



# GREATER SHEPPARTON Multicultural Strategy 2019-2022





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# ACKNOWLEDGMENT OF TRADITIONAL OWNERS

We, the Greater Shepparton City Council, acknowledge the traditional owners of the land which now comprises Greater Shepparton. We pay respects to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.



Aboriginal dance by the Dungala Dancers  
at the launch of Cultural Diversity Week

# MAYOR FOREWORD

Greater Shepparton community come from many backgrounds, starting with the rich cultural traditions of the First Australians. For decades, Greater Shepparton has been the home for thousands of migrants, refugees and asylum seekers. Greater Shepparton City Council is proud of our immigration history and the resulting diverse community we now enjoy.

Greater Shepparton's multicultural community is now made up of people from over 50 countries, who speak more than 40 different languages. Our community comes from different places around the world bringing with it many languages, faiths and cultures that enrich the fabric of the community.

Greater Shepparton City Council has been actively involved in the promotion and celebration of cultural diversity in the community for many years and is continually striving to improve the wider community's awareness and understanding of the economic, educational, social and cultural benefits of multiculturalism and to mitigate the effects of racism and cultural isolation for multicultural communities in Greater Shepparton

Greater Shepparton City Council is committed to continuing to work for a vibrant, cohesive community that celebrates and incorporates aspects of cultural diversity within daily life. It values the partnerships we have made with service providers and organisations as well as the relationships with communities and community leaders.

To develop this Strategy Council has undertaken extensive consultation with the community, service providers, educational institutions and a host of other organisations. These consultations have been undertaken in workshop settings, through one-on-one conversations and via surveys. All feedback has been considered and discussed with the relevant parties with a commitment made to drive forward the actions within the strategy.

Greater Shepparton City Council wishes to thank everyone that has contributed to the development of this Strategy and who will be involved in its success. We look forward to working in partnership with our partners and the community to achieve the outcomes identified in this Strategy. Together we can continue to be a welcoming and connected community where everyone feels welcome and encouraged to share their own cultural experiences with others in the community.



**Cr Kim O'Keefe**  
**Mayor**  
 Greater Shepparton City Council



# MULTICULTURALISM IN GREATER SHEPPARTON

An overview of the culturally diverse population in our municipality

65,500

People live  
in Greater Shepparton



15%

Of Greater Shepparton's population  
were born overseas. Compared with  
11% for Regional Victoria



15%

Of the population speak a language  
other than English at home



9,500

In 2016, 9,500 people living in  
Greater Shepparton were  
born overseas.  
1500 more than in 2011



25%

From 2011 to 2016 the number of  
people who speak a language  
other than English at home  
increased by 25% (1,800 people)



Source: Australian Bureau of Statistics 2016

# OUR COMMUNITY

Greater Shepparton is a regional hub that enjoys significant cultural, spiritual and historical heritage, both new and old from our long history of migration to the region.

Greater Shepparton has attracted settlement from a wide range of migrants for a variety of reasons dating back to World War I. Greater Shepparton is very proud of a long migration history and the resulting culturally diverse community that call it home.

Australian Bureau of Statistics (ABS) figures show that the 'Total Overseas – Born' statistic for Greater Shepparton is 9,500 persons. Whilst the ABS is the only formal measure of population, anecdotal evidence from local sector organisations suggest that the overall number of people born overseas is likely to be under represented for Greater Shepparton.

Children enjoy dance moves at  
'Converge on the Goulburn'



# GREATER SHEPPARTON CITY COUNCIL'S VISION

Greater Shepparton City Council's vision is to promote and facilitate good multicultural practice and leadership within and across the municipality. This vision is aligned with the Municipal Association of Victoria's Statement of Commitment to Cultural Diversity.

Greater Shepparton is one of Victoria's great multicultural areas and our diversity is fundamental to our identity, contributing to our economic, social, political and cultural life. Council shares the vision with our community of providing an embracing, and supportive environment, where everyone can celebrate and share their diverse cultures.

Council will continue to work towards creating a more vibrant, cohesive community that celebrates and incorporates aspects of cultural diversity within daily life. It is essential that we continue to be a welcoming place for migrants and multiculturalism into the future and provide appropriate services specific to multicultural communities.



Malayalee dance by members of the Shepparton Malayalee Association. St Georges Road Food Festival

# THE BIGGER PICTURE



**1. One law for all**

**2. Freedom to be yourself**

**3. Discrimination is never acceptable**

**4. A fair go for all**

**5. It is up to all of us to contribute to a Victoria we can be proud of**

# Victorian Values Statement



Sikh Martial Arts performance at  
'Converge on the Goulburn'

# BACKGROUND AND KEY ACHIEVEMENTS SINCE 2012

Considering the cultural diversity of our region, it is imperative that Council highlight its commitment to cultural diversity by continuing to develop a strategy that has direct focus on multiculturalism. In the past, Council has supported diversity through a range of means and has dedicated a Multicultural Development Officer whose role is to support multicultural development within the Greater Shepparton municipality and to enhance participation of our culturally diverse community. In 2012 the first Cultural Diversity and Inclusion Strategy was adopted and was based on valuing community, including their opinions and perspectives, recognising and celebrating diversity and fostering social cohesion. The second Cultural Diversity and Inclusion Strategy was launched in 2015 and was designed to build on the achievements already made by Council and the community through the actions of the first Strategy.

