



Rethinking Communication and Engagement with CALD Communities

TRAINING

How to Connect, Communicate and Build
Effective Partnerships with Diverse and
Hard-to-Reach Australians



Facilitated by
BENAZIR SURAIYA
Communications and Engagement Strategist

Online → 31 May and 7 June 2023



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Overview

Multicultural Australia is growing. According to the most recent census, just over 7 million people in Australia are born overseas, representing 27.6% of the population. An increase from 6.1 million, or 26.3%, in 2016. Given the big changes in country of birth data, Australians' ancestry will look very different over the next decade. This will have policy and planning implications across schooling, housing and local government services.

Almost half of Australians (45%, or 10.6 million) either born overseas (26% or 6.2 million) and/or having one or both parents born overseas (19% or 4.5 million) (2017). This will continue to grow (as indicated by the most recent census in 2021) leading to an increasingly multicultural Australia.

As demographics change so will the way government operates from policy-making, to service delivery and most significantly – engagement and communication. Culturally and Linguistically Diverse communities can no longer be considered as ad-hoc groups. CALD groups are becoming an integral focus of stakeholder engagement strategy integral focus of government agencies and organisation.

Major strides are being made by the public sector in this space (brought about by glaring gaps in pandemic response). However it still has a long way to go with CALD communities still have a long way to go.

This course has been developed for Communication and Stakeholder Engagement specialists to reevaluate their messaging and channels for diverse and hard-to-reach communities. To communicate with empathy and build trust and credibility among people who are often overlooked and unseen.

At the end of the course you will have a greater insight on the diversity within CALD communities; how to tailor nuanced and empathetic messages; make informed decisions on non-conventional channels to drive better outcomes for CALD communities.

Learning Outcomes

- Understand what it means to be CALD: Historical background; the complexities and diversity
- Discuss strategies to overcome the challenges of connecting with Culturally and Linguistically Diverse communities
- Build insights on the CALD community to inform better engagement and outreach decisions
- Explore channels that are accessible to and appropriate for CALD stakeholders
- Tailoring nuanced messages that resonate with diverse audiences

Learning Outcomes

- Communicate with empathy to break down barriers
- Avoid the pitfalls of generalisation and assumption
- Understand how you can improve services for overlooked and marginalised groups
- Learn what to do when things do not go to plan

Who Should Attend

Leads, Managers, Directors, Co-ordinators, Specialists of:

- CALD Engagement
- Stakeholder Engagement
- Community Outreach
- External Communications
- Community Engagement
- Digital Communications

Meet Your Facilitator



Facilitated by
BENAZIR SURAIYA
Communications and Engagement Strategist

Benazir is an innovative leader with over 13 years of global experience across the full spectrum of public relations, corporate communications and stakeholder engagement. She led, initiated and contributed to high-level strategic communication and engagement services for several complex projects for state and local government, education and not-for-profit sectors and has made a positive impact on the lives of diverse communities including culturally and linguistically diverse (CALD) and First Nations people.

As an advocate for cultural diversity and inclusion, Benazir believes that communications and community engagement are central to building trust and confidence amongst multicultural communities to achieve sustainable outcomes, equitable decision-making processes and improve a community's liveability. She has driven robust engagement activities for both New South Wales and Victorian Governments where she proactively and positively engaged with vulnerable and culturally sensitive communities.

Benazir is also a contributor to Victorian Government's Guidebook: How to Engage with Culturally and Linguistically Diverse (CALD) Communities. She is an active member of IAP2 Australasia and formerly chaired the Public Relations Institute of Australia (PRIA) Victorian Division as a Councillor for two consecutive years.

Benazir's experience is further supported by her two postgraduate degrees - one in Public Relations and the other in Business Administration with specialisation in Marketing, Bachelor of Sociology and IAP2 Advanced Certificate in Engagement.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 10 th Mar	Register by 21 st Apr	Register by 29 th May
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

[CLICK HERE TO REGISTER](#)

*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Module One - Introduction and Challenges

10:00am Welcome and Introductions

10:15am What is CALD and what does it mean for government?

- CALD: A brief historical background
 - Defining CALD in the context of Government: Who does include and why
 - Understanding the complexities and diversities within the community
 - Evaluating the shortcomings of the term alternatives to CALD
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11:00am Break

11:10am The common challenges of connecting with Culturally and Linguistically Diverse Communities?

- Understanding the diversity within CALD communities
 - Discussing and categorising the key challenges: From language barriers to literacy; assumptions and lack of awareness; trust and credibility
 - Investigating the why: Where do the problem stem from
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11:50am Lunch

Module Two - Building an Engagement Strategy

12:20pm Effectively engaging with members of various CALD communities and building trust and confidence

- Framing the gaps and shortcomings in your current engagement and outreach strategy
 - Exploring alternative communication channels and platforms; i.e. community radio, community support groups
 - Avoiding the traps of generalisation and assumptions
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1:05pm Building Insights: collecting data and statistics to inform your engagement strategy

- Identifying key stakeholders
 - Creating and building Partnerships
 - Reaching out to and connecting with community leaders
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1:50pm Break

1:55pm Breakout Group Activity: Re-evaluating How you Engage with CALD Communities

You will split into groups to work on a hypothetical and tasked with building an engagement strategy applying the lessons learned during today's session.

2:25pm Summary and Closing Remarks

2:30pm End of Day 1

Module Three - Channels and Messaging

10:00am	PSN Welcome and Introductions
10:15am	Investigating communication channels that are appropriate to and accessible by CaLD communities <ul style="list-style-type: none">Thinking outside the box: from community radio to newslettersThe importance of community leaders and strategies to build partnershipsKey factors and nuances to consider
11:00am	Comfort Break
11:10am	Contextualising messages: Tailoring messages to cater to community needs <ul style="list-style-type: none">Putting yourself in your audience's shoesCommunicating with empathyHow to ensure that your messages get acrossWhat to do when things go wrong
11:50am	Lunch

Module Four - Connecting with hard-to-reach Communities

12:20pm	Reaching out and engaging with Rural and Remote (hard-to-reach) Communities <ul style="list-style-type: none">Understanding rural and remote communitiesIdentifying the best channels, messages and strategies to connectHow to build trust and credibility
1:05pm	Breakout Group Activity: Apply the lesson learned in this session to tailor a message and choose a channel to communicate with hard-to-reach communities.
1:50pm	Break
1:55pm	Group Presentations and peer review of engagement strategy and plan
2:30pm	Closing Remarks and End of Day 2

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