New and Emerging Communities in Australia
Enhancing Capacity for Advocacy

FECCA
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>2</td>
</tr>
<tr>
<td>WHAT ARE NEW AND EMERGING COMMUNITIES?</td>
<td>3</td>
</tr>
<tr>
<td>THE RELEVANCE OF ADVOCACY</td>
<td>4</td>
</tr>
<tr>
<td>HOW DO NECS CURRENTLY REPRESENT THEIR INTERESTS?</td>
<td>5</td>
</tr>
<tr>
<td>INDIVIDUAL ADVOCACY</td>
<td>10</td>
</tr>
<tr>
<td>ENHANCING NEC CAPACITY FOR SELF-REPRESENTATION AND ADVOCACY</td>
<td>15</td>
</tr>
<tr>
<td>APPENDIX 1 - EXAMPLES OF AVAILABLE RESOURCES FOR NECS</td>
<td>19</td>
</tr>
<tr>
<td>APPENDIX 2 - METHODOLOGY</td>
<td>21</td>
</tr>
<tr>
<td>APPENDIX 3 - QUESTIONNAIRE</td>
<td>25</td>
</tr>
<tr>
<td>APPENDIX 4 – WOLLONGONG ROUNDTABLE</td>
<td>28</td>
</tr>
<tr>
<td>APPENDIX 5 – BRISBANE ROUNDTABLE</td>
<td>30</td>
</tr>
<tr>
<td>APPENDIX 6 – REFERENCE LIST</td>
<td>32</td>
</tr>
</tbody>
</table>
Executive Summary

This report seeks to outline how individuals and organisations from Australia’s new and emerging communities represent their interests to government, business and the broader community. The report provides guidance to policy makers, government and other stakeholders on how and where to engage with new and emerging communities. It also provides recommendations for improving the capacity of new and emerging communities in advocating to government and other stakeholders.
What are new and emerging communities?

Australia’s history of migration involves great ethnic, cultural, national, linguistic, political and social diversity. Australia’s diversity continues to increase as geo-political conditions, education and employment opportunities attract new migrant communities to Australia. Australia has a higher proportion of overseas-born people (26 per cent) than the US, Canada, New Zealand and the UK.¹ The Australian population includes people born in close to 200 different countries.²

The term, ‘new and emerging’, identifies communities of migrants and refugees that have recently arrived in Australia and that may need additional support in the settlement process. The main identifiers of a new and emerging community (NEC) are:

- a lack of established family networks, support systems, community structures and resources
- unfamiliarity with mainstream services and challenges in accessing these services.

NECs may have other identifiers including:

- limited English language proficiency
- high numbers of refugees
- low levels of formal education
- financial vulnerabilities
- difficulty in finding long-term and sustainable employment.

Some new and emerging communities, particularly those predominated by individuals from a refugee background, may have most or all the identifiers or vulnerabilities.

Some other migrant communities in Australia have grown very rapidly. These communities may also be considered as ‘new and emerging’ because of limited family networks and community structures, for example South Asian communities, or because of limited English proficiency, for example migrants from Mainland China. There may be especially vulnerable individuals within these communities such as women, partner visa holders or older persons.

‘[This NEC] has many fragmentations depending on the visa you come on, the city you are from, ethnic minority...the origins of those coming are very different, and so is the settlement process.’³

Throughout history, the settlement experience of an individual, family and community has been influenced by a range of situational factors impacting the migration experience including:

- the reason for leaving place of origin
- the nature of the migration journey
- the support received on arrival.

Subsequent generations of migrants to Australia from the same country of origin, ethnic background or language group may have distinct migration and settlement experiences because of differing situational factors and may be considered new and emerging communities despite the presence of the same national, ethnic or linguistic community that settled in previous decades.

Australia has a history of migrants coming from Afghanistan dating back to the 1700s. While there are well established Afghan communities across Australia, the specificities of identity and migration experience of more recent arrivals from Afghanistan mean many of these newer communities are considered NECs.

---

² http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/2024.0Main%20Features22016
³ All highlighted quotations through this report come from FECCA new and emerging community consultations in 2017-18.
The relevance of advocacy

The social and economic disadvantage that many migrant and refugee communities face—especially those who are recently arrived—means it is important they have strong and effective advocates. Advocacy allows individuals and communities to articulate priorities, needs and aspirations to stakeholders. Advocates can help those who make decisions about policies and service provision better understand the needs of culturally and linguistically diverse (CALD) communities with the goal of improving outcomes for those individuals and communities.

Strong advocates can also ensure that their communities are strong and vibrant.

This is important because the issues and challenges faced by NECs can be different to the needs of the broader community and different to previous generations of migrants. Advocacy ensures that vulnerable individuals and communities can:

• ‘Have their voices heard on issues that impact their lives
• Communicate the barriers they face in accessing services and other social, economic and civic opportunities
• Receive information relevant to them and in an understandable and accessible format
• Defend and safeguard the rights of vulnerable members of NECs
• Have their views and wishes genuinely considered when decisions are being made about their lives.’

The issues facing newcomers to Australia from new and emerging communities include barriers accessing government services, accessing information, English language proficiency, securing employment, education, and housing especially during the settlement period.

Beyond settlement, NECs want their needs and aspirations to be recognised in Australia’s economic policies (NECs are overrepresented among small business owners); civic participation and the political process (CALD Australians are underrepresented in Australia’s politics, bureaucracies and media); and social policies (for example racism and multiculturalism).

‘[Our community organisation] can be a bridge as we know the people, we know the issues.’

INDIVIDUAL AND SYSTEMIC ADVOCACY

Advocacy—articulating priorities and needs—can be done on behalf of an individual to meet an immediate need, or on behalf of a community to bring policy change that affects a whole system or service.

Individual advocacy involves an individual or an organisation working on behalf of an individual to provide support to access services or resolve a personal situation made complex by migration. This might include support with translating, providing information and support in accessing or in interactions with government services. Individual advocacy is required because of the failures of the system to be accessible to individuals from new and emerging community backgrounds.

Systemic advocacy involves working with stakeholders to shape policy design and implementation so it meets the needs of a NEC. Systemic advocacy—changing systems—requires time, resources, and knowledge of political, economic and bureaucratic systems. By removing systemic barriers, access and outcomes for vulnerable groups are improved and the need for individual advocacy is reduced. Systemic advocacy needs to be informed by the positive and negative experiences of individuals from new and emerging communities in order to be of value to decision makers. It is therefore important that community advocates, working with either individual or systemic advocacy, have a deep understanding of the issues faced by a particular community.

4  http://www.seap.org.uk/im-looking-for-help-or-support/what-is-advocacy.html
How do NECs currently represent their interests?

To create policies and systems that deliver equitable outcomes for all Australians, political, economic and civic leaders, policy makers, policy influencers and service providers must understand the diverse needs of Australians.

Unlike other established advocacy groups in the community and business sector, new and emerging community organisations may be unfamiliar with political, economic and bureaucratic structures and systems and lack resources or organisation making it difficult for NECs to engage and influence policy. They are also under or unrepresented within the organisation that they are trying to change.

NEC individuals, representatives and organisations have the knowledge necessary to guide stakeholders and contribute to a positive change for their community. However, NEC advocacy is often characterised by ad hoc efforts without long-term funding or organisational support.

Because of these factors, stakeholders have a responsibility to proactively engage NECs and to understand where and how to engage with NEC’s advocates and representatives.

**PEAK BODIES**

For over 40 years Ethnic and Multicultural Community Councils (E/MCCs) have operated across Australia as peak bodies representing the interests of CALD Australians and their organisations, including those from new and emerging communities, to state, territory and local government. Federal peak bodies have a long history of representing NEC issues to government, business and broader community through advice, reports, consultations and inquiries and the media. These organisations include:

- Federation of Ethnic Communities’ Councils of Australia (FECCA)
- Settlement Council of Australia (SCOA)
- Refugee Council of Australia (RCOA)
- Multicultural Youth Advocacy Network (MYAN)
- National Ethnic Disability Alliance (NEDA).