Some of the key outcomes and activities achieved in the delivery of previous strategies include:

- ‘Racism. It stops with me’ campaign
- ‘Refugee Welcome Zone’ status
- St George’s Rd Food Festival as an established Council festival
- Annual Our Community, Our Culture calendar
- Annual Cultural Diversity Week launch and calendar of events
- Cultural Bus Tour to places that are culturally and religiously significant
- Annual Refugee Week launch and calendar of events
- ‘Speed Date a Muslim’ in Greater Shepparton



‘Speed Date a Muslim’.  
Queens Gardens, Shepparton

# DEVELOPMENT OF THE MULTICULTURAL STRATEGY 2019-2022

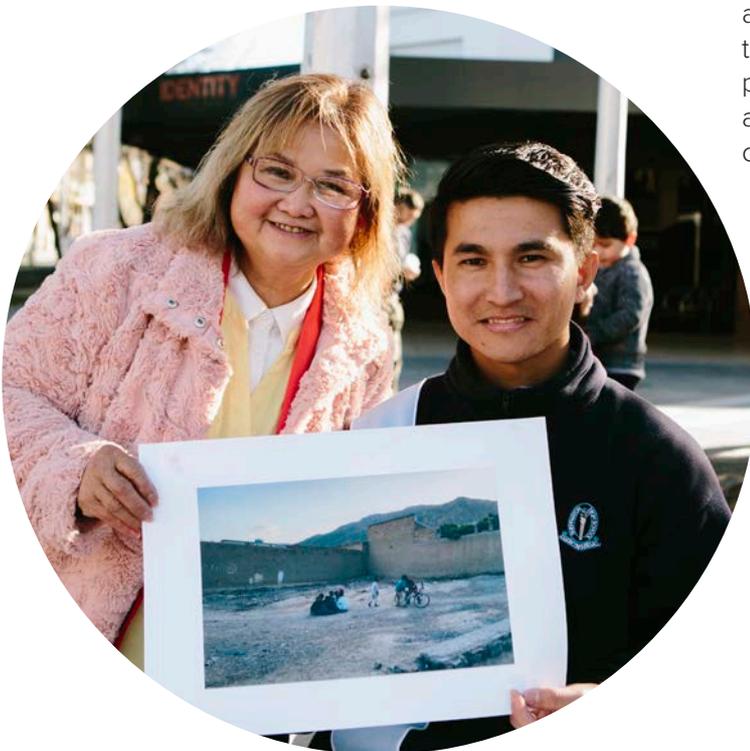
This Strategy has been developed based on engagement with community, current research and literature and other related strategies and plans of Council. Community events and broader consultations were used to connect with and discuss the future of multiculturalism in Greater Shepparton. Council used a variety of consultation methods to ensure a diverse range of community and organisations were consulted and part of the planning process.

This Strategy is encompassed within the social theme of the Council Plan 2017-2021 and linked directly to objective 2.7 'Greater Shepparton is valued for cultural celebrations, inclusion and engagement of our diverse communities'.

The Council plan is the key tool that drives the strategic direction of Council over the next four years and is a requirement under the local Government Act (1989).

The development of this Strategy is designed to build on the work already undertaken and to strengthen partnerships between Council and the regions multicultural communities, service providers and other cultural stakeholders. It is inclusive of the entire community with a special focus on multicultural communities.

As our community in Greater Shepparton continues to embrace inclusiveness and develop a greater understanding of multiculturalism, this Strategy takes a holistic view on all multicultural opportunities. The previous Cultural Diversity and Inclusion Strategies set the foundation for this new Multicultural Strategy. This Strategy places a stronger emphasis on acceptance and understanding whilst encapsulating the celebration of cultural diversity.



Community conversation during the launch of Refugee Week 2018

## Community Consultation

An overview of the community consultation taken to advise Council on the development of the Multicultural Strategy 2019-2022



# THE ACTION PLAN

This Strategy complements the significant range of activities that already contribute to building social cohesion through existing council policies, strategies and plans. It identifies directions and actions where a collaborative effort by Council, organisations, groups and individuals jointly deliver outcomes that enhance the social cohesiveness of our community.

This Strategy will be implemented by Greater Shepparton City Council and partners through the associated Action Plan. Council encourages all local organisations and businesses to adopt the values of the Multicultural Strategy and support the implementation of the Plan.

Any actions from the Plan requiring additional resources will be considered through Council's annual budgetary processes.

Priority areas in this action plan will focus the delivery of actions through the following three priority areas:

## Valuing Cultural Diversity

Acceptance and recognition of diverse cultures enriches experiences for people from all walks of life. Taking steps to settle and engage new and established residents, and visitors in a matter that welcomes and connects them to the Greater Shepparton community will build a sense of belonging.

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## Accessing Opportunity

Fostering of relationships, creating opportunities and accessing education, business and employment services will provide for improved skills and career opportunities. The promotion and effective involvement of people from a multicultural background in these activities will support a prosperous future for all.

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## Enabling Contribution and Participation

Expanding knowledge and fostering an environment that enables people from a multicultural background to actively contribute and participate in community life, will strengthen the cohesiveness of our community.

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The Multicultural Strategy 2019-2022 and associated Action Plan is considered a living document and will be reviewed and reported on by Council annually.

## Key Agencies

The following are the key agencies that will partner with Greater Shepparton City Council to deliver the actions of the Multicultural Strategy 2019-2022:

- Ethnic Council of Shepparton and District Inc.
- Primary Care Connect
- Shepparton Interfaith Network
- Emergency Services Network
- Goulburn Valley Business Rural and Industry Network
- Department of Health and Human Services
- Greater Shepparton Family Violence Prevention Network
- Multicultural Arts Victoria
- Centre for Multicultural Youth
- Community Hubs
- Uniting
- Victoria Police
- GOTAFE
- GV Libraries
- Department of Justice
- Beyond Housing
- Berry Street
- FamilyCare
- GV Health
- Youth Services
- Neighbourhood Houses
- Other service providers within the municipality who have an interest in certain actions within the Strategy

## Definitions

**Community** People living or working within Greater Shepparton.

**Council** Greater Shepparton City Council.

**Diversity** The use of the word diversity in this Multicultural Strategy refers to cultural diversity.

**Volunteers** People in Greater Shepparton who willingly give up their time for the common good and without financial gain.

**Australia's First Peoples** A person who is of an Aboriginal descent, a person who identifies as an Aboriginal, or a person who is accepted as an Aboriginal person by the community in which he or she lives.

**Local Organisations** Local organisation within the municipality with an interest in certain actions within the Strategy.

**CALD Community** Members of the community that are from a multicultural background and speak a language other than English.

**Multicultural Community** Members of the community that identify to be from a multicultural background.

**Social Cohesion** A socially cohesive community is one which works towards the wellbeing of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility.

**Inclusion** All people have the right to feel respected and appreciated as valuable members of the community.

# GREATER SHEPPARTON MULTICULTURAL STRATEGY 2019-2022 – ACTION PLAN

## 1. Valuing Cultural Diversity

Acceptance and recognition of diverse cultures enriches experiences for people from all walks of life. Taking steps to settle and engage new and established residents, and visitors in a matter that welcomes and connects them to the Greater Shepparton community will build a sense of belonging.

