

Multicultural Engagement Strategy



United Voice is a trade union representing over 120,000 workers nationally, many of whom rank amongst Australia's lowest paid workers.

Summary

Recognising a need to better engage diverse communities, United Voice developed a strategy framework in relation to outreach to existing and potential members from diverse communities. This led to a review of the organisational structures and communication methods, creating greater capacity to meaningfully engage with diverse communities and meet their needs.

Opportunity

United Voice identified that their work in the diversity space was more reactionary rather than a structured approach to engaging with diverse communities and workers. United Voice wanted to put diversity at the heart of its organisation, rather than as an optional extra.

Action

The strategy framework guided how to communicate internally on the value of cultural diversity, with a focus on three key areas:

- Building the capacity of the Union to engage with CALD communities
- Developing methods to engage with CALD communities
- Examining internally to identify what is needed within the Union to change, enhance or extend existing practices.

United Voice embedded the Strategy following analysis of the union's CALD workforce and its current internal cultural diversity.

The diversity strategy framework enabled the union to embed cultural diversity at the heart of the organisation, built into the structures of the union instead of being an optional extra.

The framework offered a guide to help fully understand how best to present the United Voice to different and diverse groups, beyond how they had traditionally seen themselves.

Achievement

- The Strategy ensured the union's structures and communications were as diverse as its membership.
- It gave a framework for United Voice to meet the changing needs of their clients and identified areas for future focus.
- Engaging with members and workers from diverse backgrounds was built into the way the union does its business, instead of remaining as an add-on.