These organisations have trusted and established networks through which to engage and consult with new and emerging communities. A history of advocacy means they are respected and understood by many new and emerging advocates and communities.

Our consultations suggest that many NECs see the value of ‘collective advocacy’ through peak bodies. NEC engagement with peak bodies remains focused on CALD-specific organisations rather than portfolio-specific peak bodies. Portfolio-specific peak bodies in areas such as health, social services, business, employment and ageing have been less successful in engaging with and representing the interest of NECs in these specialist areas.

Peak CALD organisations at all levels also play an important role in building the capacity of new migrants to navigate Australian systems and in distributing information to new and emerging communities.

‘To be heard and to influence you need a common voice, united, working together.’

Peak CALD organisations work hard to consult and engage with NECs as Australia’s migrant community increases in its size and as its diversity deepens. While portfolio-specific organisations must do more to be representative of all Australians. Peak CALD organisations remain best placed to identify and engage with NECs.

‘We have connections with the ECC […]. They sometimes give training here and then we summarise and translate the information into correct language and provide this information to our community.’

**MEDIA**

Despite the challenges faced by NECs in resourcing and running advocacy campaigns, some communities have had success in highlighting issues of importance through media channels:

- by building relationships with individual journalists
- through the efforts of individual journalists who have an interest in and understanding of the issues of Australia’s NECs
- via local / regional media interest in community issues
- as a result of good use of social media.
SBS

SBS remains one of the most important conduits for new and emerging communities to communicate with stakeholders and government as they move through the settlement journey in Australia. SBS has been successful in including NEC voices in its entertainment, culture and news content. It is also an important source of information on the experiences and challenges of NECs in Australia. Its Languages Other Than English (LOTE) programming explicitly aims to ‘ensure that all Australians are able to...participate in public life’.5

SBS Radio provides news, entertainment and information in LOTE and in ways that are culturally relevant to CALD communities. For newly arrived migrants, or those who have limited English language proficiency, this may be one of the few reliable sources of information about life in Australia that is presented in an accessible manner.

SBS Radio regularly consults with communities and stakeholders to ensure that their language offerings reflect shifting demographics and the communities with greatest need. SBS Radio currently offers content in 70 language programs including many languages of NECs, for example:

- Haka Chin
- Dinka
- Nepali
- Hmong
- Punjabi
- Assyrian
- Dari
- Pashto
- Persian
- Tigrinya
- Tamil
- Bangla
- Gujarati
- Arabic

Whilst SBS is important for NECs to receive information about life in Australia in their preferred language, it also provides communities the opportunity to present themselves, their stories and priorities to a broader audience. SBS places great importance in representing stories and issues of interest to many NECs across their platforms, in providing opportunities for communities to guide content, and through diversity in employment (giving visibility to members of NECs and other communities through screen and air-time as well as behind-the-scenes).

The SBS Community Advisory Committee is one avenue through which SBS hears the feedback, opinions, and priorities from NECs and other communities. This information impacts on the strategic decisions made about programming and content across the organisation.

Ethnic Media

Ethnic media (community radio, newspapers, magazines) is a channel trusted by communities because they are outlets run by communities for communities. Many ethnic media outlets develop content in LOTE, while some use additional English language content.

Ethnic community broadcasting on radio is a long-standing and popular channel of communication for NECs and other CALD communities. The National Ethnic and Multicultural Broadcasters’ Council (NEMBC) is the peak body representing radio stations from across Australia. Their members broadcast in over 100 languages to produce more than 2000 hours of community language programs per week.6

The challenge for many NEC organisations engaging with the media is how to communicate challenges and issues they face while also promoting positive stories of success.

NEMBC recognises that NECs may not have the networks or know-how of more established communities and so they provide specific assistance and advice for NECs to increase their participation in broadcasting. NEMBC is one avenue through which NECs who use community radio to connect with their members can be part of broad and effective systemic advocacy. NEMBC and their member networks are a respected voice on issues relating to CALD communities.

Through its website NEMBC provides practical advice and a toolkit for community broadcasters to:

- use when ‘talking to decision makers’
- show how their radio programs can be effective avenues for systemic advocacy
- ‘offer politicians a chance to communicate with your ethnic community’.

---

6 https://www.nembc.org.au/about/
In the ACT FM91.1 Canberra Multicultural Service (1CMS) Community Radio has been serving the Canberra community with local, national and international news, cultural affairs, music and programs in over thirty languages other than English since 1977. 1CMS is the only dedicated multicultural radio station in the ACT and surrounding districts. Their broadcasters are dedicated volunteers from the community, broadcasting for the community.

Queensland’s 4EB FM mission is to provide the communities of South East Queensland with a comprehensive ethnic broadcasting service of a high standard, whilst promoting the principles of neutrality, independence, democracy, diversity & participation at all levels of multicultural media. It has a vision of being a media hub that provides the primary connection for culturally and linguistically diverse people. 4EB FM is specialised Radio to suit people who speak a language other than English as well as for those who have a keen interest in culture. It is Brisbane’s only multilingual radio station broadcasting 24/7 in over 50 different languages including a variety of programs in English.

89.3 FM provides local information and news, a wide mixture of music for many interests including contemporary, golden oldies, country, jazz, dance and hardcore. 2GLF serves the Liverpool and Fairfield demographic area which is predominately populated by a vast multicultural population. Programs are mostly presented in English, but the station also provides Assyrian, Hindi, Serbian, Croatian, Bosnian, Spanish, Hindi, Khmer, Samoan, Vietnamese, German and Polish language programs.
Mainstream Media

FECCA consultations highlighted mainstream media’s role in how a NEC perceives itself. Constant criticism of new and emerging communities leads to perceptions among those communities that the broader Australian community holds negative views towards newly arrived communities.

A focus in mainstream media on ‘problems’ within NECs present opportunities for NEC advocates to engage with the media. However, this does not allow for nuanced debate that adequately explores the complexity of the migration and settlement experience. This has been highlighted in recent mainstream media interest in stories focusing on youth crime and ethnicity.

The news-cycle and industry is often unforgiving of inexperienced media players without resources to hire teams of PR ‘spin doctors’, invest in expensive media training for community spokespersons, or who communicate in English in a way that is unfamiliar to mainstream audiences (heavily accented, idiosyncratic syntax, unconventional phrasing). Interactions with mainstream media are often sources of frustration for NECs who feel their interests are misunderstood or misrepresented.

‘I write many articles, I also use ABC radio. I use those means of communication to get our messages out.’

Some NECs have utilised the mainstream media effectively by offering op-eds, creating podcasts, and having media-trained, articulate spokespeople available for interviews and opinions. Journalists from CALD backgrounds or with expertise on issues including immigration, people seeking asylum, social justice and multiculturalism—while few—enable NEC voices to be heard. Personal stories and local relevance can mean that NECs are able to share experiences through local mainstream media including regional newspapers.

Being able to draw upon the expertise of individuals who understand the news-cycle and the unspoken norms of mainstream media can assist NECs to be more effective and proactive in their advocacy. Broadly, however, mainstream media is not a major channel for NEC advocacy.

OTHER ADVOCACY CHANNELS AND COMMUNITY FORUMS

Places of worship: Among recently arrived individuals and their communities, places of worship are an important place to meet other community members, from their own community but also from other communities, who have been here for a longer period of time and to find information about employment, government systems including schools and health services and where to go for help when difficulties arise. Individuals who may not have attended a place of worship in their home or transit country may do so in Australia as a means of building a network.