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 1.1	Continue to provide significant cultural festivals and events to support the community to showcase their many cultures	Council to continue to coordinate Converge on the Goulburn and St George's Rd Food Festival in partnership with community and funding bodies	GSCC (Events) Shepparton Festival Community Local Organisations	Annually
VCD 1.2		Coordinate a committee of local service providers and organisations to deliver a collaborative event for Cultural Diversity Week and Refugee Week	GSCC (Multicultural Development Officer) Local Service Providers Local Organisations Local Businesses Community	Annually
VCD 1.3		Develop a Cultural Diversity Week and Refugee Week calendar of events highlighting the events and programs taking place across the municipality	GSCC (Multicultural Development Officer) Local Service Providers Local Organisations	Annually
VCD 2.1	Support public events that educate the wider community on cultural and religiously significant days	Council to support community lead events by assisting with planning, promoting and providing access to council owned spaces	GSCC (Multicultural Development Officer) Multicultural Community Local Organisations	Ongoing
VCD 2.2		Conduct a minimum of one information session to guide and support the CALD community to lead their own events	GSCC (Multicultural Development Officer) GSCC (Events) GSCC (Risk and Assurance) GSCC (Marketing and Communications)	Annually
VCD 2.3		Investigate the opportunity to create a biannual Multicultural Public Forum	GSCC (Multicultural Development Officer) Ethnic Council of Shepparton and District Inc. Local Organisations Local Businesses	2019
VCD 2.4		Support multicultural community groups to hold events that celebrate their culture in small towns	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) GSCC (Economic Development) Multicultural Community Local Businesses	2021

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 3.1	Provide and support public places and spaces that contribute	Investigate the opportunity to provide a space in the CBD for communities to showcase their culture	GSCC (Multicultural Development Officer) GSCC (Economic Development) Multicultural Community	2019
VCD 3.2	to a sense of belonging for people from multicultural backgrounds	Investigate the opportunity to showcase the rich history of migration in the area through art	GSCC (Multicultural Development Officer) GSCC (Economic Development) Local Organisations Multicultural Community	2020
VCD 3.3		Promote community spaces within the municipality that are culturally appropriate to multicultural communities	GSCC (Multicultural Development Officer) Ethnic Council of Shepparton and District Inc. African House Philippine House Local Organisations	Annually
VCD 4.1	Promote our multicultural precincts	Coordinate St George's Rd Food Festival	GSCC (Events) Local Organisations Local Businesses GSCC (Environmental Health) GSCC (Multicultural Development Officer)	Annually
VCD 4.2		Introduce the community to our multicultural precincts through tours	GSCC (Multicultural Development Officer) GSCC (Events) Ethnic Council of Shepparton and District Inc. Local Businesses	Annually
VCD 5.1	Undertake regular consultation and engagement with the multicultural communities	Investigate the opportunity to establish a community representative committee to consult with on multicultural matters	Ethnic Council of Shepparton and District Inc. GSCC (Multicultural Development Officer) Multicultural Community Local Organisations	2019
VCD 5.2		Attend and support existing consultation and engagement opportunities	GSCC (Multicultural Development Officer) Local Organisations Multicultural Community	Ongoing
VCD 6.1	Celebrate and recognise new citizens	Hold a minimum of two citizenship ceremonies within large scale events	GSCC (Multicultural Development Officer) GSCC (Governance)	Annually
VCD 6.2		Investigate the opportunity to introduce awards that recognise new citizens during the annual Volunteer and Australian of the year awards	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) GSCC (Events)	2020
VCD 7.1	Provide recreational opportunities for multicultural communities that are culturally appropriate	Work with local sport facilities and organisation to identify, promote and engage multicultural communities in active activities	GSCC (Multicultural Development Officer) GSCC (Active Living) Aquamoves Sporting Organisations	Annually
VCD 7.2		Provide a minimum of one education workshop on available free and low-cost recreational opportunities for multicultural communities	GSCC (Multicultural Development Officer) GSCC (Active Living) Sporting Organisations	Annually
VCD 8.1	Promote Council events to multicultural communities	Promote Council events and activities through targeted multicultural media and key community members	GSCC (Multicultural Development Officer) GSCC (Marketing and Communications) Local Organisations	Ongoing

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 9.1	Promote local multicultural art, artists and performers	Identify opportunities to collaborate with local organisations to create a Multicultural Art Exhibition	GSCC (Multicultural Development Officer) Local Organisations Shepparton Art Museum	Annually
VCD 9.2		Support upcoming performers by involving them in large scale events such as Converge on the Goulburn and St George's Rd Food Festival	GSCC (Multicultural Development Officer) GSCC (Youth) Local Organisations	2021
VCD 9.3		Promote local art workshops to multicultural communities	GSCC (Multicultural Development Officer) Local Organisations Shepparton Art Museum	Ongoing
VCD 10.1	Continue to support initiatives that support reducing racism and discrimination	Support and promote anti-racism initiatives, campaigns and workshops	GSCC (Multicultural Development Officer) Local Organisations Victoria Police	Annually
VCD 11.1	Provide public education on culture and religion to improve knowledge and understanding	Develop annual 'Our Community, Our Culture' calendar highlighting information on important cultural and religious dates and incorporating local images	GSCC (Multicultural Development Officer) Shepparton Interfaith Network Local Organisations Multicultural Community	Annually
VCD 11.2		Provide a minimum of one Multicultural Bus Tour to the public per year	GSCC (Multicultural Development Officer) Local Organisations Multicultural Community	Annually
VCD 11.3		Investigate the opportunity to provide educational presentations to schools and organisations about multiculturalism in Greater Shepparton	GSCC (Multicultural Development Officer) Local Schools Local Organisations	2022

*"I am proud of Greater Shepparton's multicultural community.  
It makes it so much better to live in a community that has such diversity."*

Greater Shepparton City Council – Multicultural Strategy Survey - 2018

## 2. Accessing Opportunity

Fostering of relationships, creating opportunities and accessing education, business and employment services will provide for improved skills and career opportunities. The promotion and effective involvement of people from a multicultural background in these activities will support a prosperous future for all.

