



LawAccess NSW



Access to Justice

Communication Strategy – people from CALD communities

Table of Contents

Table of Contents.....	2
1. Introduction	3
1.1 Background	3
1.2 Objectives	3
1.3 Community consultation	3
2. Service delivery	4
2.1 Appropriate service delivery	4
2.2 Telephone service	4
2.3 Online service	4
3. Awareness of legal assistance services	5
3.1 Increasing general awareness of legal assistance services	5
3.2 Promoting LawAccess NSW to targeted CALD communities	6
3.3 Promoting LawAccess NSW to new arrivals to Australia, both migrant and humanitarian entrants	6
4. National Interpreter Symbol.....	7
5. Communication program	7
6. Document information	8
7. Document history.....	8

1. Introduction

1.1 Background

The LawAccess NSW Communications Strategy 2007 – 2009 identified the need to develop a communications strategy focusing on people from culturally and linguistically diverse (CALD) communities.

People from CALD communities are recognised as a group who face significant barriers seeking access to the law and justice¹. Research by the Law and Justice Foundation has identified barriers for people from CALD communities including: language barriers and a lack of interpreters/ translated materials; low literacy; lack of awareness of services and procedures; and fear of authority, particularly for refugees.

The aim of the Communications Strategy – people from CALD communities is to address some of these barriers. The Strategy will target disadvantaged people from CALD communities including people in regional, rural and remote areas; older persons; and new arrivals in Australia (migrant and humanitarian entrants).

1.2 Objectives

The overarching objective of this strategy is to ensure that people from CALD communities have access to services that address their legal needs.

The objectives of the communications strategy are to:

- enhance appropriate service delivery to people from CALD communities by LawAccess NSW
- increase the general awareness of the services provided by LawAccess NSW and the availability of other legal assistance services
- increase awareness of the availability of interpreter services through promotion of the National Interpreter Symbol

The communications strategy will be evaluated by:

- measuring increases in the number of people from CALD communities contacting LawAccess NSW through the Translating and Interpreting Service (TIS) over the next 18 months
- measuring satisfaction of customers who are from CALD communities through the annual Customer Satisfaction Survey
- feedback from CALD community stakeholders

1.3 Community consultation

The following people were consulted in the development of the Communications Strategy – people from CALD communities:

- Delilah Shenko, Settlement Services Coordinator, Auburn Migrant Resource Centre
- Sam Campisi, National Manager, Multicultural Services Branch, Centrelink
- Karen Aylott, Manager, AMEP Operations, ACL Pty Ltd
- Helen de Silva Joyce, Director, and Boronia Foley, Assistant Director, Adult Multicultural Education Services (AMES)
- Julia Haraksin, Manager, Diversity Services Unit, Attorney General's Department of NSW

¹ Schetzer, L & Henderson, J, Access to justice and legal needs, a project to identify legal needs, pathways and barriers for people in NSW. Stage 1: public consultations, Law and Justice Foundation of NSW, Sydney, 2003

2. Service delivery

2.1 Appropriate service delivery

Some general barriers to people from CALD communities accessing services have been identified as²:

- Gaps in the communication between the service provider and CALD customers
- Services are usually not delivered in culturally appropriate ways
- Staff may lack the appropriate skills to work with CALD customers

LawAccess NSW provides a free service that provides legal information, advice and referrals over the telephone. LawAccess NSW does not provide face-to-face assistance to customers. LawAccess NSW also provides customers with plain language resources by mail or fax.

LawAccess NSW's Internet site also provides a portal to plain language legal information available on government and non-government Internet sites.

2.2 Telephone service

LawAccess NSW endeavours to provide a high level of customer service and its assistance standards make provision for customers who speak a language other than English.³

LawAccess NSW will continue to provide training to its customer service officers and legal officers in communication and effective service delivery to people from CALD communities including:

- cultural awareness
- cross-cultural communication
- working with interpreters

and future training will include:

- understanding the Refugee experience

2.3 Online service

People from CALD communities are using the Internet and it is anticipated that Internet uptake among CALD communities will increase.⁴

The most common method of accessing translated information online is through mediated access.⁵ To enable CALD communities direct access⁶ to online legal information LawAccess NSW will:

² Networking with and Promoting your Services and Programs to CALD communities. M Katrivesis 2008

³ LawAccess NSW Policy, Procedure and Services Manual June 2007. These standards provide for assistance to customers from a non-English background (NESB) including free access to the Translating and Interpreting Service (TIS).