Occasionally a family or individual based overseas may contact a local religious leader when a family member based in Australia faces difficulties. They may not know this individual and make contact only because they are a religious leader and assumed to be equipped to provide support in their absence to their family members in Australia. Religious leaders can act as advocates, especially if they have connections to broader (religious or other) institutional networks and have been here for a long period of time. Often advocacy responsibilities fall on younger congregation members who have high English language proficiency or are second generation Australians.

Social media: CALD Australians may choose to use social media in their own language or as a safe space to discuss the challenges and barriers faced in their daily life. Trending reports of issues within a community communicated through social media, ethnic media or community organisations highlight the issues faced by the community and should be considered as a means of advocacy. Policy makers such as government departments, decision makers including politicians, and service providers should proactively engage with communities through these fora as they are an important means of communicating issues.

Conferences: Conferences focused on CALD communities and other CALD community gatherings are an important means through which new and emerging communities advocate and present issues that are currently impacting community members. Many organisations hold their own conferences as a way of bringing community members together. It can be difficult to learn about the variety of new and emerging community conferences and other events that are taking place because there is currently no central list or register of events for stakeholders to access.

Service providers

Service providers are important sources of information on the experiences of new and emerging community organisations as they have daily direct contact with NECs. NECs often share their challenges and issues with staff working in service providers including settlement service providers, job service providers, health care professionals and law enforcement.
‘Service providers are very good because they also operate locally and we have more contact with them. Lobbying service providers is easier for us than approaching government departments.’

Organisations such as settlement services providers and the peak body SCOA, should be considered as important advocates and encouraged to raise systemic issues with government and decision makers given their close and regular contact with NECs.

‘Migrants want to give back to Australia and must be given the chance.’

**Face to face meetings**

NECs place high value on face to face communication with councillors, politicians (state/territory and federal) and senior bureaucrats. These interactions give status and importance to the matters of concern to NECs. Many representatives of NECs will use these interactions to archive the event through a posed photograph. A photograph provides evidence to community members that their representatives are advocating on their behalf, that they have gravitas, and their issues are taken seriously by policy makers and ‘powerful people’.

However, while face to face communication is viewed as important, some NEC representatives have expressed frustration that such interactions did not result in immediate change. Among some NEC advocates there is limited understanding of jurisdiction and influence, for example:

- the division of responsibility between state and territory representatives
- government versus opposition
- (shadow) ministers versus backbenchers
- public servants versus politicians.

‘We make sure that we are always present—at meetings, on conference calls, speaking to local council, to organisations and to politicians—this is how we try to have a voice.’

Stakeholders conducting face to face interactions with NECs have a responsibility to manage expectations. If the issue at stake is an issue of individual or systemic advocacy, what might be the ‘next steps’—in the short, medium, and long term? Next steps for NECs? Next steps for policy makers? Next steps for service providers? Stakeholders need to guide NECs on how to work with peak bodies and other organisations who can support them in their advocacy work beyond the face to face meeting.

‘People are not used to the [local] council being there to help you. They know there is a local council but they have no idea what they offer.’

**Advisory councils and committees**

Representatives from NECs are often included on advisory groups to government and other agencies on a range of issues. These can be very effective avenues for NECs to shape policy and help decision makers to understand NECs. However, successful engagement through these fora is dependent upon the nature of the advisory group and support offered to participants, for example:

- Do new and emerging community participants feel safe in sharing their views?
- Do NEC participants know what is expected of them?
- Are the most appropriate NEC representatives identified?
- Are participants paid to attend and the costs of attending covered?
- Are NEC participants supported and resourced to consult, research and prepare?
- Are the forums managed to allow all voices to be heard?
- Are concerns and issues raised by NECs responded to?

Achieving results in systemic advocacy requires resources to fund research and develop evidence and policy. It is the responsibility of those convening advisory councils to ensure that communities are resourced and linked with organisations that can support them in their contribution to these processes.

Many NECs bring with them to Australia experiences of mistrust and suspicion with regards to interactions with government and bureaucratic processes. Building trust and strong collaborative relationships are foundational to effective systemic advocacy and cannot be the sole responsibility of NEC advocates.

Governments and bureaucracies must work proactively to develop relationships of trust with NECs.
Individual advocacy

*Individual advocacy* is how community members support each other in finding appropriate resources to solve problems they face. This can be most acute in crisis situations where individuals are distraught and at a loss as to where to turn for assistance. NEC members are more vulnerable than other Australians and more often than not turn to trusted key individuals within their own communities to provide this support.

NECs have reflected that many individuals seek support within communities for issues they consider too personal or culturally inappropriate to discuss with service providers outside the community. These issues can include:

- support for victims/survivors of family and domestic violence when access to appropriate services is inadequate
- bilingual support and patient advocacy for individuals in hospital
- support for families and individuals moving through the criminal justice system.

Individual advocacy provides community members in need with crucial information or support and is often a bridge between individuals and service providers.

‘People call me all the time and ask for help...and I do this because where else could they go?’

Individual advocacy is also used to assist new and emerging community members entering the workforce.

‘[Our community organisation] is starting to prepare our people for the workforce. The way people work here is different from where they are from.’

For NECs, finding long-term and sustainable employment is dependent on many factors such as networks with the wider community and employers, having Australian work experience, and recognition of overseas skills. Community advocates provide significant support by:

- linking individuals to employment networks or employers
- ensuring the translation of qualification/skills certificates
- assisting individuals to understand Australian employment cultural norms
- locating and purchasing appropriate work attire and equipment.
Community networks ensure a smoother running of everyday activities through individuals helping each other with daily activities such as child care and cooking of meals. This advocacy is particularly important for those involved in care giving duties who are mostly ‘at-home’ and therefore at greater risk of isolation and loneliness. These networks assist in identifying community members who have particular vulnerabilities or needs and then organising community based assistance for the tasks where they require support.

‘Once we had a community member pass away and he had no family in Australia. We collected contributions from the community and raised enough money for his funeral.’

In important life events such as the death of a family member, births and weddings, individual advocacy often takes the form of providing both bureaucratic and social support. Often cultural traditions around these life events differ from what NEC members find in Australia. Individual advocacy ensures the appropriate procedures to allow for community members to mourn or celebrate in a respectful, lawful and culturally appropriate manner.

WHO ARE NEC ADVOCATES?

Stakeholders who wish to engage with NECs can find it difficult to identify an appropriate community advocate. Community representatives may not necessarily be leaders or elders, but those skilled in navigating systems and communicating in English as well as community languages.

Community elders or leaders may be recognised because of their cultural, religious or other seniority rather than an expectation of involvement in community advocacy. For this reason, some community representatives see their role/function as representative, advocate, mobiliser or change agent—rather than leader. In developing trust with communities it is important for stakeholders to understand the difference between a ‘leader’ and a ‘mobiliser’ or ‘advocate’. Misunderstandings can arise when a representative or mobiliser is invited to an event, but not an elder or leader and vice versa.

There can be the assumption, particularly from external stakeholders, that the majority of community advocacy work is enacted by figurehead leaders whereas consultations indicate that community mobilisers and change agents undertake a far greater workload than what is often reflected in interactions with high-level policy makers.

Not appreciating the difference between leader or elder and advocate/representative/mobiliser/change agent can create misunderstandings and inefficiencies in achieving outcomes.

‘I don’t call myself a leader because I’m not the leader of my community but community mobiliser is a good term and it captures many of us in my community.’

Change agents and mobilisers within NECs often see themselves as those who ‘just get things done’. They are motivated by altruism and frequently do not receive any formal or public recognition for their work. It is therefore important to understand the different roles within a community.

CHALLENGES FOR NECS IN SELF-REPRESENTATION AND ADVOCACY

New and emerging communities encounter many challenges in self-representation and advocacy that differ from more established advocacy or lobby groups, communities and organisations.