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
<b>AO 1.1</b>	Promote and support multicultural community volunteering to increase social connectedness	Distribute relevant information on volunteering opportunities to multicultural communities	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) Multicultural Community	Annually
<b>AO 1.2</b>		Provide a minimum of one information session per year on volunteering opportunities in Greater Shepparton	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) Volunteer Managers Network	2021
<b>AO 2.1</b>	Promote available aged and disability services to the multicultural communities	Promote Council's aged and disability services	GSCC (Multicultural Development Officer) GSCC (Aged and Disability)	Ongoing
<b>AO 2.2</b>		Distribute relevant information on aged and disability services to multicultural communities	GSCC (Multicultural Development Officer) GSCC (Aged and Disability) Local Organisations	Ongoing
<b>AO 3.1</b>	Raise awareness of Australian Laws within the multicultural communities	Conduct a minimum of one multicultural community awareness session annually to raise awareness of Australian Laws	GSCC (Multicultural Development Officer) GSCC (Community Safety Officer) Victoria Police Local Organisations	Annually
<b>AO 4.1</b>	Create stronger relationships between emergency services and the multicultural communities	Provide opportunities for emergency services and the multicultural community to engage and mutually understand the roles of each party including representation at cultural events	GSCC (Multicultural Development Officer) GSCC (Emergency Management) GSCC (Community Safety Officer) Emergency Service Providers	Ongoing
<b>AO 4.2</b>		Support initiatives that educate multicultural communities to better understand emergency hazards and how to connect with the emergency services, information and service providers	GSCC (Multicultural Development Officer) GSCC (Emergency Management) Emergency Service Providers	Annually
<b>AO 5.1</b>	Encourage education programs and initiatives that prevent or reduce Family Violence, including the impact on individuals and community	Support Victoria Police and the Greater Shepparton Family Violence Prevention Network in identifying opportunities to raise awareness of primary prevention of family violence within multicultural communities	GSCC (Multicultural Development Officer) GSCC (Community Safety Officer) Victoria Police Local Organisations Greater Shepparton Family Violence Prevention Network	Annually
<b>AO 6.1</b>	Support the education of the risks of alcohol and other drugs	Explore and apply for external funding opportunities to implement community education sessions for the multicultural community regarding alcohol and other drugs	GSCC (Multicultural Development Officer) GSCC (Community Safety Officer) GSCC (Youth Officer)	Annually

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
<b>AO 7.1</b>	Assist communities in the establishment of business and social enterprises	Work in collaboration with business industry support agencies to provide opportunities to educate and support multicultural communities to promote entrepreneurship	GSCC (Multicultural Development Officer) GSCC (Business Development Coordinator) Ethnic Council of Shepparton and District Inc. Local Organisations Local Businesses	Annually
<b>AO 8.1</b>	Support leadership within the multicultural communities	Engage with and support the multicultural community to participate in the Greater Shepparton Community Leadership Program	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) Local Organisations	Ongoing
<b>AO 8.2</b>	Develop multicultural communities capacity to apply for funding	Facilitate a minimum of one grants workshop for multicultural communities per year	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) GSCC (Grants)	Annually
<b>AO 9.1</b>	Identify and promote work experience programs to the multicultural community	Explore opportunities for work experience to the Multicultural community	GSCC (Multicultural Development Officer) GSCC (People and Performance) Local Businesses	2019
<b>AO 10.1</b>	Maximise participation in interpretation courses to provide more local interpreters	Promote available interpreter courses locally as they become available	GSCC (Multicultural Development Officer) GOTAFE Local Organisations	Ongoing
<b>AO 11.1</b>	Increase the utilisation of local libraries by the multicultural communities	Promote programs, events and services by the local libraries to multicultural communities	GV Libraries GSCC (Multicultural Development Officer)	Ongoing
<b>AO 11.2</b>		Work with and support GV Libraries to run workshops in the libraries	GSCC (Multicultural Development Officer) GV Libraries	2022

*“Thank you for supporting the diversity in the community. We need to have more people embrace, the richness multiculturalism bring to us.”*

Greater Shepparton City Council – Multicultural Strategy Survey - 2018

### 3. Enabling Contribution and Participation

Expanding knowledge and fostering an environment that enables people from a multicultural background to actively contribute and participate in community life, will strengthen the cohesiveness of our community.

	<b>ACTION</b>	<b>MEASURE</b>	<b>RESPONSIBILITY/PARTNERS</b>	<b>YEAR</b>
<b>EPC 1.1</b>	Increase the cultural diversity of staff in Council,	Promote Council jobs to multicultural communities	GSCC (Multicultural Development Officer) GSCC (People and Development) GSCC (Marketing and Communication)	Annually
<b>EPC 1.2</b>	local businesses and organisations	Provide an information session on Council's recruitment procedures and job opportunities	GSCC (Multicultural Development Officer) GSCC (People and Development)	2022
<b>EPC 1.3</b>		Support initiatives that promote and support skilled multicultural community members to local business and organisations	GSCC (Multicultural Development Officer) GSCC (Economic Development) Local Organisations Local Businesses	Annually
<b>EPC 2.1</b>	Explore opportunities for work experience, apprenticeship and traineeships for the multicultural communities	Promote work experience, apprenticeship and traineeship opportunities to multicultural communities	GSCC (Multicultural Development Officer) GSCC (People and Development) Local Organisations Local Businesses	Ongoing
<b>EPC 2.2</b>		Explore the opportunity to provide multicultural students with work experience at Council	GSCC (Multicultural Development Officer) GSCC (People and Development) GOTAFE Registered Training Organisations	Annually
<b>EPC 3.1</b>	Provide opportunities for consultation and feedback to ensure that any new or redeveloped public buildings are designed to be more culturally appropriate	Promote consultation opportunities as they arise	GSCC (Multicultural Development Officer)	Ongoing
<b>EPC 4.1</b>	Facilitate and educate the multicultural community on the building and planning permit application processes	Provide a minimum of one information session per year on building and planning permit application processes	GSCC (Building and Planning) GSCC (Multicultural Development Officer)	Annually
<b>EPC 5.1</b>	Promote the need for suitable and affordable accommodation options in Greater Shepparton	Advocate for greater availability of housing options in Greater Shepparton for our community	GSCC (Multicultural Development Officer) GSCC (Building and Planning) Department of Health & Human Services Beyond Housing	Ongoing

