Act 2000*. The recommendations will inform the development of policies and programs over the next decade.

Following consideration of submissions and consultations with NSW communities, a new *Community Relations Action Plan* will be developed, providing a community relations charter for the NSW Government to cover the period to 2012.

To meet the needs of the New South Wales culturally diverse society, the Commission carries out language assessments. To encourage agencies to use staff with a second language to communicate at a basic level with clients who are not proficient in English, the Government provides an allowance, additional to salary, for selected employees who use a language other than English. The Commission is responsible for assessing language competency of employees nominated by their agencies and during 2001-2002 held two examinations for 87 candidates in 29 languages. A total of 71 were successful. The Commission also conducts examinations for the Interpreting, Translating and Multicultural Studies course that is offered at Higher School Certificate level. Five students representing three languages from two schools applied and four passed the examination.

Another examination the Commission conducts is assessing basic skills in a second language for the annual Multicultural Entry Scheme for students wishing to obtain advanced standing for entry into the Faculty of Health Sciences of the University of Sydney. Four candidates in four languages applied and all passed.

Racism No Way!

The *Racism No Way!* project is a significant initiative by the Commission to guide teachers in curbing racism in NSW schools. It provides anti-racism resources for school communities, including a book, *Racism No Way! A Guide for Australian Schools* and a website www.racismnoway.com.au. Online resources include comprehensive reference material on Australia's history, legislation, cultural diversity and multiculturalism, interactive games and activities, lesson ideas and fact sheets for teachers, strategies for countering racism, international approaches to anti-racism education and interviews with prominent Australians.

Consult, research and action community relations issues with the Government and the community

The Commission responded quickly to incidents following the 11 September 2001 attacks in the USA and reported to the Premier on the status of community relations from a culturally diverse perspective.

In response to incidents in the community following the 11 September 2001 attacks in the USA, the Commission established a 24-hour bilingual hotline that received over 400 calls during its six weeks of operation. From the data and evidence the hotline collected, it appears that the events of 11 September impacted heavily on community relations in NSW.

The purpose of the service was to record incidents of racial abuse or attack and refer callers to appropriate services, such as counselling, the Anti-Discrimination Board or the NSW Police. During 2002-2003, further research will be undertaken on the impact on the local community, including an examination of media coverage that links ethnicity to crime.

A high level briefing on crime for the Ethnic Communities' Council of NSW was organised by the Commission to brief the management committee on measures to control and prevent crime.

The first *Community Relations Report 2001* was prepared as required under the *Community Relations Commission and Principles of Multiculturalism Act 2000*, providing information on the status of community relations in New South Wales from the perspective of cultural diversity.

The report discusses new concepts and meanings flowing from the enactment of the Act and describes developments and directions in programs and the management of community relations issues. These include community-government partnerships, use of public space programs, technology and new media, and anti-racism initiatives.

Identify new opportunities for partnerships, agreements and other cooperative initiatives across government, the community and the private sector

Following the 11 September 2001 attack in the USA, the Commission assumed a leadership role in examining its impact on community relations by organising an event that brought together community and religious groups to express commitment to tolerance and community harmony.

The conference, *Islam in a Multifaith Australia*, was organised by the Commission to examine the impact on community relations post 11 September 2001. Hosted by the University of Sydney, the conference challenged many assumptions and stereotypes held by the community about Islam and the Muslim community and their perpetuation by the mainstream media. The Commission invited representatives from Australia's major religious denominations to speak on the topic of Islam in our multi-faith society, viewed through the lens of their own religion. Academic experts in Islamic studies from the University of Sydney, the University of New South Wales and the University of Technology, Sydney, made presentations on the issue.

Unity in Adversity brought together community and religious groups to condemn terrorism and express commitment to the goals of tolerance and harmonious relations in NSW. Hosted by the Premier, the Hon. R.J. Carr MP, in November 2001 at Government House in Sydney in collaboration with the Commission, the speakers included Archbishop George Pell, Archbishop Peter Jensen, Sheik Tajjedine El Hilaly, Protopresbyter Steven Scoutas, representing Archbishop Stylianos, the Most Venerable Thich Phuoc Hue and Rabbi Raymond Apple. Also attending were the Leader of the NSW Liberal Party, the Leader of the NSW National Party, the Chairperson of the Commission, community leaders and representatives from the diplomatic and consular corps.



Participants in Islam in a Multifaith Australia

Front row L-R: *The Venerable Dejadhammo, Mr Keysar Trad, Ms Jamila Hussain, Mr Stepan Kerkyasharian, Associate Professor Ahmad Shboul*

Back row L-R: *Bishop Robert Forsyth, Associate Professor Michael Humphrey, Mr Jeremy Jones representing Rabbi Raymond Apple, Bishop Kevin Manning, Imam Abdulrrhaman Asiroglu and Mr Ross Coulthard.*

A formal affirmation is on permanent display at Parliament House, signed by participants:

In the names of our respective faiths and in accordance with the principles we each uphold, we dedicate ourselves to act generously, humanely and with compassion in fulfilling our proud citizenship of Australia, and our role as concerned members of the world community.

Support and promote community initiatives

Under the Commission's Community Development Grants Program community-based organisations received financial assistance for projects that benefit culturally diverse communities and the National Multicultural Marketing Awards recognised and rewarded businesses that target culturally diverse communities.