Human resources

Communities and organisations that want to engage in activities to benefit their members must be able to recruit individuals with the time and skills required. The skills required to work with and on behalf of NECs may include language (sometimes multiple languages or dialects as well as English), knowledge of the issues faced by the community, and time to undertake advocacy.

‘Working with [NEC] means you must be on the ground’

Success in advocacy is more likely when those involved understand the system in which they are operating. The nature of NECs is that they have limited experience of the Australian political and social environment. Finding individuals with the lived experience and understanding of NEC issues who also have the skills and experience to navigate institutional and political structures and have a willingness to bear the burden of working as an advocate is a real challenge.
Sustained and long-term systemic advocacy within communities should not be reliant on individuals and requires the development of broad community capacity.

Without organisational and financial resources, those involved in NEC advocacy and community activities are often volunteers carrying out this work in addition to their paid employment. As a result there is often a heavy reliance on individuals within a community to advocate at both the systemic and individual level. Some individuals find themselves as an advocate of a community because of circumstance rather than choice. For example:

- they have high proficiency in English as well as one or more community languages
- they have been in Australia for a comparatively long period of time
- they work in a sector that provides them with knowledge or understanding of government structures and services
- they have other leadership roles in the community—for example as a faith leader or elder
- they work in a role that puts them in touch with the community, for example as a health professional, academic or translator/interpreter.

It would be good to equip all the [community] members so that they could contribute. The risk is that if I am busy then nothing gets done.

Individuals in these circumstances are often placed under huge pressure to support their communities. The burden can impact upon family life and career choices as they bear the responsibility of supporting the broader community. These responsibilities can prevent talented individuals from participating in more mainstream political, economic, academic and social processes that could otherwise effect broader change. Reliance upon individuals also has other challenges, such as:

- enormous emotional pressure and workloads placed on individuals leading to ‘burn out’
- no institutional memory is built up when relying upon individuals rather than organisations to advocate;
- advocacy is piecemeal and dependent upon members of the community being able to access the individual;
- gaps in representation in cases where an individual moves away or withdraws from their role.

There are also challenges in relying upon a figurehead or individual advocate in systemic advocacy as these leaders can be less connected to, or unfamiliar with, the breadth of issues facing members of their community. It is difficult for an individual—particularly a volunteer—to consult widely. As a result, diversity and diverse views within a community may not be well represented.

Volunteers

New and emerging community advocacy work relies heavily on volunteer labour by members of the community. Volunteers also bring grassroots knowledge and enable strong community trust between advocates and the people they represent.

We are depending on our volunteers and they are amazing but if they don’t get any [payment] they will find other places to work [for payment] and because of this they come and go all the time and we struggle with that. We have many good people but we would love to have them long-term.

However, there are challenges in the sustainability and continuity of work due to competing priorities for volunteers including paid employment, caring responsibilities and education.

We work seven days a week without any rest. Especially the weekends are the working days for us.

A heavy reliance upon volunteers without a resourced organisation or secretariat also means that there is no mechanism for passing on information and knowledge over time and between volunteers that frequently change.

When volunteers are unavailable, promising projects or initiatives fail because there is not the availability of a sustainable workforce (paid or unpaid) to guide projects to completion.

NECs also worry that the reliance on unpaid volunteer labour (and the vagaries of this) can contribute to a perception amongst external stakeholders that NEC and their organisations are unreliable or not committed to collaborative efforts.
Networks

Networks are important to receive useful introductions, collect information, get advice, have credibility, obtain references for funding and other opportunities and gain access to decision makers. Relationships at community, state and national level underpin successful systemic advocacy.

For NECs, effective networks would include links to:

- diverse members within their community
- existing CALD organisations
- broader community advocacy organisations
- decision makers in Government departments and service providers
- journalists and media outlets
- large corporate organisations
- potential funding sources.

‘Collaborating and interdependency is very powerful. It is important because what you don’t see someone else will see and react.’

For many Australians, these types of networks are developed over decades through family, school, tertiary education, the workplace and social interests. For newer arrivals to Australia, networks are often limited.

‘It is not easy when you work with the community and they don’t know much. You carry the burden for them and you face challenging bureaucracy. To know the bureaucracy you need to have access and then you have to have the contacts. Accessibility is very important.’

Physical Infrastructure

A lack of physical infrastructure has been mentioned by many NECs as a challenge in the everyday running of community organisations:

- many NECs note how they have been unsuccessful in attracting certain kinds of funding due to the lack of physical premises
- NECs are aware that operating from the home address of key individuals is not an ideal situation when interacting with external stakeholders, particularly with the government.

‘We don’t have an actual office at the moment but I turned the public hall into an office and I also use my house or I just sit under a tree and people come to see me.’

A lack of physical premises also impacts on the communities’ ability to expand their advocacy from individual to systemic. Systemic advocacy requires not only the skills and knowledge of NEC leaders, but also regular interaction between them and the communities they represent.

Community gatherings and consultations are difficult when there is a lack of an appropriate meeting place. Community members also mention the need for a physical place they can go to, to seek support and advice on the range of issues previously mentioned.
Organisational infrastructure

Outside of established advocacy organisations, the reliance upon individuals for NEC advocacy reflects the lack of established organisations. The focus on issues of importance that drive advocacy means that limited attention is paid to the establishment of organisational structure and good processes. This is important to ensure that groups are as representative as possible.

‘[NEC] are not sure where to go to get help with various [organisational] paperwork, apply for funding, getting organisations started etc.’

While some NECs work as associations with governance structures, many rely upon ad hoc and informal arrangements. Many NECs reported challenges in understanding rules around the forming of associations and incorporation and the associated reporting and registration requirements. Concerns over meeting obligations and the volunteer nature of NEC groups and advocates often dissuade NECs from establishing more formal organisations. Many NECs are unaware of the relative ease of establishing an association in a state or territory.

‘Organisational skills are important, like training in how to develop an organisation.’

Financial resources

Inadequate financial resources was mentioned by all NECs as a major challenge in their self-representation and advocacy. Through our consultations, the following barriers were highlighted by NECs in efforts to source funding:

- lack of skilled personnel to draft successful funding applications
- absence of track record in successfully acquitting prior grants
- lack of adequate or appropriate physical infrastructure to conduct grant activities in a manner deemed acceptable by grant providers
- competing with more established CALD communities or mainstream organisations for limited pool of grants
- conflict between receiving funding for individual projects or service provision and ability to carry out advocacy
- limitations in criteria for funding opportunities often preclude NEC or activities which these communities prioritise.

In applying for large grants, NECs often lack a competitive advantage when applying for the same grants as more established CALD communities or when competing with mainstream organisations. This aspect of competition is a concern for many NECs and the perception of competition is often considered a deterrent to writing applications. NECs worry that their limited organisational structure and physical infrastructure is a disadvantage in major grant applications and therefore either do not apply or search for smaller one-off grants.

‘There are some grants that are just too unachievable. We look at them and we know we would not fit because the funding criteria doesn’t [suit] emerging communities.’

For many NECs, work that they may consider informal and community-based such as childcare, aged care, provision of food services and other community activities is heavily regulated in Australia. In order to attract funding, organisations engaging in this type of work require high level organisational capacity, significant investment and robust governance structures. Some NECs receive funding from state/territory governments to support community events and festivals. While this is a welcoming and much needed support for this purpose, ongoing funding to develop a NEC into a sustainable organisation is not often available.

Community organisations play a vital role in facilitating community engagement and improving participation in Australian society. Through the development of strong grassroots community organisations NECs can increase their social connectedness and participation in broader community events and discussions.

8 Starting and Running your Community Organisation: A guide, Federation of Ethnic Communities’ Councils of Australia (FECCA), 2016.
Enhancing NEC capacity for self-representation and advocacy

Throughout the consultations guiding this report, NEC advocates emphasised the importance of shifting the focus of advocacy away from individuals to systemic advocacy to improve access and equity for all NECs in their interactions with government services and broader society. Improvements to structures, systems and process that make government services more culturally competent enable individuals to advocate confident that they will be supported.