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
<b>EPC 6.1</b>	Continue to increase Council staff knowledge, skills and awareness on multiculturalism	Provide new employees with an educational presentation as part of the Council induction process	GSCC (Multicultural Development Officer) GSCC (People and Development)	2019
<b>EPC 6.2</b>		Review of Language Service Procedure four yearly	GSCC (Multicultural Development Officer)	2019
<b>EPC 6.3</b>		Make available cultural awareness training to employees on an annual basis	GSCC (People and Development) GSCC (Multicultural Development Officer)	Ongoing
<b>EPC 6.4</b>		Multicultural Development Officer to attend a minimum of four Council staff department meetings per year	GSCC (Multicultural Development Officer) GSCC (All Departments)	Annually
<b>EPC 7.1</b>	Continue to improve information of Council services	Undertake regular promotions of the MILS to the community	GSCC (Multicultural Development Officer) GSCC (Marketing and Communications)	Annually
<b>EPC 7.2</b>		Undertake annual review of information available on the MILS for accuracy	GSCC (Multicultural Development Officer)	Annually
<b>EPC 7.3</b>		Continue to provide translated Council material to multicultural communities	GSCC (All Departments)	Ongoing
<b>EPC 8.1</b>	Continue advocacy and partnerships on key networks and working groups to support the multicultural communities in Greater Shepparton	Maintain representation and attend policy making working groups and key network meetings	GSCC (Multicultural Development Officer) GSCC (Manager of Neighbourhoods)	Annually
<b>EPC 9.1</b>	Ensure that council services are culturally appropriate to multicultural communities	Regularly review work practices to ensure that all services provided by council are culturally appropriate	GSCC (All Departments)	Ongoing

*“I believe that the level of multiculturalism in Shepparton is one of its strengths.”*

Greater Shepparton City Council – Multicultural Strategy Survey - 2018



## CONTACT US

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Join the conversation:    

**RACISM. IT STOPS WITH ME**



<b>Theme 1: Valuing Cultural Diversity</b>		
<b>ACTION</b>	<b>MEASURE</b>	<b>ACTIONED IN 2022</b>
<b>Continue to provide significant cultural festivals and events to support the community to showcase their many cultures</b>	1.1 Council to continue to coordinate Converge on the Goulburn and St George's Rd Food Festival in partnership with community and funding bodies	Supported and delivered a range of culturally significant community events and programs, including but not limited to: Converge - 19 March 2022 St Georges Road Food Festival - 29 January 2022 & 16 October 2022 (cancelled and some components moved to Fryers Street Food Festival) Participation and support of culturally diverse food vendors at the following Council lead events: Illuminate - 25 March 2022 & 26 March 2022 White Night - 25 June 2022
	1.2 Coordinate a committee of local service providers and organisations to deliver a collaborative event for Cultural Diversity Week	Council led meetings and communication with key service providers to allow for a coordinated program for Cultural Diversity Week activities within the region. This work led to the production and distribution of the Greater Shepparton Cultural Diversity Week Calendar of Activities. Community activities included paddle boarding at Victoria Park Lake, Cultural Diversity Morning Tea at Shepparton Senior Citizens, Culture Calendar Art which has been displayed at community locations including GOTAFE, Shepparton Library and the Volunteer Awards. Internally led activities to celebrate Cultural Diversity Week included a staff Cultural Bus Tour (in partnership with Ethnic Council of Shepparton & District), craft, henna painting and department morning teas.
	1.3 Develop a Cultural Diversity Week calendar of events highlighting the events and programs taking place across the municipality	Refer to 1.2 above.
<b>Support public events that educate the wider community on cultural and religiously significant days</b>	2.1 Council to support community led events by assisting with planning, promoting and providing access to Council owned spaces	Supported the Buddhist community VESAK celebration through the use of a Council owned space (Queens Garden) and coordinated the attendance of the Mayor and Councillors as well as staff to attend and celebrate together. Provided support to the Ethnic Council of Shepparton & District to organise a Cultural Diversity Week Morning Tea and assisted with planning, promoting and providing access to Council owned spaces (Senior Citizen Centre). Other events supported included Holi Festival with the Nepalese community and ONAM Festival with the Malayalee community, Wise Well Women Women's Health Expo, Learn to Swim program, Picnic for Peace and St Georges Road Community Hub programs. Financial and volunteer support provided to the 2022 St. Pauls Taste of African Cultures Festival. The support of Council's Dates of Acknowledgement/Significance increases promotion and awareness of significant cultural events and activities to the Greater Shepparton community across Council's social media platforms. Council's Multicultural Development Officer provides content to support Marketing and Communications when preparing social media posts to acknowledge dates of significance.

