

# Collecting Diversity Data to Promote Inclusive Services

24 August 2022

# Acknowledgement of Country

The Centre for Cultural Diversity in Ageing acknowledges the Traditional Owners and Custodians of country throughout Australia. We pay our respect to Aboriginal and Torres Strait Islander peoples and their Elders, past, present and emerging. We acknowledge their continuing connection to land, sea and community.

We would like to extend that acknowledgement and respect to any Aboriginal and Torres Strait Islander peoples listening to this presentation.

We hope our work contributes to fostering respect and recognition between cultures in Australia.

## OUR VISION

All aged care consumers in Australia experience inclusive and accessible care

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## OUR PURPOSE

To build the capacity and capabilities of Australian aged care providers to deliver services that are welcoming, inclusive and accessible

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## OUR SERVICE AREAS



Inclusive practice  
training and workshops



Capacity building to  
promote cultural inclusion  
and equity



Diversity advice and  
consulting

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The Centre for Cultural Diversity in Ageing is supported by Benetas & funded by the Australian Department of Health and Aged Care through the Partners in Culturally Appropriate Care (PICAC) program.

# Poll 1

What services do you provide?

# Poll 2

What type of service are you?

## Poll 3

Does your organisation provide aged care services to rural, regional or remote communities?

# Quick Stats

- There are over **420** languages spoken in Australia including **183** Indigenous languages. (Source: SBS)
- The top 5 languages used at home, other than English, are **Mandarin, Arabic, Vietnamese, Cantonese and Punjabi**. (Source: Census 2021)
- Around **37%** of people over 65 years were born overseas. (Source: Census 2021)
- The 2021 Census data collected information from more than **120** religions and faiths.
- In Department of Health and Ageing data from 2020 around **28%** of people using home care and **20%** of people using permanent residential and respite care were from a CALD background (in this case Department of Health define CALD as people who were born overseas in countries other than UK, Ireland, NZ, Canada, South Africa and USA).
- There is also a culturally diverse aged care workforce. **21%** of the total direct care workforce identify as being from a CALD background. (Source: Department of Health, 2020, Aged Care Workforce Census)
- Personal Care Workers account for **91%** of all CALD direct care workers. (Source: Department of Health, 2020, Aged Care Workforce Census)

# Melinda Leake

Melinda Leake heads up the Aged Care Data Improvement Unit and has over 25 years experience at the Australian Institute of Health and Welfare.

She has significant experience working with data from a range of areas, including aged care. She also has expertise in leading analysis and reporting of the health and wellbeing status of population groups.



# Consumer Diversity Data Collection and Reporting at the Australian Institute of Health and Welfare



Australian Government  
Australian Institute of  
Health and Welfare

# Consumer diversity data collection and reporting at the AIHW

Melinda Leake  
Head, Aged Care Data Improvement Unit

The AIHW logo consists of the letters 'AIHW' in a bold, sans-serif font. Each letter is a different color: 'A' is blue, 'I' is green, 'H' is red, and 'W' is purple.

**AIHW**

Stronger evidence,  
better decisions,  
improved health and welfare

## Diversity measures in aged care

- The AIHW National Aged Care Data Clearinghouse (NACDC) holds nation-wide administrative aged care data
- Data include people's use of mainstream aged care programs and assessment activity
- Common diversity measures captured across most programs are:
  - **Country of birth**
  - **Preferred language**
  - **Indigenous status**

What data are available?

## Diversity measures in aged care

- Summary findings are published on the AIHW's [GEN aged care website](#)
- For example, across all aged care services in 2019–20:
  - Between 18–28% of people were born in non-English speaking countries
  - One in 10 users report a preferred language other than English
  - Around 2-3% identify as Aboriginal or Torres Strait Islander people

What does the data tell us?

# Limitations & opportunities

- Limited number of diversity measures are used in aged care
- Same measures not consistently used across programs and settings
- Diversity of the aged care workforce not captured
- Presenting highly aggregated results can mask differences

## Limitations

- Improve on measures used across aged care data
- Improve coverage and consistency across programs and settings
- Improve routine collections and use linked data to further enhance capture
- Explore patterns of aged care service use for particular population groups

## Opportunities

# Data improvement activities

- The AIHW is working with the Department of Health and Aged Care on the:
  - **National Aged Care Data Strategy** to guide the future aged care data system
  - **Aged Care National Minimum Data Set (NMDS)** to standardise the collection and reporting of a core set of aged care data
  - **Aged Care Data Asset** to integrate person-level data collected across different settings to better understand the interfaces between aged care, health and welfare.
- This work aims to improve the collection, monitoring and use of aged care data.

# Data improvement activities

- What might the NMDS look like in practice for diversity measures?
- Over time, it will:
  - Standardise existing cultural and linguistic diversity measures
  - Enhance coverage with new measures (for example, English language proficiency, year of arrival in Australia, visa information and more)
  - Consider diversity more broadly (for example, gender, sexuality and measures for other ‘special needs’ groups)
- First version of the NMDS is being drafted – following consultation and refinement, it will be publicly released in **June 2023**

# Thought-provoking questions

- What do you think should be the priorities for future versions of the NMDS?
- What issues might we not have thought about?
- How can you help?