‘I have the strategic view of what is happening in the community now—what are the needs and how to respond to those needs. My knowledge is there but I don’t really know what bureaucratic steps I need to take.’

Advocates also emphasised the need for continued individual advocacy through funded, expert organisations.

The collective internal community knowledge about their own communities must be recognised and valued by stakeholders engaging with NECs. Capacity building efforts should focus on how to leverage knowledge of community advocates of the communities they represent to help stakeholders become more culturally competent in meeting the needs of new and emerging communities.

‘[NECs] need to train the politicians. If they don’t know about the issues, we need to educate them. Tell them these are the community issues and this is what you need to do.’

Based on the consultations undertaken for this project, FECCA has developed the following list of recommendations for NECs, peak bodies and government to ensure a broader representation of NECs at all levels of policy. These recommendations seek to strengthen the capacity for NECs to advocate in a systemic and sustainable manner and enhance the ability for effective collaboration between NECs and other stakeholders.
RECOMMENDATIONS FOR
NEW AND EMERGING COMMUNITY ORGANISATIONS

- Identify organisational priorities for improving or enhancing processes and governance. Use existing toolkits and resources (see Appendix 1) to assist in making positive change.

- Call, write and meet with established CALD organisations, peak organisations and other NEC organisations, to develop opportunities for collaboration and knowledge/resource sharing.

- Develop a media strategy which includes a focus on ethnic media (print, radio, digital, television). Advice on media strategies are available in a range of toolkits.

- Share the work around—encourage and support diverse members of the community to become active on different issues. Ensure a good mix of individuals doing advocacy—gender, age, English language proficiency, life experience, migration experience, religion.

- Develop relationships with decision makers through meetings, letter writing, and invitations to community events. Ensure relationships are with a cross-section of influencers and decision makers—state/territory politicians, senior bureaucrats, federal politicians, local schools, emergency services, unions, local government.

- Don’t give up! Persistence and resilience are key in both individual and systemic advocacy.
RECOMMENDATIONS FOR GOVERNMENT

- Increase opportunities for targeted financial support for NECs. Provide funding opportunities not just for projects or programs but also for organisations to improve infrastructure and processes.

- Increase training and support opportunities for NEC grant applicants which enhance their potential for success in all government funding rounds.

- Strengthen connections with grassroots organisations. Be active and enthusiastic at community events. Develop trust through participation and engagement. Attend a cross-section of events not just those which match government priority areas.

- Broaden connections with NECs beyond figurehead leaders.

- Establish a two-way communication process where support is provided to NECs and where government learns from NECs—needs, strengths, knowledge and skills. Ensure this communication is ongoing and genuine, not just mobilised in relation to crises or to achieve policy outcomes.
RECOMMENDATIONS FOR
PEAK BODIES

- Facilitate the collaboration between NECs and other stakeholders by making introductions, holding networking events, and hosting innovation and collaboration opportunities.

- Enhance support for NECs sustainability through capacity building and mentoring.

- Ensure that NEC issues are represented in peak body systemic advocacy initiatives.

- Continue to engage, consult and collaborate with NECs.

- Establish a directory of NEC organisations in your area of responsibility.

- Establish and administer community forums on stakeholder websites to share issues affecting NECs and other CALD communities.

- Encourage NEC to share information on events across Australia with FECCA to be included in FECCA e-news.
**Appendix 1 - Examples of available resources for NECs**

**QUEENSLAND**

The Community Leadership Program with the Ethnic Communities’ Council of Queensland (ECCQ) focuses on leadership and communication skills. In particular it focuses on how to:

- undertake advocacy
- network
- manage formal meetings
- undertake conflict resolution
- manage events
- effectively use social media.  

**SOUTH AUSTRALIA**

The Successful Communities project with the Multicultural Communities’ Council of South Australia (MCCSA). This project aims at providing practical support to people within vulnerable and emerging culturally diverse community groups. The goal is to support communities in planning for the future, develop strong leadership, engage people and volunteers, and execute successful projects.

**WESTERN AUSTRALIA**

Office of Multicultural Interests’ (OMI) Leadership and Governance program focuses on building capacity of CALD community members, equipping CALD community members with information, knowledge and skills to enable them to apply for and participate on relevant boards and committees. The program also facilitates engagement of CALD communities in government decision-making processes.

**NEW SOUTH WALES**

The Refugee Council of Australia (RCOA) invites people from refugee backgrounds to join the Refugee Communities Advocacy Network (RCAN). RCAN advocates on a range of issues including the Australian Humanitarian Program, settlement issues, Australian asylum and detention policies as well as international issues.

The NSW Service for Treatment and Rehabilitation of Torture and Trauma Survivors’ (STARTTS) Communities in Cultural Transition (CiCT) Program develops governance and leadership capacity for non-funded associations and groups from newly arrived, small and emerging community service organisations and empower them to stand on their own.

**AUSTRALIAN CAPITAL TERRITORY**

Migrant and Refugee Settlement Services’ (MARSS) Multicultural Leadership Program focuses on upskilling existing and potential community leaders from new and emerging communities so that they can advocate their needs and interests with local government and other agencies, landlords and businesses. The goal is to assist individual migrants and their families find employment, education, training and social integration.

Companion House’s Training and Professional Development program works with communities from refugee backgrounds to build community support for refugees and work with policy makers and government to influence Government policy and build service systems that are accessible to asylum seekers and people from refugee backgrounds.

---

9 The Community Leadership Program is funded by the Australian Government Department of Social Services.

10 The Successful Communities initiative is supported by the Australian Government Department of Social Services through the Strengthening Communities Programme.
VICTORIA

The Ethnic Communities Council of Victoria (ECCV) has produced Toolkit Talks—Enhancing Governance Resources with the support of The Scanlon Foundation & Equity Trustees. The Toolkit includes information sheets and activity worksheets covering subjects such as governance and strategy, building volunteer capacity, multicultural mentoring, sustainability, and multicultural stakeholder engagement.

THE FEDERATION OF ETHNIC COMMUNITIES’ COUNCILS OF AUSTRALIA (FECCA)

As the national peak body, FECCA has developed a set of tools to assist communities in the development of a community organisation and in capacity building. These tools include:

• FECCA Good Governance Toolkit
• Starting and Running your own Community Organisation: A Guide
• Community Leadership Advocacy and Skills: A Resource Kit for Culturally and Linguistically Diverse Communities in Australia
• NEC Roundtables.
The project methodology for this research consisted of six different stages:

- Literature review
- Consultations
- Summary of findings
- Roundtables
- Analysis and Final report

**LITERATURE REVIEW**

The literature review focused on concepts and theories of advocacy and community representation and reports of advocacy initiatives among migrants and refugees from NEC. The literature review highlighted a shortage of research on NEC and other vulnerable group advocacy in Australia and New Zealand, including examples of good practice.

List of documents reviewed for this report:

The literature review also involved reviewing FECCA publications relating to NEC such as:

- ‘Community Leadership Advocacy and Skills, A Resource Kit for Culturally and Linguistically Diverse Communities in Australia’, Federation of Ethnic Communities’ Councils of Australia (2009)
- Australian Mosaic issue 46, Shared Experiences and Learnings from African Communities in Australia, Federation of Ethnic Communities’ Councils of Australia (2017)

**CONSULTATIONS**

FECCA conducted a total of 19 consultations using networks including FECCA’s NEC Advisory committee, members and other FECCA partners. Consultations were held in person when and where possible but otherwise were conducted over the phone.

NEC were positive about being contacted and enthusiastic to share their experiences. Many of the participants assisted FECCA by providing contact details of other community leaders and members to participate in the research.