	2.2 Conduct a minimum of one information session to guide and support the CALD community to lead their own events	As part of the Events Capacity Building Program a workshop on preparing risk plans for events was held on 27 September 2022, this was promoted to the multicultural communities. The event was booked out and attended by some of our multicultural communities.
	2.3 Investigate the opportunity to create a biannual Multicultural Public Forum	COVID 19 has impacted on the ability to plan this proposed event. To be explored as part of the next action plan, if still identified as a need.
	2.4 Support multicultural community groups to hold events that celebrate their culture in small towns	Supported Reboot Your Mojo in Tatura 2022 by providing event planning advice and organising and funding the entertainment and road closure. This event was designed to reconnect the community after extended lockdown restrictions to connect and re-connect many members of the multicultural community with the wider community. This event was ran in partnership between Council Tatura Community Centre and had over 400 attendees.
<b>Provide and support public places and spaces that contribute to a sense of belonging for people from multicultural backgrounds</b>	3.1 Investigate the opportunity to provide a space in the CBD for communities to showcase their culture	No activities were held due to COVID-19 restrictions and mall redevelopment.
	3.2 Investigate the opportunity to showcase the rich history of migration in the area through art	Multicultural artists were given the opportunity to perform and display their work at Converge on the Goulburn which included sketching , paintings and henna.
	3.3 Promote community spaces within the municipality that are culturally appropriate to multicultural communities	Continued promotion of community spaces within the municipality including St. Paul's African House, St Georges Road Shopping Precinct, Philippine House, St Georges Road Community Hub. These spaces are promoted in response to enquiries from the public or organisations looking for spaces to hold their events or find spaces for meetings.
<b>Promote our multicultural precincts</b>	4.1 Coordinate St George's Rd Food Festival	Refer to 1.1
	4.2 Introduce the community to our multicultural precincts through tours	Refer to 3.3
<b>Undertake regular consultation and engagement with the multicultural communities</b>	5.1 Investigate the opportunity to establish a community representative committee to consult with on multicultural matters	The Multicultural Development Officer is a member of the Regional Advisory Committee for the Victorian Multicultural Commission (VMC), Greater Shepparton Secondary College Cultural Inclusion Sub-Committee. Team Leader Diversity is a member of Greater Shepparton Cultural Inclusion Roundtable (VMC) and One Mob Project Group.
	5.2 Attend and support existing consultation and engagement opportunities	Continued conversations and consultation with key agencies including Ethnic Council of Shepparton & District, Community Hubs, Victorian Equal Opportunity and Human Rights Commission, Victoria Police, Wise Well Women Community Health Educators, GOTAFE, Goulburn Valley Library, St Paul's African House, The Doors Bells, Victorian Multicultural Commission and Greater Shepparton Secondary College to lead and assist on the delivery of engagement opportunities for the community including: Seniors Week, Cultural Diversity Week, Refugee Week, Culture Kitchen, education programs, partnership opportunities and supporting existing projects.

<b>Hold a minimum of two citizenship ceremonies within large scale events</b>	6.1 Hold a minimum of two citizenship ceremonies within large scale events	Citizenship ceremonies are held as part of the Australia Day award ceremonies and bi monthly at Eastbank. Discussions held with events team to incorporate citizenship into other large events options include St Georges Road Food Festival and Converge. The events team are open to having citizenship ceremonies at these events and will be considered in the future planning of these events. Discussions will now be held with Governance to move some of the citizenship ceremonies from Eastbank to these events.
	6.2 Investigate the opportunity to introduce awards that recognise new citizens during the annual Volunteer and Australian of the year awards	Further discussion with relevant internal departments to be held in 2022 to explore as part of 2023 programs.
<b>Provide recreational opportunities for multicultural communities that are culturally appropriate</b>	7.1 Work with local sport facilities and organisation to identify, promote and engage multicultural communities in active activities	Council worked with sporting facilities to organise, promote and engage with multicultural communities in active activities, some of the activities included but not limited to: Activities in the Park program Stand up paddle boarding with Aquamoves Women's only Swimming throughout the year Promotion of This Girl Can campaign and events through social media (Facebook Culture Chat) Partnered with Life Saving Victoria, Ethnic Council, St Georges Road Community Hub and created a learn to swim program for the multicultural community Ongoing - Active events promoted through Multicultural Newsletter & Culture Chat
	7.2 Provide a minimum of one education workshop on available free and low-cost recreational opportunities for multicultural communities	Active Living attended St Georges Road Food Festival and Converge on the Goulburn the two largest multicultural festivals in Greater Shepparton to promote upcoming free and low cost activities as well as the permanent recreational opportunities to the multicultural community. Small town community meetings were also attended.
<b>Promote Council events to multicultural communities</b>	8.1 Promote Council events and activities through targeted multicultural media and key community members	The multicultural newsletter is distributed to over 160 agencies and individuals on a monthly basis. Information for this newsletter comes from Council and community organisations. Promotion of Council led events and activities through social media platforms used by the Multicultural community and agencies including Facebook, Viber and What's App.
<b>Promote local multicultural art, artists and performers</b>	9.1 Identify opportunities to collaborate with local organisations to create a Multicultural Art Exhibition	In collaboration with Goulburn Valley Library, Council arranged a Multicultural Art Exhibition display at library during Refugee Week 2022. The Multicultural Art Exhibition was also displayed at the 2022 Volunteer Awards and at GOTAFE during Cultural Diversity Week.

	9.2 Support upcoming performers by involving them in large scale events such as Converge on the Goulburn and St George's Rd Food Festival	<p>Council Included new multicultural performers and Master of Ceremonies into the St Georges Road Food Festival and Converge such as:</p> <ul style="list-style-type: none"> <li>● Lawi from African Community</li> <li>● University of the Third Age (U3A ) performers</li> <li>● Angelina &amp; Josh</li> <li>● EZZY</li> <li>● Nesian Blue</li> <li>● Diarrha</li> <li>● Simaika Family</li> <li>● Teine Savaii</li> <li>● Ada Kolvani</li> <li>● Junu Shrestha</li> <li>● Emmanuel Kitungano</li> <li>● Kim Chu</li> <li>● Brundian Youth Girls Dance Group</li> </ul>
	9.3 Promote local art workshops to multicultural communities	<p>Promoted local artwork shops through Facebook culture chat such as:</p> <ul style="list-style-type: none"> <li>● Craftanoon</li> <li>● Nature Photography Workshop</li> <li>● Turtle Muster Workshop</li> <li>● Pouring Art</li> <li>● Bead It</li> <li>● Carol's Art Workshop</li> <li>● Kite Making Workshop</li> </ul>
<b>Continue to support initiatives that support reducing racism and discrimination</b>	10.1 Support and promote anti-racism initiatives, campaigns and workshops	<p>Council continued to support and promote anti-racism by promoting events like Picnic for Peace, International Day of Peace, Harmony Champs, Refugee Week through Social Media and the Multicultural Newsletter.</p> <p>Council in collaboration with the Victorian Equal Opportunity and Human Rights Commission partnered to run an online information session in March to educate and empower multicultural and multifaith communities about racism, understanding your rights and taking action.</p>
<b>Provide public education on culture and religion to improve knowledge and understanding</b>	11.1 Develop annual 'Our Community, Our Culture' calendar highlighting information on important cultural and religious dates and incorporating local images	<p>A cultural calendar was created to highlight dates of cultural and religious significance for the community. This calendar was augmented by highlighting the multicultural community contributions to society through events in a series of photos.</p>

