



Communicating Across Cultures

A Strategy and Training Program for Cairns City Council Staff

Presented by the
Local Area Multicultural Partnership (LAMP) program
Multicultural Planning and Development Officer





Cairns Diversity Profile 2001 Census A SNAP-SHOT

- Total Cairns residential population – 114,845 people
- 11,142 overseas visitors were counted on census night.
- Cairns has the 3rd highest visitor numbers nationally.

- 18.3% of the population were born overseas.
The majority are from the UK, New Zealand and Germany

- 8.7% speak a language other than English at home.

- * 13% Italian

- * 11% Japanese

- * 8% German

- * 6.5% Indigenous languages

- * 5.2% Tagalog

- 9.5% of people stated they spoke English not well or not at all.



Community Advised

main groups (**approximately 70 language groups**)

- PNG residents – 4000 people (largest in Australia)

Most Cook Islanders and Samoans migrating under the NZ category. Most will speak their languages at home and within their community

- Cook Islander – 3000 people

- Samoan – 800 people

- Fijiean, Tongan – 200 people

- Hmong (400) , Africa and Western Europe – Refugee community nearly 1000 people and increasing.

- Past 25 years – Philippines, Thai, Indonesian, East Timorese,
 - More than 50 years - Chinese, Polish, Croatian, Spanish, Greek, Italian, Lebanese, Pakistan, Sikh, Indian, Sri Lankan, Maltese
 - Emerging – Japanese, Korean, Latin American, Russian,
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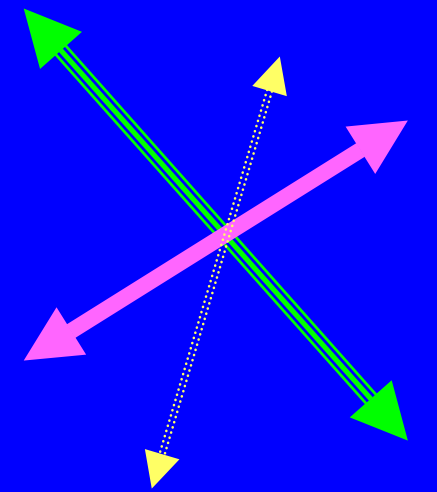
Aim

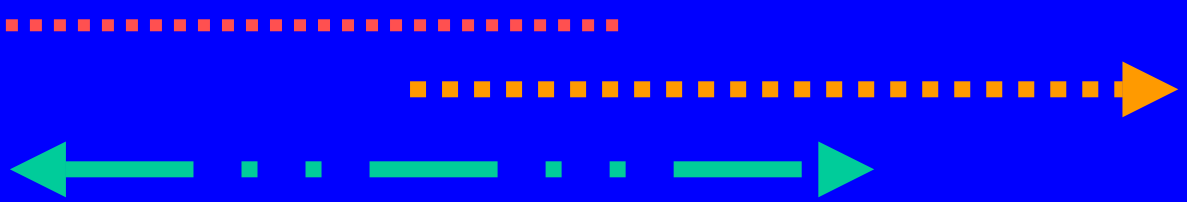
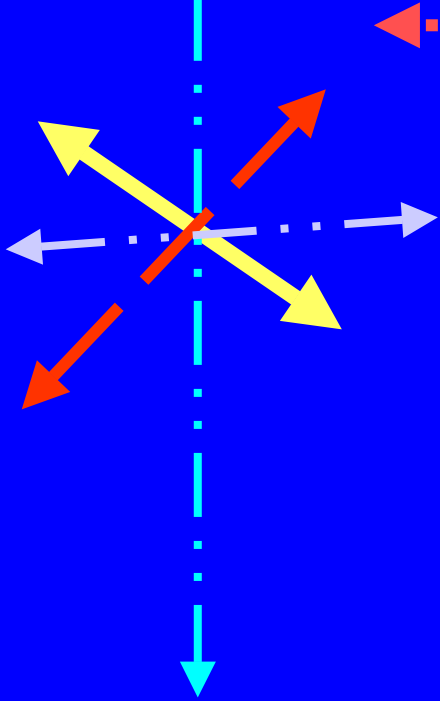
To provide Council staff with practical and effective cross – cultural communication skills that will enable them to identify, develop and deliver culturally appropriate public education resources procedures and services.