Most of the community advocates work full time outside of their community engagement and advocacy activities. FECCA is grateful for the time given by all community leaders and advocates who took part in this study.

Questions were developed by FECCA to allow for open discussion and to encourage a broad range of topics to be covered during consultations.11

11 See appendix 2 for the full questionnaire
SUMMARY OF FINDINGS

The following communities took part in FECCA consultations:

<table>
<thead>
<tr>
<th>Community</th>
<th>State/Territory</th>
<th>Date</th>
<th>Participant</th>
<th>Priority 1</th>
<th>Priority 2</th>
<th>Priority 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>African</td>
<td>NSW</td>
<td>11.01.18</td>
<td>Community mobiliser</td>
<td>Difficulties with keeping volunteers on a long-term basis</td>
<td>NEC have capacity but lack support</td>
<td>The risk of people in the community becoming isolated</td>
</tr>
<tr>
<td>African</td>
<td>ACT</td>
<td>23.01.18</td>
<td>Community mobiliser</td>
<td>The difficulties accessing funding</td>
<td>The need for training in developing advocacy skills</td>
<td>Time and commitment is a challenge</td>
</tr>
<tr>
<td>Latin American</td>
<td>ACT</td>
<td>24.01.18</td>
<td>Community mobiliser</td>
<td>There is a need for targeted every-day interpreting services</td>
<td>Multicultural communities are good in supporting each other</td>
<td>Advocacy often not at the top of the list of priorities for NEC</td>
</tr>
<tr>
<td>South Sudanese</td>
<td>TAS</td>
<td>06.02.18</td>
<td>Community leader</td>
<td>Challenges with attracting funding</td>
<td>Leadership challenges, in particular time</td>
<td>Targeted training for NEC, including broad spectrum of members</td>
</tr>
<tr>
<td>South Sudanese</td>
<td>NSW</td>
<td>13.02.18</td>
<td>Community leader</td>
<td>Existing skills within NEC</td>
<td>Lack of networks with peak bodies</td>
<td>The desire among South Sudanese community to be part of the wider Australian society</td>
</tr>
<tr>
<td>Brazilian</td>
<td>VIC</td>
<td>14.02.18</td>
<td>Community mobiliser</td>
<td>Successful collaboration with local peak body</td>
<td>NEC and the willingness to do more but lack of resources</td>
<td>The impact on the community organisation when depending on volunteers</td>
</tr>
<tr>
<td>Iranian</td>
<td>ACT</td>
<td>15.02.18</td>
<td>Community mobiliser</td>
<td>Lots of skills within the community but lack of bureaucratic knowledge</td>
<td>The need for a formalised organisation to attract more volunteers</td>
<td>Migrants as part of NEC and face same issues as refugees</td>
</tr>
<tr>
<td>Oromo</td>
<td>VIC</td>
<td>15.02.18</td>
<td>Community leader</td>
<td>The need for greater collaboration between NEC</td>
<td>Funding competition with established communities</td>
<td>Misconceptions from the wider Australian society</td>
</tr>
<tr>
<td>Congolese</td>
<td>NT</td>
<td>22.02.18</td>
<td>Community mobiliser</td>
<td>Community mobilisers have extensive knowledge about their community</td>
<td>Struggles to get grants</td>
<td>The need for a two-way integration process</td>
</tr>
<tr>
<td>Congolese</td>
<td>NSW</td>
<td>22.03.18</td>
<td>Community mobiliser</td>
<td>Members of the African community often work as individuals rather than a community</td>
<td>Policy must be a two-way process—policy makers must learn from the communities</td>
<td>Communities must work together</td>
</tr>
</tbody>
</table>

12 The community leaders and mobilisers attending the consultations are not identified for privacy reasons.
<table>
<thead>
<tr>
<th>Community</th>
<th>State/Territory</th>
<th>Date</th>
<th>Participant</th>
<th>Priority 1</th>
<th>Priority 2</th>
<th>Priority 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bhutanese</td>
<td>SA</td>
<td>29.03.18</td>
<td>Community leader</td>
<td>Challenges in writing grant applications, lack of writing experience</td>
<td>Not many community skills in systemic advocacy</td>
<td>Community representation important to engage with the wider Australian society</td>
</tr>
<tr>
<td>South Sudanese</td>
<td>VIC</td>
<td>03.04.18</td>
<td>Community mobiliser</td>
<td>The need to advocate on behalf of the older generation in the community</td>
<td>Lack of knowledge in the federal government of what is actually happening at state level</td>
<td>Must identify people in the community who can advocate and then provide training</td>
</tr>
<tr>
<td>Sudanese</td>
<td>VIC</td>
<td>03.04.18</td>
<td>Community mobiliser</td>
<td>Some members of the community have advocacy skills but need broader participation from community members</td>
<td>Community members need training to get more confident in speaking up</td>
<td>Language is an issue—people have the skills in their own language</td>
</tr>
<tr>
<td>African &amp; Ageing</td>
<td>WA</td>
<td>18.04.18</td>
<td>Community mobiliser</td>
<td>To start a community organisation is time consuming and sustainable funding is necessary</td>
<td>Difficult for new migrants to understand the Australian bureaucracy</td>
<td>A challenge to attract people with experience to do volunteer work</td>
</tr>
<tr>
<td>Bhutanese</td>
<td>TAS</td>
<td>25.04.18</td>
<td>Community leader</td>
<td>Difficulties in writing funding applications</td>
<td>Challenges with time for community members and therefore lack of knowledge in advocacy work</td>
<td>Great need for advocacy and community organisational training</td>
</tr>
<tr>
<td>CALD disability peak</td>
<td>QLD</td>
<td>02.05.18</td>
<td></td>
<td>The need for both individual and systemic advocacy</td>
<td>Government departments need increased cultural competence</td>
<td>Challenging to lobby for system change</td>
</tr>
<tr>
<td>Peak body</td>
<td>ACT</td>
<td>24.01.18</td>
<td></td>
<td>Lack of knowledge within departments and organisations due to large turn-over of staff</td>
<td>Communities must be encouraged to collaboration</td>
<td>The Australian system is different so most communities need assistance in the beginning</td>
</tr>
<tr>
<td>Peak body</td>
<td>SA</td>
<td>07.02.18</td>
<td></td>
<td>Uncertainties in the communities where to get help with every day tasks</td>
<td>Uncertainties among service providers on how to get in contact with NEC</td>
<td>Amazing capacity in the communities—must develop trust</td>
</tr>
</tbody>
</table>
FECCA organised two roundtables to give NEC an opportunity to network and interact with key government and advocacy stakeholders as well as media, service providers and private industry.

The main aim of the roundtables was to provide opportunities for NEC to share experiences and to improve skills in advocacy, stakeholder engagement and community representation. Another aim of the roundtables was for FECCA to improve engagement with NEC in regional as well as metropolitan locations.

Wollongong

The first roundtable was held in Wollongong on 20 February 2018 and included 20 community members from seven different cultural/linguistic communities as well as a state politician, a federal politician, media and private industry. The roundtable was organised and facilitated with the support of the Multicultural Communities’ Councils of Illawarra (MCCI).

Key points discussed and advice from politicians, media and private industry for NEC were:

1. The importance of building relationships (advocacy = relationships)
2. Know what you want from MPs, what are the issues
3. Suggest solutions to the issues
4. Write down talking points for MPs (1 page summary in clear language about issues and possible solutions)
5. Be clear about the follow-up procedures (who will do what, what did you promise to do for the MP, what will they do for you)
6. Use personal stories
7. Understand state/federal responsibilities—but most MPs will refer you to the correct person so just contact even if you are not sure
8. MPs staff are skilled, do not get disappointed if you do not get to talk to the MP but instead with a staff. They will work through individual statements in detail with you
9. Communicate with MPs in multiple ways, letters and campaigns (gives MPs a better scope of the issue)
10. The default position: all MPs want to help
11. Get involved!

