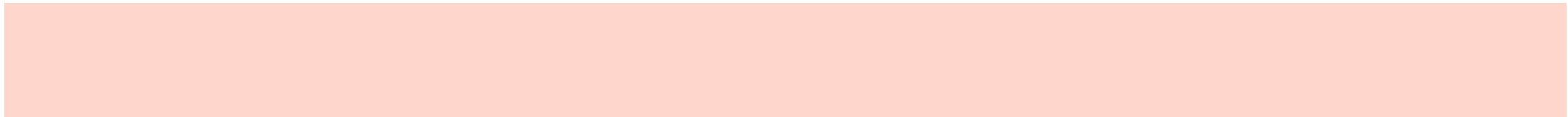




# **Successfully promote to and communicate with diverse communities**

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01 November 2017



## What will this resource cover?

In order to attract potential clients into your service to receive support and assistance, it is important that your organisation has the skills to communicate with CALD communities and build strong connections with CALD structures. Language considerations, building on existing partnerships with communities and leveraging off existing good practice within your organisation can promote your service in ways that resonate with CALD communities.

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Priority	What can be done now?	What is the long term action?	Who is responsible?	Key Performance Indicators
<p>Create a strong CALD communications plan to direct culturally appropriate promotion of services</p>	<p>An audit of all existing communication avenues to promote services to clients and the community is undertaken</p> <p>An examination of best practice examples of culturally appropriate promotion and communication of services is pinpointed and leveraged to improve on approaches in more generalist service areas</p> <p>Guidelines are developed to facilitate CALD communications planning and media selection, including a promotions template</p>	<p>All communication activities are inclusive of CALD components as required by the program client profile</p> <p>Targeted CALD communications are undertaken to address service gaps or low level penetration into potential CALD markets</p>		<p>100% of all communication plans identify CALD communication requirements</p> <p>xx% of all resource development budgets are allocated for CALD specific materials</p> <p>100% of communication materials are tested with CALD audiences</p>

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<p><b>Resources are created (or existing resources are approved/endorsed) to promote services to CALD communities</b></p>	<p>All existing service promotion materials are evaluated for cultural appropriateness</p> <p>Multilingual resources are developed to support existing and potential program delivery</p> <p>A budget amount for the translation of promotional materials is evaluated for feasibility</p> <p>A timeline is created for the translation of key promotional documents</p>	<p>The design and development of all materials reflects multilingual applications as a key access consideration</p>		
<p><b>An active information engagement strategy is developed and delivered to CALD communities</b></p>	<p>Identify opportunities for community information sessions and other community engagement opportunities relevant to service priority groups</p> <p>Develop bilingual education and promotion materials to support direct information delivery</p>	<p>CALD community information strategies are incorporated as an ongoing and integral part of all communication and engagement strategies</p> <p>Staff allocated to attend interagency, community meetings and other relevant CALD events</p>		

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<b>CALD clients are involved in feedback on the design of all promotional materials and activities</b>	Collateral development is tested firstly with client groups in languages other than English for readability, relevance and comprehension	Develop a panel of clients and community representatives to act as information product validators and assessors		
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