	11.2 Provide a minimum of one Multicultural Bus Tour to the public per year	Council organised a Cultural Bus Tour for staff on 21 March 2022 to give attendees an opportunity to learn more about the communities in our region. This excursion aimed to provide staff with informal cultural awareness training through visiting a number of significant multicultural places within Greater Shepparton. Council also supported the public Cultural Bus Tour which was by organised by Ethnic Council of Shepparton & District on 20 June 2022, by promoting their event through our Multicultural Newsletter, Facebook Culture Chat and internally for staff.
	11.3 Investigate the opportunity to provide educational presentations to schools and organisations about multiculturalism in Greater Shepparton	The Multicultural Development Officer is a member of the Greater Shepparton Secondary College Cultural Inclusion Sub Committee with the purpose of advising on ways to establish trust between teachers and the multicultural community. The Team Leader Diversity represents Councils on the Greater Shepparton Lighthouse Project Secondary and Transition Leadership Table with the purpose of providing direct input into educational and work opportunities for young people. The Team Leader Diversity is a member of the Victorian Multicultural Commission Cultural Inclusion Roundtable and the One-Mob Working Group. The purpose of Council's role in these committees to provide advice and support to anti-racism events, activities and programs for young people.
<b>Theme 2: Accessing Opportunity</b>		
<b>ACTION</b>	<b>MEASURE</b>	<b>ACTIONED IN 2022</b>
<b>Promote and support multicultural community volunteering to increase social connectedness</b>	1.1 Distribute relevant information on volunteering opportunities to multicultural communities	Promoted volunteering opportunities to multicultural community via the Multicultural Newsletter, email and social media platforms. This included events such as St Georges Road Food Festival, Converge on the Goulburn, Under 17 Asian Cup Qualifier and White Night.
	1.2 Provide a minimum of one information session per year on volunteering opportunities in Greater Shepparton	Volunteering has been significantly impacted by COVID 19. Council facilitates the Greater Shepparton Volunteer Manager's Network and 35 agencies are represented on this network and have participated in training and development opportunities throughout 2022.
<b>Promote available aged and disability services to the multicultural communities</b>	2.1 Promote Council's aged and disability services	Continued to promote to external agencies and the public Council's aged and disability services and programs. Information provided through social media, e-mail databases, newsletters.
	2.2 Distribute relevant information on aged and disability services to multicultural communities	Distribution of publicity materials from agencies including Verney Road School, GV Connect, Interreach, Network of Disability Services, Shepparton Access to Multicultural communities via Multicultural Development Officer and Access & Inclusion Officer.
<b>Raise awareness of Australian Laws within the multicultural communities</b>	3.1 Conduct a minimum of one multicultural community awareness session annually to raise awareness of Australian Laws	COVID Mobile Information Hub was supported by uniting bi-lingual workers, this created an opportunity to explain the current health regulations in peoples native language. Victoria Police attended large multicultural festivals such as St Georges Road Food Festival and Converge on the Goulburn to provide opportunities for the multicultural community to engage with officers.

<b>Create stronger relationships between emergency services and the multicultural communities</b>	4.1 Provide opportunities for emergency services and the multicultural community to engage and mutually understand the roles of each party including representation at cultural events	Council in partnership with Emergency Services and a range of community agencies have organised an Emergency Service Expo Event for the Multicultural Community on 15 October 22. This event was cancelled due to the flood disaster. We will look to run this event again in 2023. Emergency services attended St Georges Road Food Festival and Converge on the Goulburn where they were able to engage and educate the multicultural community of their role.
	4.2 Support initiatives that educate multicultural communities to better understand emergency hazards and how to connect with the emergency services, information and service providers	As per 4.1 Council established a formal agreement with Wise Well Women to engage their Community Health Educators to support the multicultural community in the relief and recovery following the October flood event. This Agreement remains in place until April 2023 and the work includes translation and distribution of flood related materials, case management support, placement of Community Health Educators at Flood Recovery Centres, support to the Impact Assessment Teams and working in a strong partnership approach with key multicultural agencies.
<b>Encourage education programs and initiatives that prevent or reduce Family Violence, including the impact on individuals and community</b>	5.1 Support Victoria Police and the Greater Shepparton Family Violence Prevention Network in identifying opportunities to raise awareness of primary prevention of family violence within multicultural communities	Council led community safety programs such as 16 Days of Activism against Family Violence which is scheduled to be held on 25 November 2022. Council partnered with Women's Health Goulburn North East to run the program Conversations in the Chair. This was an information session for hairdressers, beauty therapists and others in the personal service industry interested in increasing their awareness of gender-based violence in the community and how to best support clients who may disclose family violence issues. This was held in June 2022 at Kidstown. The diversity team promoted this to the multicultural community.
<b>Support the education of the risks of alcohol and other drugs</b>	6.1 Explore and apply for external funding opportunities to implement community education sessions for the multicultural community regarding alcohol and other drugs	Continuing to look for grant opportunities for education sessions on alcohol and drugs to deliver to the Multicultural communities in 2023, if identified as a priority for the next iteration of the Multicultural Strategy.
<b>Assist communities in the establishment of business and social enterprises</b>	7.1 Work in collaboration with business industry support agencies to provide opportunities to educate and support multicultural communities to promote entrepreneurship	Council held four sessions in the regions small towns which focused on business leadership, these events were promoted to the multicultural community.  Careers Day Out was held in May 2022. This event hosted a range of workshops, demonstrations and talks to provide students with the opportunity to engage and interact with local businesses and trades to see what the workplace is all about. This event was attended by many students with culturally diverse backgrounds. Council was a sponsor and exhibitor at this event.
<b>Support leadership within the multicultural communities</b>	8.1 Engage with and support the multicultural community to participate in the Greater Shepparton Community Leadership Program	Council annually provides an opportunity for the Multicultural community to participate in the Community Leadership Program. This program is intended for existing and emerging leaders in the community who wish to develop and up-skill their leadership capacity. The Community Leadership Program is a free program delivered from March through to June 2022, with the capacity to take on 20 new participants each year. This opportunity was promoted to the multicultural community through social media.