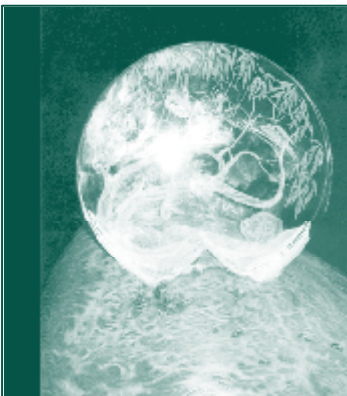
The grants program was evaluated for its effectiveness in 2001-2002 and, as a result, the guidelines were revised to make it more relevant to the current needs of the community. The Commission held information sessions on the 2002 grants program in Sydney, Newcastle, Wollongong and Gosford as well as sessions for community groups.

Of the total 219 applications requesting \$4,628,701, the Minister for Citizenship approved 92 applications that totalled \$659,903 and supported 52 community development projects, nine capital projects, and 31 cultural maintenance activities. A list of organisations funded under the 2002 Community Development Grants Program is at appendix 7.



The Chairperson of the Commission, Stepan Kerkyasharian, rings The Peace Bell at Cowra.

Another high profile community initiative that the Commission was involved in was the Cowra festival of international understanding where the Chairperson of the Commission, Mr Stepan Kerkyasharian, was the official guest and took part in the Cowra Peace Bell ceremony – an official Harmony Day function. A United Nations initiative, Australia’s Peace Bell was placed in Cowra because of the city’s history of dedication to the causes of international understanding and world peace.



*The National Multicultural Marketing Awards
2001 grand crystal.*

The *National Multicultural Marketing Awards* recognise and reward businesses that are successfully developing and promoting their services to meet the needs of a culturally diverse society. Research shows culturally diverse communities respond positively to marketers willing to speak their language. These awards play a positive role in advancing the principles of multicultural marketing and overcome the stereotype that these markets are difficult and expensive to reach. They show that today’s successful businesses are not only promoting their services to the multicultural market, they are developing sophisticated and innovative campaigns that give them a competitive edge.



Following the awards, the Commission conducted a seminar on successful multicultural communication campaigns and their associated strategies by highlighting past National Multicultural Marketing Award winners and key factors that contributed to the success of their campaign in the marketplace. The program also helped participants develop effective multicultural communication strategies within their organisations as well as emphasising the marketing potential of Australia's cultural diversity.

Premier Carr presents the grand National Multicultural Marketing Award to Xing Jin, Audience Development Advisor, Sydney Symphony Orchestra.

Multicultural marketing makes good business sense

The National Multicultural Marketing Awards play a positive role in advancing the principles of multicultural marketing by highlighting outstanding and creative campaigns and encouraging potential marketers to reach a culturally diverse Australia. The awards aim to:

- promote the advantages to commercial managers of marketing their product or service to potential clients
- highlight the responsibility of public sector managers to cater to the needs of the whole community and to fully inform all people about their services and activities
- stimulate creativity in marketing to a culturally diverse society
- recognise work of a high standard so as to inspire marketers who are not yet meeting the challenges of a culturally diverse society or enjoying the benefits of the market it creates
- promote a more equitable representation of our diversity as a nation through mass media marketing channels.

Each year the entries are as diverse as the areas they come from, making judging difficult. The following people generously gave their time and expertise to judge the 2001 awards:

- Dr Teresa Davis, Senior Lecturer, Discipline of Marketing, University of Sydney
- Dirk Howindt, Head of Marketing, ANZ Bank
- Randa Kattan, Executive Director, Australian Arabic Welfare Council
- Lara Sinclair, Editor, B&T Marketing magazine.

The Commission acknowledges the generous support of the sponsors:

- The Australian newspaper - Major sponsor
- The ANZ Bank - Community Award sponsor
- Department of Information Technology and Management - Technology Award sponsor
- NSW Seniors Card - Government Award sponsor
- The Department of Fair Trading - Small Business Award sponsor
- Austrade
- Virgin Blue
- Harvey Norman
- Sheraton on the Park Hotel.

Winners of the 2001 Multicultural Marketing Awards were:

Big Business Award - Sydney Symphony Orchestra

Community Award - Asia Link

Government - Multicultural HIV AIDS Service

High Commendation - Muslim Foster Care Project

Technology - Etranslate

Small Business Award - Nukerima Cosmetics

Export - Centenary Heights High School

Advertising - There were no successful entrants in this category

Grand Award - Sydney Symphony Orchestra

Special Award - Centenary Heights High School.

In recognition of cultural diversity in the arts, the Commission gave awards to:



Dr Loretta Baldassar, winner of the CRC award at the 2002 Premier's Literary Award.

- the best short film at the Sydney Film Festival 2002, won by Safina Uberoi, a Sydney-based filmmaker, for *My Mother India* which depicts aspects of the migration experience.
- stories that are part of the 2002 Premier's Literary Awards on the migration process and issues surrounding cultural diversity in book, theatre, film, radio and television, won by Dr Loretta Baldassar, author of *Visits Home: Migration Experiences between Italy and Australia*.

This year the award honoured the memory of Radmilla Domonkos, an interpreter affected by a fire at the Commission's premises in January.

- an award of \$250 under the Dorothea Mackellar Memorial Society for a poem that contributes to multiculturalism, won by Monique Madden of Mayfield East Public School for her poem *Behind the Mask*.

The Commission decided that none of the entries for the Australian Film Television and Radio School met the criteria sufficiently to justify an award in 2001-2002. The Premier's Literary Award for Translation is offered biannually.