TOOL: Collecting internal data on cultural diversity

Getting started

1. think about why you are collecting data on diversity and what you will use it for. The data will help identify who to engage both inside and outside your organisation
2. after determining your potential audience, examine the demographics of your current client base to pinpoint any differences
3. from there, you can use data to develop targeted policies and procedures. The data will also help you monitor service delivery as you implement changes.

Collecting data

Existing data: Determine what current data your organisation already has. You may already have a recent project or analysis that you could use.

Surveys: Staff surveys can be easily run and completed anonymously. This gives an overview of your organisation's demographic make-up and provides a baseline for any future recruitment targets.

A staff survey can also assess their cultural competency. Questions about the following areas will help you capture information:

- cultural heritage or background
- language spoken at home or proficiency in languages other than English
- experience in working with customers or clients from diverse backgrounds
- cultural competency skills
- cross-cultural communication skills and experience
- formal training or studies
- religious background.

Interviews: Interviewing staff is a good way to understand their experience and identify any barriers to retention or employment or positive experiences. Exit interviews are a good opportunity to collect data. Think about cultural sensitivities such as these:

- power imbalance can affect data collection if a junior worker is being interviewed by a senior staffer. Think of ways to ease this in an interview

- clearly communicate why you are collecting data and explain the measures taken to ensure confidentiality. Informed consent is important so people understand they have a choice in sharing personal information
- tell people exactly how their personal information will be used.

What to do after the data is collected?

Analyse the data to find out what it is telling you. It may help you identify the following:

- what demographics make up your workforce? Do any of them stand out?
- what demographics are missing in your workforce? Why?
- how do the different aspects of your workforce (age, language, cultural background, gender, role etc.) intersect? Why might this be?
- can you identify any trends across the data?
- how often will you revise and update the data?
- over time, has this data changed and is the gap between your workforce diversity and stakeholders decreasing?

Consider how you will resource data updates to feed into internal planning. Who will be responsible for updating the data?

Understanding stakeholder demographics

Ensure you access sources that are up-to-date and reliable. Some useful sources in collecting data on community profiles, demographics and planning include:

- **ABS Census**: This shows the demographic makeup of geographical areas and communities. Here you will find language spoken at home, country of birth, educational attainments, proficiency in English and other information. Source ABS Census here: http://www.abs.gov.au/websitedbs/censushome.nsf/home/data
- **Settlement Data**: This helps you find communities who have recently arrived and what visas they hold. You can source settlement data by completing a settlement data request form found at https://immi.homeaffairs.gov.au/form-listing/forms/1542.pdf and submitting it to settlement.data.request@homeaffairs.gov.au.