<b>Develop multicultural communities capacity to apply for funding</b>	8.2 Facilitate a minimum of one grants workshop for multicultural communities per year	Council provided two grant information sessions held in July and August which were promoted to the multicultural community using social media. A grants writing workshop was also held in June which was promoted to the multicultural community using Culture Chat.
<b>Identify and promote work experience programs to the multicultural community</b>	9.1 Explore opportunities for work experience to the Multicultural community	Council is exploring opportunities with external and internal agencies for the Multicultural community to obtain work experience through discussion with Education First Youth Foyer, GOTAFE and Business Centre.
<b>Maximise participation in interpretation courses to provide more local interpreters</b>	10.1 Promote available interpreter courses locally as they become available	Council is continuing to find opportunities of interpreter courses to promote to the Multicultural communities. An upcoming course is the RMIT University interpreter scholarships 2023 which will be promoted to the multicultural community.
<b>Increase the utilisation of local libraries by the multicultural communities</b>	11.1 Promote programs, events and services by the local libraries to multicultural communities	The Greater Shepparton Women's Charter Advisory Committee supported and participated in the Rural Women's Forum held at the Shepparton Library in 2022. Programs, activities and services of the GV Libraries are regularly promoted through networks.
	11.2 Work with and support GV Libraries to run workshops in the libraries	Ongoing discussions around promotion of services and programs to assist Culturally and linguistically diverse (CALD) communities. A display of services and programs was included in Multicultural week.
<b>Theme 3: Enabling Contribution &amp; Participation</b>		
<b>ACTION</b>	<b>MEASURE</b>	<b>ACTIONED IN 2022</b>
<b>Increase the cultural diversity of staff in Council, local businesses and organisations</b>	1.1 Promote Council jobs to multicultural communities	Promoted Council jobs to Multicultural community through the Multicultural Newsletter and through Culture Chat.
	1.2 Provide an information session on Council's recruitment procedures and job opportunities	The Greater Shepparton Women's Charter Advisory Committee supported and participated in the Rural Women's Forum held at the Shepparton Library in 2022. The focus of the Council discussions at this forum was how to access and apply for job opportunities at Greater Shepparton City Council.
	1.3 Support initiatives that promote and support skilled multicultural community members to local business and organisations	Support will be provided to the skilled multicultural community members (Preparation for Professional Employment Program) which is scheduled for 29 September 2022. This event was cancelled and will be re-assessed in the new year.
<b>Explore opportunities for work experience, apprenticeship and traineeships for the multicultural communities</b>	2.1 Promote work experience, apprenticeship and traineeship opportunities to multicultural communities	Refer to AO 9.1
	2.2 Explore the opportunity to provide multicultural students with work experience at Council	Request for work experience and placement are facilitated by People and Development. Promotion of how to access work experience and placement has been provided through direct links with local schools, participation at the Careers Day Out Expo and one on one discussions with young people. Council's Multicultural Development Officer is working with the Partnerships and Marketing Coordinator to attend expos and schools to increase awareness and engagement with students in this area.

<b>Provide opportunities for consultation and feedback to ensure any new or redeveloped public buildings are designed to be more culturally appropriate</b>	3.1 Promote consultation opportunities as they arise	Regular promotion of various opportunities through the Multicultural Newsletter.
<b>Facilitate and educate the multicultural community on the building and planning permit application processes</b>	4.1 Provide a minimum of one information session per year on building and planning permit application processes	No information sessions were held on building and planning, there was an information session on statutory planning planned for November which has been cancelled due to the floods.
<b>Promote the need for suitable and affordable accommodation options in Greater Shepparton</b>	5.1 Advocate for greater availability of housing options in Greater Shepparton for our community	The Greater Shepparton Affordable Housing Strategy and associated Reference Group provides an avenue for this action.
<b>Continue to increase Council staff knowledge, skills and awareness on multiculturalism</b>	6.1 Provide new employees with an educational presentation as part of the Council induction process	The Multicultural Development Officer presents at full staff induction every two months.
	6.2 Review of Language Service Procedure four yearly	To be reviewed in 2023.
	6.3 Make available cultural awareness training to employees on an annual basis	Council organised two Cultural Awareness training sessions for staff delivered by local social entrepreneur and former refugee, Mohammed Yassin from Culture & Co. Attendees were given the opportunity to explore culture, identity and diversity through the journey of a refugee. Over 45 Council staff participated in this training.
	6.4 Multicultural Development Officer to attend a minimum of four Council staff department meetings per year	The Community Wellbeing Department hosts monthly cross departmental meetings to allow for collaboration and information sharing. In 2022 meetings have been held with Active Living, Projects, Strategic Planning, Events and Environments Teams.
<b>Continue to improve information of Council services</b>	7.1 Undertake regular promotions of the MILS to the community	To be reviewed in 2023.
	7.2 Undertake annual review of information available on the MILS for accuracy	To be reviewed in 2023.

	7.3 Continue to provide translated Council material to multicultural communities	<p>Council filmed multiple Cultural Welcome Videos in the following languages (Arabic, Dari and Punjabi), additional videos will be filmed. Multicultural Development Officer has worked with Marketing and Communication Team to edit the videos and the release is scheduled for March 2023 to coincide with Cultural Diversity Week 2023. Council also provides translated materials about Council services and have distributed to the wider community throughout the year.</p> <p>Council established a formal agreement with Wise Well Women to engage their Community Health Educators to support the multicultural community in the relief and recovery following the October flood event. This Agreement remains in place until April 2023 and the work includes translation and distribution of flood related materials, case management support, placement of Community Health Educators at Flood Recovery Centres, support to the Impact Assessment Teams and working in a strong partnership approach with key multicultural agencies.</p>
<b>Continue advocacy and partnerships on key networks and working groups to support the multicultural communities in Greater Shepparton</b>	8.1 Maintain representation and attend policy making working groups and key network meetings	Council continued participation in the Regional Advisory Committee, Victorian Multicultural Roundtable and One Mob, led by the Victorian Multicultural Commission to maintain representation in these working groups.
<b>Ensure that Council services are culturally appropriate to multicultural communities</b>	9.1 Regularly review work practices to ensure that all services provided by Council are culturally appropriate	Multicultural Development Officer is a member of the Regional Advisory Committee for the Victorian Multicultural Commission (VMC), Greater Shepparton Secondary College Cultural Inclusion Sub-Committee. Team Leader Diversity is a member of Greater Shepparton Cultural Inclusion Roundtable (VMC) and One Mob Project Group.