Brisbane

The second roundtable was held in Brisbane on 14 May 2018 for NEC in Queensland. This roundtable included 12 participants from five different cultural/linguistic communities together with a federal politician, media, settlement services and a peak body advocacy organisation.

The roundtable was facilitated with the support from Eidfest Community Services and the Ethnic Communities Council of Queensland (ECCQ). Some of the key tips in community representation for NEC that emerged during the event were:

• Be persistent but polite
• Be clear in your message
• Build and maintain relationships
• Seek networks, collaborate
• Paint a picture, tell real stories
• Approach your local media

Both roundtables were very well received. The participants expressed positive feedback appreciating the opportunity to learn from each other, to interact with state and federal MPs, and to discuss media strategies with media professionals. There was a clear call for similar events in other states to give more NEC the opportunity to network and learn from important stakeholders.

See appendix 3 for flyer and program for the Wollongong roundtable

See appendix 4 for flyer and program for the Brisbane roundtable
Appendix 3 - Questionnaire

The consultations with NEC leaders and members, one-on-one or in a smaller group, will consist of mostly open-ended questions to allow for discussions and general input from the participants.

Main topics to cover:
- the NEC organisations role
- Details about the services they provide
- The community needs they address
- The community(ies) they represent
- The financial challenges they face
- The organisational challenges they face
- How they operate
- Their view on advocacy—what is meant by advocacy
- Strategies for representation and advocacy
- Main issues they want to advocacy on
- Peak body contacts
- Advocacy goals beyond the initial settlement issues such as employment, housing and access to social services
- Familiarity with the Australian system

GENERAL INFORMATION

Profile of organisation/community:
Please provide the following details of your organisation/community: (not necessary if members of several communities are gathered for the same consultation)

Name or person(s) in this consultation:
Name of organisation/community:
Address:
Email address:
Website:

What is your role in the community/organisation:

What CALD population does your organisation/community represent:

Is your organisation (please select the most relevant option)
- A local organisation
- A regional organisation
- A state-wide organisation
- A national organisation
- Other. Please specify_________________________

Where does your organisation operate?
- Metropolitan area
- Rural/remote area
- Both
- Other. Please specify_________________________

When was the community/organisation established?
- Last 0-2 years
- Last 3-5 years
- More than 5 years ago
  Or
- Please specify the year when the organisation was established

Which of the below categories represents the majority of your client group? Please select one or more options
- Permanent residents or Australian citizens from the ethnic, cultural or religious group that the organisations represents
- Temporary residents from the ethnic, cultural or religious group that the organisations represents
- Family stream migrants with low English proficiency
- Refugees and other humanitarian entrants
- Asylum seekers
- Other. Please specify_________________________
FUNDING AND OPERATIONS

Do you receive any funding? If so, which funding source do you rely on?

a. Public grants
   • Federal Government
   • State or territory Government
   • Local Government
b. Private grants
c. Donations

Main source of funding ____________________________

Do you have knowledge and usage of private funding opportunities?

What do you find most difficult in attracting or applying for funding?

For your community/organisation to grow, what support/assistance would be most useful to secure more funding?

a. Building partnerships/networks
b. Training programs to develop skills in writing funding applications and fundraising, marketing, campaigning and networking
c. Simplified application forms and funding criteria
d. Mentoring
e. Improved engagement and communication between funding bodies and community organisations

What do you find most difficult in writing project proposals to funding bodies?

What are the most common needs that need to be addressed for your community members?

a. Housing
b. Legal
c. Financial
da. Health
e. Education
f. Employment
g. Aged care
h. Child services
i. Emergency relief
j. Other ____________________________

ADVOCACY

In your opinion, what is advocacy?

How would you go around impacting policy? What do you do when you want to change something?

What strategies do you find effective/or do you think would be effective?

What are the advocacy roles your community is engaged with?

How well do you feel you know the Australian political system and bureaucracy?

If your organisation conducts advocacy, who is your target audience? Please select one or multiple options:

a. Private sector
b. The community at large
c. A specific ethnic, cultural or religious group
d. Service providers
e. Local government representatives
f. State government representatives
g. Federal government representatives
h. Other. Please specify ____________________________

What do you and/or your community perceive as the most pressing issues that impact on your advocacy abilities and continuation of your community group:

a. Funding cuts and funding uncertainty
b. Lack of knowledge and experience with writing funding applications
c. The political environment
d. Discrimination and negative attitudes
e. Navigating the Australian political system and understanding the lobbying and advocacy processes
f. Raising the profile of the organisation
g. Lack of opportunities and access to formal means of communication where to communicate the organisation’s knowledge of community issues and needs.
h. Lack of social and professional networks
i. Lack of access to professional network, including mailing lists, newsletters and other communication mechanisms
j. Being informed about funding opportunities, consultations, submissions, etc.
k. Managing conflicts with organisations representing same ethnic groups due to personal interests, differing political or religious views.
l. Volunteer nature of advocacy role in your community (if relevant)

What do you find most difficult when engaging with the broader Australian community in representing your own community?

How do you ensure that your advocacy strategy is aligned with the needs of the community you represent?

a. Consultations and meeting with the community
b. Survey
c. Workshop
d. Forums

How do your community promote your messages to the wider Australian society?

a. Establishing a newsletter
b. Having a website on the internet
c. Getting published
d. Producing and distributing brochures, flyers and posters
e. Submitting articles to newspapers
f. Using the media
g. Holding public forums
h. Hosting social events
i. Speaking at meetings of other groups;
j. Submitting to government policy reviews and to government committees
k. Speaking at conferences

Do you use any type of social media? Please select all the options applicable:

a. Twitter
b. Facebook
c. Linkedin
d. Youtube
e. Online discussion forums
f. Blog
g. Flickr
h. None
i. Instagram
j. Other. Please specify

Are there any specific areas where your community needs expert assistance to improve or grow?

What are the main challenges to achieve your advocacy goals/community engagement?

What would be your ideal way of improving your advocacy skills?

a. Capacity building workshops
b. Strategies for leaders for easy implementation in your community
c. One-on-one training
d. Other__________________________________
Appendix 4 – Wollongong Roundtable

Effective Advocacy Skills for New and Emerging Communities (NEC)

Are you active in your community?

Want to learn more about how to get politicians, journalists and service providers to listen to your concerns?

COME TO A FREE EVENT where you can SHARE your experiences and IMPROVE your skills

Tuesday 20 February 2018
4:00 pm-7:00 pm
SAGE HOTEL, 60-62 Harbour St, Wollongong
Refreshments will be served

To join the discussion or for further information please contact:
MCCI: Chris 02 4229 7566 or admin@mcci.org.au / FECCA: Janecke 02 6282 5755 or janecke@fecca.org.au
# Effective Advocacy Skills for New and Emerging Communities (NEC)

