NSW GOVERNMENT | **Multicultural NSW**

TOOL: Meeting the needs of a culturally diverse client base

Translating resources into a range of community languages does not necessarily mean that you will meet the needs of linguistically diverse clients. There are several factors to be considered when designing services to meet the needs of the whole community. Incorporating the views and needs of target communities when you are at design/redesign stage helps to ensure a cost-effective approach. This will help you to avoid delivering a product/service that people do not want or do not understand.

The following checklist helps you consider points before you begin service delivery.

Have you?	Yes/no	Think about
Identified the different cultural communities the service/program will target?		Using ABS Census and Department of Home Affairs settlement data
Identified the target cohorts within the various communities?		Who your service must reach
Undertaken any preliminary research to help understand your target groups/communities?		Using the SBS Cultural Atlas as a starting point for basic information about cultural and linguistic diversity in Australia
Talked to anyone from your target groups/communities?		Designing services with the input of target communities. If you don't, this can become an ineffective, inequitable and costly exercise
Incorporated the views/needs of your target groups/communities into your service design?		Running focus groups or talk to local community peak bodies or organisations to access your target groups/ communities

MULTICULTURAL NSW CULTURAL DIVERSITY TOOLS & RESOURCES

Have you?	Yes/no	Think about
Undertaken a co-design process to make sure the community views/needs are incorporated into the structure of the service?		Investing in a co-design process at the start. This will help you build a service that has the best chance of being successful because comunity needs are incorporated
Checked the draft design with people from your target groups/communities to ensure you have a product/program that is culturally appropriate/acceptable?		Going back to check the final product. This is important to make sure you have it right. What is appropriate for one group of people can be vastly different to others
Made sure your staff/organisation is ready to appropriately service your target groups/communities		Whether staff need additional training in cultural awareness and responsiveness. Should staff with the appropriate skills sets be employed?
Checked your materials/resources for translation are appropriate for use in your target groups/communities?		The possibility that people are not literate in their original language. English is a complex language and translations can often not meet either your or your target group needs. Use a 'test group' of community members or bilingual staff to test your translations
Considered whether your materials/resources are too graphic or inappropriate if you are dealing with a sensitive issue?		Sensitive topics – these can be tricky to get right. Different things are acceptable/offensive in different cultures. Make sure you have it right before commissioning or designing materials

Have you?	Yes/no	Think about
Built flexibility into the service delivery to allow for easy changes to meet shifting community needs?		The needs of newly communities - these can often be greater in the first few years than for other more established groups. Also, ageing cohorts may develop new needs
Thought about how to reach your target groups/communities through media/community leaders or ambassadors/stakeholders and community-run organisations?		Different communities and cohorts accessing information in different ways. Proficiency in English varies across and within communities. Factors such as gender, age and time in Australia should all be taken into consideration when designing your communication strategy.

References

Department of Home Affairs settlement reports

SBS Cultural Atlas

Multicultural NSW Community Profiles