⁴ Community Languages Online. Vicnet, State Library of Victoria. June 2007

⁵ Mediated access is where translated information is contained within an English language website, usually in PDF format, and a person with sufficient English literacy is required to navigate information on behalf of a community member. Community Languages Online. Vicnet, State Library of Victoria. June 2007

⁶ Direct access is where an individual can locate information independently because all text and links to information are in the required language. Community Languages Online. Vicnet, State Library of Victoria. June 2007

- ensure community language materials are easy to access, for example, display of community language content through HTML in Unicode / upgrade of search engine⁷
- redesign front page of website to include links in community languages
- redesign user interface of website to draw together links to information in community languages in one location
- display links in the community language where provided by the supplying agencies, for example, Office of Fair Trading
- investigate the option of providing information via audio download or streaming audio
- encourage community organisations representing CALD communities to link to LawAccess NSW on their websites

3. Awareness of legal assistance services

3.1 Increasing general awareness of legal assistance services

There is a lack of awareness by people from CALD communities about the services that may be able to help them.⁸

LawAccess NSW is increasing the awareness of the availability of legal assistance services through⁹:

- outreaches in regional, rural and remote areas of New South Wales
- liaison with regional Centrelink staff
- promotion of LawAccess NSW and the availability of legal assistance services to General Practitioners
- implementation of its Communications Strategy – Older persons

LawAccess NSW publishes a fact sheet ‘Need Legal Help?’ in English containing general information about the service. It also publishes a fact sheet containing 17 community languages briefly describing how to contact LawAccess NSW using TIS.

CALD communities consider access to information ‘in language’ as important.¹⁰

To increase the general awareness of the service amongst CALD communities LawAccess NSW will:

- translate the factsheet ‘Need Legal Help?’ into 20 community languages¹¹
- make the translations available in printed form and in PDF and HTML format on the website
- create a poster incorporating a number of community languages promoting LawAccess NSW and how to contact the service through TIS

⁷ The use of HTML with accessible in-language navigation will greatly improve usability, accessibility and discoverability of online translated information. This will make it easier for individual members of CALD communities to directly access that information. Community Languages Online. Vicnet, State Library of Victoria. June 2007

⁸ Networking with and Promoting your Services and Programs to CALD communities. M Katrivesis 2008

⁹ LawAccess NSW Communications Strategy 2007-2009 & LawAccess NSW Communications Strategy – Older Persons

¹⁰ Community Languages Online. Vicnet, State Library of Victoria. June 2007

¹¹ Community languages chosen for initial translation based on information from Legal Aid NSW, Attorney General’s Department of NSW, DIAC, Office of Fair Trading and TIS statistics for LawAccess NSW. (Arabic, Chinese - traditional, Chinese – simplified, Croatian, Farsi, Filipino, Greek, Hindi, Indonesian, Italian, Khmer, Korean, Macedonian, Portuguese, Russian, Serbian, Spanish, Thai, Turkish, Vietnamese)

- distribute the factsheet and poster and develop other activities to promote the service in consultation with community members and services

3.2 Promoting LawAccess NSW to targeted CALD communities

CALD communities overall prefer to receive information in a person-to-person situation – this is also the case for the English-speaking community.¹²

In addition to promoting the service through the distribution of in-language fact sheets and a poster, LawAccess NSW will consult with the Ethnic Communities Council of NSW, ethnic community organisations, community workers, migrant resource centres and other service providers to develop strategies to promote the service to specific CALD communities in order to effectively increase awareness and access to legal assistance.

These strategies will include the following activities:

- promotion through Ethnic radio and newspapers
- attendance at multicultural interagency meetings
- promotion at community events
- liaison with government non-legal assistance service staff such as Centrelink Multicultural Service Officers, NSW Police Ethnic Community Liaison Officers, Department of Community Services' multicultural caseworkers
- participation on the NLAFC – Cultural and Linguistically Diverse Communities Working Group

3.3 Promoting LawAccess NSW to new arrivals to Australia, both migrant and humanitarian entrants

Newly arrived migrants and humanitarian entrants often need to acquire skills including developing an awareness of and capacity to access a range of services to settle into life in Australia.¹³

Emerging communities may have few or no community networks in place. Many recently arrived humanitarian entrants have spent long periods in refugee camps; have low levels of formal education in their own language; and little or no knowledge of English.¹⁴

LawAccess NSW will develop strategies to raise the awareness of emerging communities of the availability of legal assistance services by working with:

- Integrated Humanitarian Settlement Strategy (IHSS), Settlement Grants Programme (SGP) funded services and Adult Migrant English Program (AMEP) providers
- Migrant Resource Centres and Religious institutions providing settlement services
- Diversity Services Unit of the Attorney General's Department of NSW
- Legal Aid NSW and other government services such as Centrelink

LawAccess NSW will regularly source new arrival statistics from the Department of Immigration and Citizenship (DIAC) and the Australian Bureau of Statistics (ABS) to enable strategies to be tailored according to current settlement trends.