4:00pm – 7:00pm 20 February 2018, Sage Hotel, Wollongong

## PROGRAM

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 – 4:15</td>
<td>Arrival and refreshments</td>
</tr>
<tr>
<td>4:15 – 4:30</td>
<td>Welcome and Acknowledgement of Country</td>
</tr>
<tr>
<td></td>
<td>Housekeeping</td>
</tr>
<tr>
<td></td>
<td>Introduction of FECCA’s new and emerging communities project</td>
</tr>
<tr>
<td></td>
<td>Introduction of guest speakers</td>
</tr>
<tr>
<td>4:30 – 4:35</td>
<td>What works?: Effective communication with state politicians</td>
</tr>
<tr>
<td></td>
<td>Paul Scully MP, Member for Wollongong</td>
</tr>
<tr>
<td>4:35 – 4:50</td>
<td>Q&amp;A with Paul Scully MP</td>
</tr>
<tr>
<td>4:50 – 4:55</td>
<td>What works?: Effective communication with federal politicians</td>
</tr>
<tr>
<td></td>
<td>Sharon Bird MP, Member for Cunningham</td>
</tr>
<tr>
<td>4:55 – 5:10</td>
<td>Q&amp;A with Sharon Bird MP</td>
</tr>
<tr>
<td>5:10 – 5:15</td>
<td>What works?: Getting your story heard in the media</td>
</tr>
<tr>
<td></td>
<td>SBS</td>
</tr>
<tr>
<td>5:15 – 5:20</td>
<td>What works?: Collaborating with the private sector</td>
</tr>
<tr>
<td></td>
<td>Commonwealth Bank</td>
</tr>
<tr>
<td>5:20 – 5:50</td>
<td>Q&amp;A with SBS and Commonwealth Bank</td>
</tr>
<tr>
<td>5:50 – 6:30</td>
<td>NETWORKING BREAK AND REFRESHMENTS</td>
</tr>
<tr>
<td>6:10 – 6:30</td>
<td>Open discussion: What does your community need to be more effective in</td>
</tr>
<tr>
<td></td>
<td>representing the key issues for your communities to the broader public?</td>
</tr>
<tr>
<td></td>
<td>Moderator: Chris Lacey</td>
</tr>
<tr>
<td>6:30 – 6:50</td>
<td>Open discussion: How can organisations like FECCA and MCCCI help</td>
</tr>
<tr>
<td></td>
<td>supporting communities in representing their issues to the wider</td>
</tr>
<tr>
<td></td>
<td>community?</td>
</tr>
<tr>
<td></td>
<td>Moderator: Dr Emma Campbell</td>
</tr>
<tr>
<td>6:50 – 7:00</td>
<td>Thank you and conclusion</td>
</tr>
</tbody>
</table>
Effective Advocacy Skills for
New and Emerging Communities (NEC)

Are you active in your community?
Want to learn more about how to get politicians, journalists and service providers to listen to your concerns?

COME TO A FREE EVENT where you can SHARE your experiences and IMPROVE your skills

Monday 14 May 2018
6:00 pm-9:00 pm
15 Coley Street, Acacia Ridge
Queensland
Refreshments will be served

Please RSVP to join the discussion: Janecke 02 6282 5755 or janecke@fecca.org.au
For further information please contact: Janecke 02 6282 5755 or janecke@fecca.org.au

FECCA
Federation of Ethnic Communities' Councils of Australia
# Effective Advocacy Skills for New and Emerging Communities (NEC)

6:00pm – 9:00pm 14 May 2018

## PROGRAM

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 6:15</td>
<td>Arrival and refreshments</td>
</tr>
<tr>
<td>6:15 – 6:30</td>
<td>Welcome and Acknowledgement of Country</td>
</tr>
<tr>
<td></td>
<td>Housekeeping</td>
</tr>
<tr>
<td></td>
<td>Introduction of FECCA’s new and emerging communities project</td>
</tr>
<tr>
<td></td>
<td>Introduction of guest speakers</td>
</tr>
<tr>
<td>6:30 – 6:35</td>
<td>What works?: Effective communication with federal politicians</td>
</tr>
<tr>
<td></td>
<td>Senator Andrew Bartlett</td>
</tr>
<tr>
<td>6:35 – 6:50</td>
<td>Q&amp;A with Senator Andrew Bartlett</td>
</tr>
<tr>
<td>6:50 – 6:55</td>
<td>What works?: Collaborating with service providers</td>
</tr>
<tr>
<td></td>
<td>Gall Ker OAM, ACCESS Community Services</td>
</tr>
<tr>
<td>6:55 – 7:10</td>
<td>Q&amp;A with Gall Ker OAM</td>
</tr>
<tr>
<td>7:10 – 7:20</td>
<td>What works?: Learning from experience</td>
</tr>
<tr>
<td></td>
<td>Rose Brown, Community Leadership Program Manager</td>
</tr>
<tr>
<td></td>
<td>Rose Karlo, President of the African Australian Women’s Association</td>
</tr>
<tr>
<td>7:20 – 7:35</td>
<td>Q&amp;A with Rose Brown and Rose Karlo</td>
</tr>
<tr>
<td>7:35 – 7:40</td>
<td>What works?: Getting your story heard in the media</td>
</tr>
<tr>
<td></td>
<td>Dr Kasun Ubayasi, Griffith University</td>
</tr>
<tr>
<td>7:40 – 7:55</td>
<td>Q&amp;A with Dr Kasun Ubayasi</td>
</tr>
<tr>
<td>7:55 – 8:15</td>
<td>NETWORKING BREAK AND REFRESHMENTS</td>
</tr>
<tr>
<td>8:18 – 8:35</td>
<td>Open discussion: What does your community need to be more effective in</td>
</tr>
<tr>
<td></td>
<td>representing the key issues for your communities to the broader public?</td>
</tr>
<tr>
<td></td>
<td>Moderator: Yasmin Khan, Director Eidfest Community Services</td>
</tr>
<tr>
<td>8:35 – 8:55</td>
<td>Open discussion: How can organisations like FECCA and other advocacy</td>
</tr>
<tr>
<td></td>
<td>organisations help supporting communities in representing their issues</td>
</tr>
<tr>
<td></td>
<td>to the wider community?</td>
</tr>
<tr>
<td></td>
<td>Moderator: Dr Emma Campbell, CEO FECCA</td>
</tr>
<tr>
<td>8:55 – 9:00</td>
<td>Summing up, thank you and conclusion</td>
</tr>
</tbody>
</table>
Appendix 6 – Reference List

Australian Government Department of Home Affairs, 

Australian Government Department of Social Services, 


DiverseWerks, Needs and Assets Assessment: New and Emerging Communities, prepared for the South Eastern Sydney Local Health District and partners including Central and Eastern Sydney PHN, Advance Diversity Services, Sydney Multicultural Community Services, and Gymea Community Aid and Information Centre, DiverseWerks, 2017


Federation of Ethnic Communities’ Councils of Australia (FECCA), FECCA Good Governance Toolkit, Building and Sustaining Your Not-For profit Organisation, FECCA 2010

Federation of Ethnic Communities’ Councils of Australia (FECCA), Community Leadership Advocacy and Skills, A Resource Kit for Culturally and Linguistically Diverse Communities in Australia, FECCA 2009

Federation of Ethnic Communities’ Councils of Australia (FECCA), Starting and Running Your Community Organisation: A Guide, FECCA 2016

Federation of Ethnic Communities’ Councils of Australia (FECCA), ‘Improving Access to Funding for New and Emerging Communities, Summary of issues and Solutions’, FECCA October 2015.


Millwood Consulting, Mapping the Advocacy Capacity of the Refugee and Asylum Seeker Sector in Australia, June 2015

Refugee Council of Australia (RCOA), The Strength Within: the role of community organisations in Settlement, RCOA 2014.

BECOME INVOLVED

VISIT OUR WEBSITE
WWW.FECCA.ORG.AU

FIND OUT WHAT WE DO, READ OUR SUBMISSIONS, LET US KNOW ABOUT ISSUES THAT CONCERN YOU

COMMENT ON OUR POLICY RECOMMENDATIONS

SUBSCRIBE TO AUSTRALIAN MOSAIC MAGAZINE

SUBSCRIBE TO FECCA E-NEWS

SHARE INFORMATION ON YOUR OWN ORGANISATION’S WORK RELEVANT TO CALD COMMUNITIES

FIND US ON TWITTER AND FACEBOOK AND KNOW MORE ABOUT OUR ACTIVITIES, TOPICAL ISSUES, COMMUNITY INITIATIVES, CURRENT GOVERNMENT INQUIRIES, LEARN ABOUT THE WORK OF OUR POLICY COMMITTEES, FIND OUT ABOUT CONFERENCES THAT ARE COMING AND SHARE TO THE COMMUNITY!