Why? Because there are gaps!

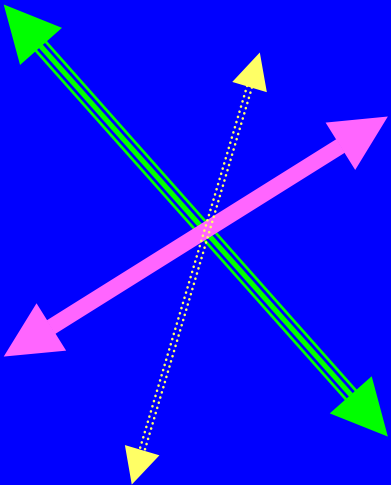
Lack of awareness of how to...

- Access and develop appropriate multi-lingual community resources- how to work with interpreters
 - Appropriately engage in consultation with people from DCLB when responding to community issues;
 - Appropriately respond to cultural issues and needs on a community and individual level;
 - Understand the differences between cultural practice and religious practice;
 - Differentiate between cultural vs language barriers;
 - Appropriately utilise cultural resources or networks;
 - Differentiate between cultural groups and their issues;
 - Minimise the risk of being held in breach of anti-discrimination legislation
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Target Group

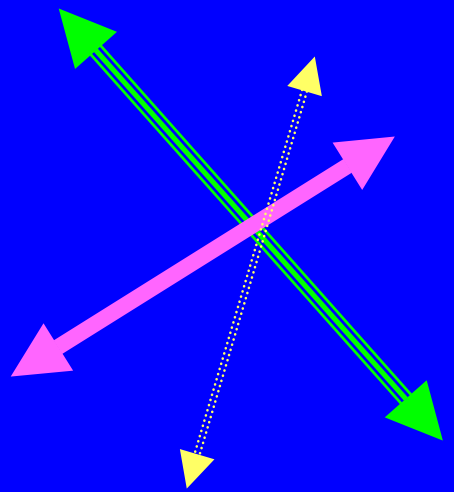
- **Customer Service**
 - **Local Laws**
- **Human Resources**
 - **Public Relations**
 - **Animal Control**
 - **Parks and Facilities**
 - **Environmental Health**
- **Community Development**
- **Planning and Development**
 - **Council Libraries**
 - **Corporate Services**

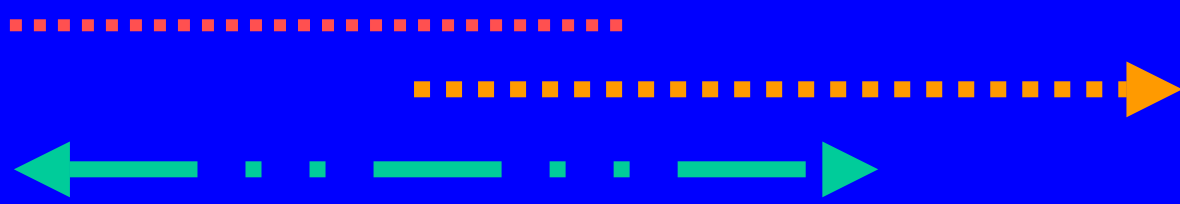
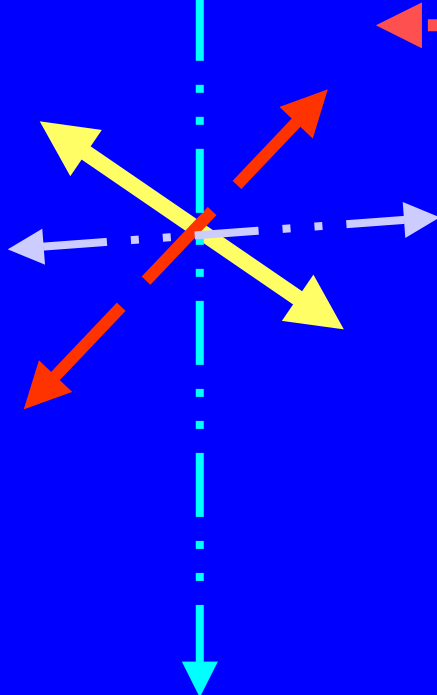




