

Bringing your biodiversity messages to CALD communities

The team of skilled ECC bilingual educators can help you design and deliver programs and activities in languages relevant to your target communities. They have training in bushcare and biodiversity and a wealth of experience in explaining your biodiversity and waterway management messages in culturally accessible ways.

Experienced bilingual educators with the following language backgrounds are available now to help engage communities: Cantonese, Mandarin, Arabic, Korean, Vietnamese, Tamil, Nepalese and Farsi. The ECC can also advise on working with other community groups such as Greek, Spanish or Italian-speaking residents.

The ECC team of bilingual educators can help you:

- identify the key CALD communities (established and emerging) in your area
- suggest how best to reach your target communities and groups
- recommend the most appropriate activities to meet your engagement or participation goals, promote the activities and help organise resources required such as transport, food and drink
- confirm translated materials for appropriateness.

Each community is different and delivering in language can assist people to better understand and respond to issues.



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Ethnic Communities'
Council of NSW Inc.

This brochure was developed as part of the *Seeding Cultural Connections* project. A project of the Ethnic Communities' Council of NSW Inc supported by Greater Sydney Local Land Services through funding from the Australian Government's National Landcare Program.



A Guide to Engaging Diverse CALD Communities in Landcare and Bushcare

...using the services
of bilingual educators
available through the
Ethnic Communities'
Council of NSW
(ECC) Inc.



Bilingual educators with the ECC have recently undertaken training and introduced community groups to natural areas in Sydney, helping them to participate in Landcare activities. They are ready to help Councils and Landcare or similar organisations engage with their diverse local communities.



Why engage culturally and linguistically diverse (CALD) communities in environmental activities?

NSW is one of the most culturally diverse states in Australia. According to the 2011 Census, 25% of NSW total population was born overseas, and 18% were born in a non-English speaking country. The CALD population in NSW that reside in metropolitan Sydney is 92% and 32% of the Sydney population speak a language other than English at home. For some LGAs, the CALD community represents an even larger percentage of the total community particularly with the recent influx of migrants and refugees over the last five years since the Census data.

New Australian residents will have a range of responses to the natural environment, but without the opportunities to learn about and experience natural areas their emotional responses to the landscape may remain negative and fearful.

Lack of understanding or knowledge about nature, especially nature in their backyards and local parks, could lead to behaviours that might damage wildlife.

There are many benefits in organising culturally sensitive activities for new residents, migrants and refugees:

- Encouraging a sense of place and belonging
- Reducing fear of wildlife and bushland
- Supporting involvement in community activities
- Encouraging positive environmental values and behaviours
- Strengthening understanding of Australian natural landscapes and Aboriginal connection to country.

Activities and services to meet your needs

- Bilingual Educators may often suggest delivering a range of **information sessions, workshops or focus groups** to help identify needs and issues of the target community as a starting point for further engagement.
- **Attendance at festivals and stalls** may also be an effective initial point of contact.
- **Door knocking** to households or small businesses is a direct method suitable for some projects.
- **Bus trips and outdoor activities such as a bushcare event, wildlife shows, a visit to community nursery or a guided bushwalk** are usually a key component of a biodiversity awareness-raising program.



Reporting and evaluating outcomes are part of the service they can provide. *"We liked the information about the plants, animals and birds. They were all new information for us that we did not know before"*

Bilingual Educators can work beside staff as interpreters or 'cultural explainers' and can assist in **customising programs to suit the target community**.

All work is delivered through an agreed fee for service arrangement.

Getting Started with CALD engagement: Steps in planning a multilingual biodiversity project

- STEP 1** Analyse your issue or problem (eg damage to wildlife; Bushcare not attracting CALD participants)
- STEP 2** Decide on the broad goals and objectives and outcomes that you want to achieve (eg biodiversity awareness-raising; less litter in the bush; hands-on participation; etc)
If you have limited knowledge of the CALD communities in your area, you might wish to contact the Ethnic Communities' Council of NSW environmental project staff to discuss the next steps of your project, or you might be able to proceed yourself with specific project activities (go directly to Step 6).
- STEP 3** Identify your target communities (which language groups? which community segment eg retirees, mothers with young children? etc)
- STEP 4** Select the best methods to reach and engage the target audience (eg Is further needs analysis required? Translations? Workshops? Bus trips?)
- STEP 5** Confirm your budget and draft a project plan.
- STEP 6** Contact the Ethnic Communities' Council of NSW for a quote!