¹² Community Languages Online. Vicnet, State Library of Victoria. June 2007

¹³ LawAccess NSW is listed in Beginning a Life in Australia - Welcome to NSW, Department of Immigration and Citizenship, May 2008 (The booklet provides useful national, state/territory and local information for migrants, humanitarian entrants, their sponsors and service providers. It is published in English and 37 community languages)

¹⁴ New beginnings. Supporting new arrivals on their settlement journey – 2006-07, Department of Immigration and Citizenship 2008

These strategies will include the following activities:

- outreaches in regional, rural and remote areas of New South Wales that are the primary settlement locations for humanitarian entrants¹⁵
- presentations to people attending English language classes under the AMEP
- training for settlement providers and other Government services
- development of legal information in both hardcopy and audio
- participation at events such as Court Open Days for specific emerging communities
- promotion of the publication 'Welcome to Legal Aid NSW. We can help you with your legal problem'¹⁶
- provision of information on settlement trends to participants of the Cooperative Legal Service Delivery (CLSD) Program¹⁷

4. National Interpreter Symbol

LawAccess NSW will increase awareness of the availability of interpreter services by using the Interpreter Symbol.¹⁸ The symbol indicates where people with limited English proficiency can ask for language assistance when using government services.



LawAccess NSW will include the Interpreter Symbol on all future information resource publications.

5. Communication program

Objective	Activities	Timeframe
Delivery of appropriate services	Co-ordinate training in cultural competency	November 2008
	Co-ordinate training in raising awareness of the refugee experience	November 2008
	Upgrade and redesign of website including: <ul style="list-style-type: none"> - display of the community language content through HTML in Unicode - upgrade of search engine to support Unicode functionality - redesign front page of website to include links in community languages - redesign user interface of 	June 2009

¹⁵ Department of Immigration and Citizenship (DIAC) currently settles humanitarian entrants in Coffs Harbour, Goulburn, Newcastle, Sydney, Wagga Wagga and Wollongong. NSW Settlement trends and needs of new arrivals 2007. Department of Immigration and Citizenship 2007

¹⁶ 'Welcome to Legal Aid NSW. We can help you with your legal problem' 2008 is a CD-ROM that provides a brief introduction to Legal Services for newly arrived residents and is intended for support workers in emerging languages from African and Middle Eastern Communities.

¹⁷ Cooperative Legal Service Delivery (CLSD) Program is a regionally-based approach to legal service delivery in NSW that aims to improve outcomes for economically and socially disadvantaged people by building cooperative and strategic networks of key legal services and community organisations. Central coordination of the program is provided by Legal Aid NSW.

¹⁸ The Interpreter Symbol is a national public information symbol endorsed by the Commonwealth, State and Territory governments (www.immi.gov.au/living-in-australia/help-with-english/NIS/index.htm)

	<p>website to draw together links to information in community languages in one location</p> <ul style="list-style-type: none"> - display links in community language where provided by supplying agencies - investigate the option of providing information via audio download or streaming audio 	
Increased awareness of the availability of legal assistance services	Arrange translation of 'Need Legal Help?' in community languages and publication in print, PDF and HTML format	August 2008
	Create a poster incorporating a number of community languages to promote LawAccess NSW and how to use the service through TIS	February 2009
	Conduct community consultations to identify the best way to access specific CALD communities	March 2009
	Develop and implement individual strategies for specific CALD communities to promote the availability of legal assistance services	June 2009
	Regional outreach in rural and regional areas of NSW that are settlement locations for humanitarian entrants	June 2009
	Work with IHSS, SGP funded services and AMEP providers, other settlement service providers, Diversity Services Unit, Legal Aid NSW and other government services such as Centrelink to promote the availability of legal assistance services to new arrivals in Australia, both migrant and humanitarian entrants	June 2009
Increased awareness of the availability of interpreter services	Include the Interpreter Symbol on all future LawAccess NSW information resource publications	October 2008

6. Document information

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7. Document history

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