Develop Internal Allies

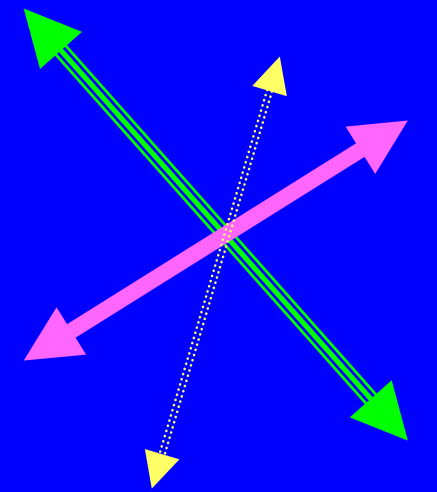
Start by letting them know you are there and what you do!

- Get invited to Staff meetings to introduce your program- Be strategic, and brief;
 - Know what your audience does. Talk to the manager or staff informally, before your presentation about specifics (case studies, issues etc), incorporate this info in your presentation.
 - Build a familiarity of the concept throughout time, its benefits and reason for being within a familiar but structured environment;
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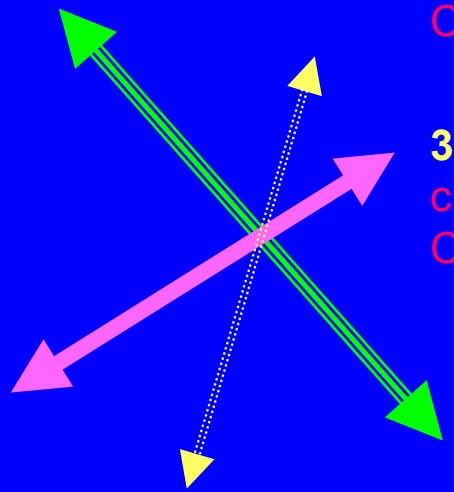
Consultation

- Multicultural Reference Group members
 - General Manager Human Resources
 - Manager Training and Development
 - Manager Community Development
 - Team Leader Community Development
- Community Development Social Planning Officer
 - Manager Planning and Development
 - Team Leader Planning and Development
 - Workplace Health and Safety Officer
 - Manager City Libraries





Objectives

1. To introduce the concept of cross – cultural communication through an incremental and diversified internal marketing approach that functions within existing structures of Council;
 2. To introduce sustainable, practical, relevant and appropriate cross cultural communication strategies that can be incorporated into Council's operational requirements;
 3. To integrate the social and cultural needs of people from diverse cultural and linguistic backgrounds (DCLB) into the development of Council policies, planning and service delivery;
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Objective 1

To introduce the concept of cross – cultural communication through an incremental and diversified marketing approach that functions within existing structures of Council.

3 stages

Stage 1: Introduction and overview

Communicating Across Cultures Training Program (CACTP)

Stage 2: Tool Box Talks (TBT)

Council policy requires for Managers and Team Leaders to deliver 15-20 TBT at all staff meetings. They are short 15-20 snapshots covering a range of WPHS or other workplace issues.

Stage 3 – CACTP 2 hour training sessions on 3 topics:

- Face to Face Cross Cultural Communication
- Translating Documents – Targeting Communities
- Working with Interpreters



Objective 2

To introduce sustainable, practical, relevant and appropriate cross cultural communication strategies that can be incorporated into

Council's operational requirements;

- Distribute a one page questionnaire at introductory sessions to identify specific issues related to the service delivery of departments. Incorporate this information into your materials for other sessions;
- Design tool box talks to cover a wide range of Cross Cultural topics:
 - * What is Cross Cultural Communication?
 - * Walk In My Shoes: A migrants perspective
 - * Act Locally- Think Globally –Communicating Across Cultures.
 - * Do you need to offer translated information? How to tell & how to do it!
 - *How to facilitate an interpreting session

