

18

Mapping and Connecting with your growing diverse marketplace: a CALD communication tool

01 November 2017

What will this resource cover?

This tool uses the ©DiverseWerks communication engagement model as a framing process for considerations around communicating for disability services. Individual strategies and approaches can be developed out of this and have both validity and make sense in individual service settings.

This Tool contains the following components:

- Demographic analysis and CALD segmentation and targeting
- A consideration of the sensitivities around the issue on which engagement is required
- Strategy development
- Identifying and implementing appropriate communications approaches
- Maintaining effective engagement

CALD targeting

- Undertake relevant demographic analysis of the area specific to the issue
- Consider other evidence such as existing research
- Identify key CALD groups relevant to the issue

Issue sensitivity

- Assess the level of sensitivity to the issue, and how it is seen in the community with key community members (using existing knowledge and other research or evidence available)

Strategy development

- Consult with the key community intermediaries to assist in developing the strategy
- Consider the community strengths and sensitivities and how these can be used in engaging with the community/ies
- Identify relevant and effective mediums/media for the communications
- Develop and test messages that would be appropriate in the engagement

Comms approach

- Develop partnerships and collaborations to get the message to CALD community members
- Ensure that there are a range of communication components to reach the whole community
- Identify human and physical resources that could carry the message

Engagement

- Monitor the effectiveness of the communication approaches
- Assess the level of CALD client comfort with the service and review approach accordingly

CALD communication approaches

Communication type	Specific communication	Description
Direct	Face-to-face	Service providers visit organisations and communities in a proactive fashion to promote the service
	Issue specific briefings	Service providers attend community organisations and other places of community gathering to provide issue and service specific briefings
	Presentations	Community members are invited to attend a presentation by the service provider on the service offer (In-language considerations)
Indirect	Direct mail to intermediary organisations	Information is sent to community organisations and other mediators to promote the service
	Pamphlets	Pamphlets are distributed to key mediators or made available at the service. They are designed to provide an overview of available services (bilingual)

	Posters	Posters can be prepared and displayed in various community settings and offered to key mediators. They could also be situated where families may tend to frequent such as Councils, shopping centres, etc. (bilingual)
	Notices in local information places	Notices can be prepared and displayed in high traffic and public places such as libraries to announce a service initiative of service capacity specific to community segments (bilingual)
	Website	Information can be placed on organisational websites and other media can drive traffic to the site (in-language)
	Email network	Once contact is established, online networks can be developed
	Apps	Service specific interactive information (bilingual)
	DVDs/CDs	DVDs and CDs on the service (bilingual)

	Notice in local paper	Promoting a specific service / initiative
	Announcement on local radio	Promoting a specific service / initiative
	Media Engagement	Developing media relations approaches and partnerships

Mapping your CALD communication approach

Issue/Service	Description
Priority Target Groups	
Secondary or Intermediary Audiences	
Communication Approach	
Information Resources to be Used	
Service Capacity Considerations	