

## TOOL: Defining our target markets

### How do we define our target customer groups for effective culturally diverse service delivery?

Defining our target markets when planning for service delivery is not as simple as relying on demographic data and focusing on the highest numbers of people.

Use the following checklist to determine you are on the right path:

Questions	Examples
What is the geographic region you will cover?	E.g. Fairfield-Liverpool region within south-western Sydney
What are the overall culturally and linguistically diverse data sets within this region?	Use ABS Census data and Department of Home Affairs settlement data to identify the overall profiles as a starting point
Of these culturally diverse communities, which have high English proficiency?	Use ABS Census data to identify the English proficiency levels across communities
Which communities are established migrant communities?	Older migrant communities are inter-generational – their children and grandchildren have been born or raised in Australia and speak both English and their language of origin – for example, the Italian, Greek, Croatian, Macedonian, Lebanese communities
Which are newly arrived?	Newly arrived communities can be part of an older, established culturally diverse community such as South Sudanese, Chinese, Indian



Which are emerging communities?	Emerging communities are those who are relatively new to Australia such as the Karen, some African communities, Syrian communities and parts of the Indian and Chinese communities
What are the visa types prevalent across these communities?	Skilled visas are common for people coming from India, southern Asian countries and China. Some communities have large student populations such as Nepal, Brazil, Colombia, Thailand
Considering your service parameters, what cohorts within particular communities are you targeting?	For example, women? youth? families? men aged 25-50? seniors? isolated grandparents? people with disability?
Are there any communities with low literacy levels in their own language?	For example, some refugee communities arriving in Australia after years of civil unrest or war may have experienced disruption to their education in their own languages.

After you have narrowed your focus, consider the following points:

- how are you going to deliver your services? Face to face? Online? At a physical place?
- do you need to partner with expert community organisations? Others?
- what resources will you need? Existing versus new? English vs translated?
- what communication channels will you use to promote your service? Social media? Multicultural media – radio, print, digital?
- what preparation do you need to make sure you are ready to respond to your target groups? Bilingual staff? Interpreters? Culturally competent staff? Bilingual/bicultural community educators?
- how will you measure your service's effectiveness for your target communities?