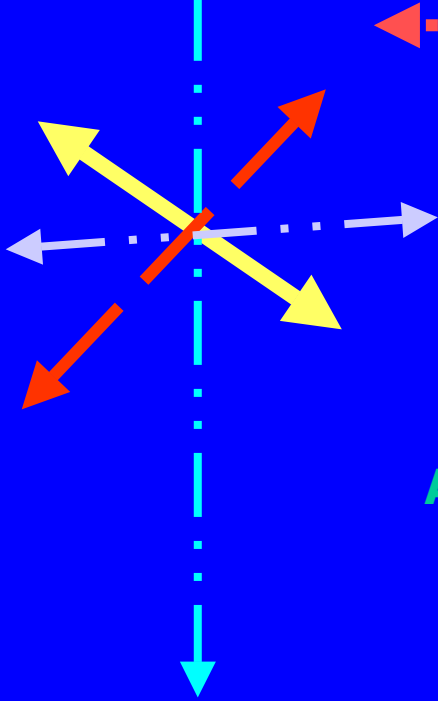


Objective 3

To integrate the social and cultural needs and issues of people from diverse cultural and linguistic backgrounds (DCLB) into the development of Council policies, planning and service delivery;

Communicating Across Cultures 2 hours sessions 3 topics:

- * **Face To Face Cross Cultural Communication** – develop an awareness base. Use case studies collected from questionnaires; Outline the benefits of being inclusive, make relevant, incorporate a review of existing departmental policies (extract);
- * **Translating Documents – Targeting communities** – provide staff with practical skills, information and access to networks on the processes, procedures and protocols involved in identifying and developing translated documents that can increase access to services;
- * **Working With Interpreters** – provide staff with the opportunity to take part in an interactive , role- playing training session that introduces them to the tools, issues and resources to conduct a successful session.



Communication Tips

*Consultation

Apply the same principles you do with communities, Councils have their own "cultural protocols" too!

*Time and Plan Your Sessions

- *Introduce one general concept at a time

- * Short Sharp and Straight

- *Make it relevant

- *Practical

- *Interactive

- Develop relationships

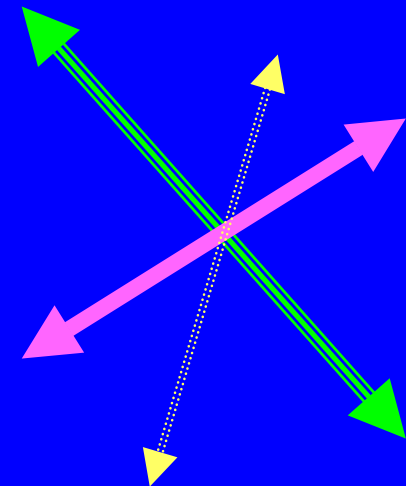
- Develop and offer resources

- * Keep them relevant and up-dated

- But don't assume they will know how to use them!

- *Follow Up – Check it out !

- *Keep it Fresh!





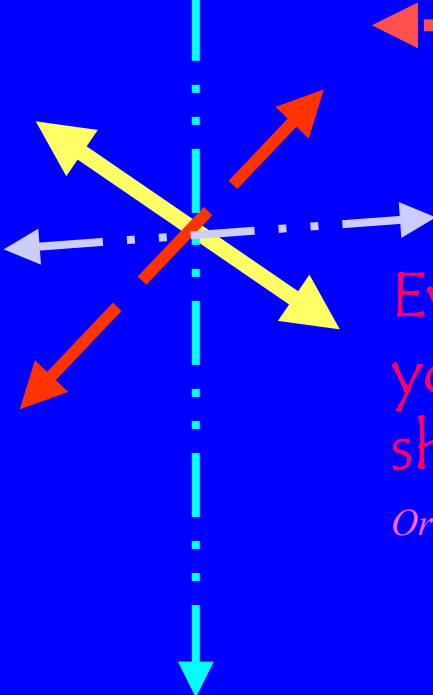
Time Frame – slowly but steady....



Stage 1- Feb —————> May
Introduction & Overview of whole program;

Stage 2 - June —————> August
Tool Box Talks – Intro to management – then management to staff (on-going)

Stage 3- September —————> November
3 topics- one each month (or as required) – Face To Face – working with Interpreters – Translating documents



Even though you and I are in different boats –
you in your boat and we in our canoe – we
share the same river of life.

Oren Lyons (from the Iroquois Confederacy of Nations)