# AIHW resources

## GEN aged care data website

- [People using aged care](#)
- [Data improvements](#)

## AIHW website

- [Older Australians](#)
- [Reporting on the health of culturally and linguistically diverse populations in Australia](#)

# Dr Meg Polacsek

Dr Meg Polacsek is Senior Researcher at Benetas, a major aged care provider in Victoria.

In this role, she undertakes research in the real-world contexts of community and residential care, and retirement living. As a social gerontologist, her research interests tend towards social aspects of ageing, life course approaches to wellbeing, late life transitions and mental health.



Benetas and Centre for Cultural Diversity in Ageing Research:  
Languages Spoken by Consumers in Residential Care Facilities  
across Australia 2021

# Languages spoken in residential aged care in Australia

BENETAS / CENTRE FOR CULTURAL DIVERSITY IN AGEING COLLABORATIVE PROJECT

Dr Meg Polacsek  
Senior Researcher, Benetas  
[meg.polacsek@benetas.com.au](mailto:meg.polacsek@benetas.com.au)

24 August 2022

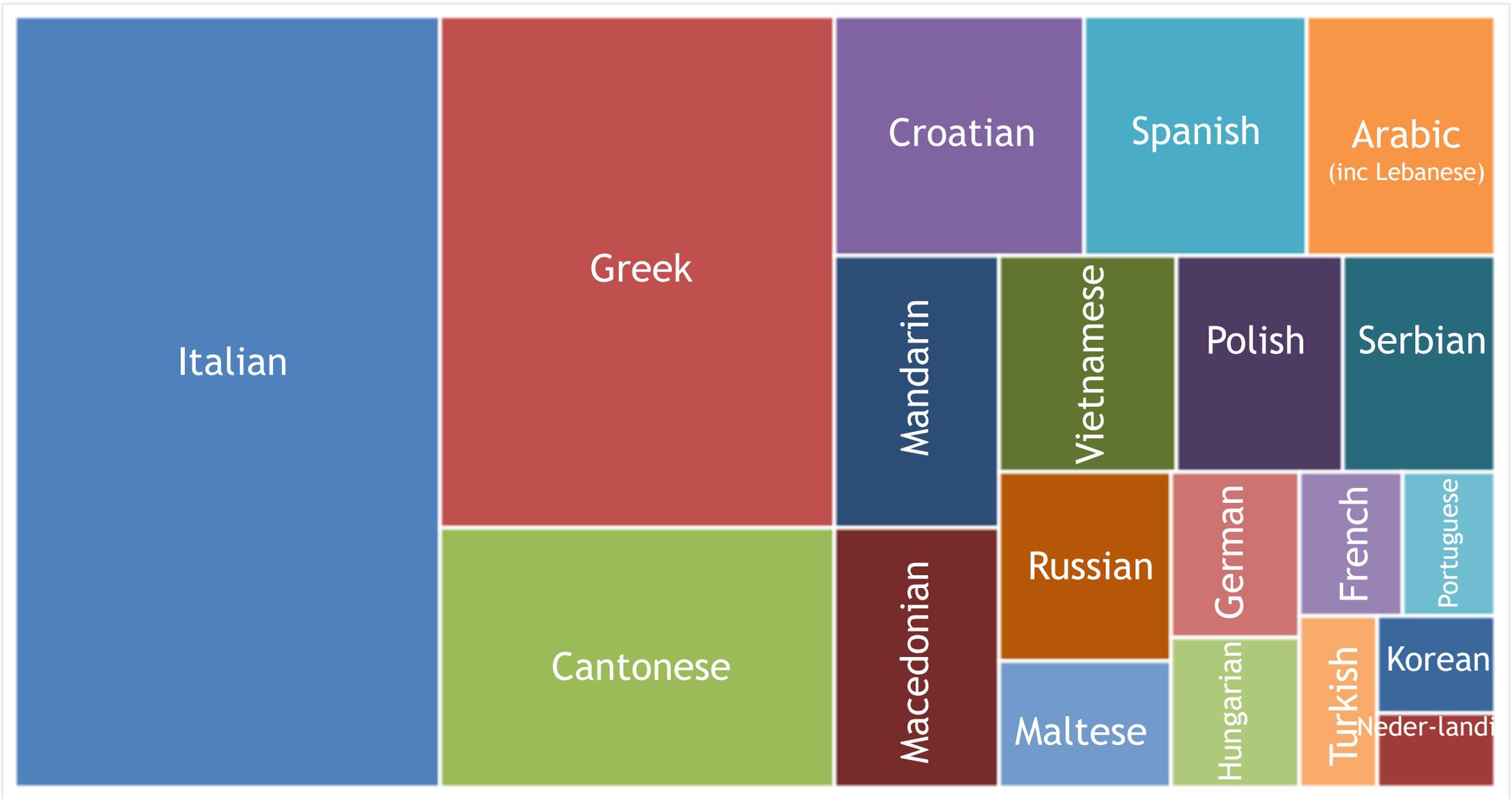


# Context

- Representation
- Person-centred care
- Current project
  - Aims
  - Process
  - Preliminary findings



# Top 20 languages

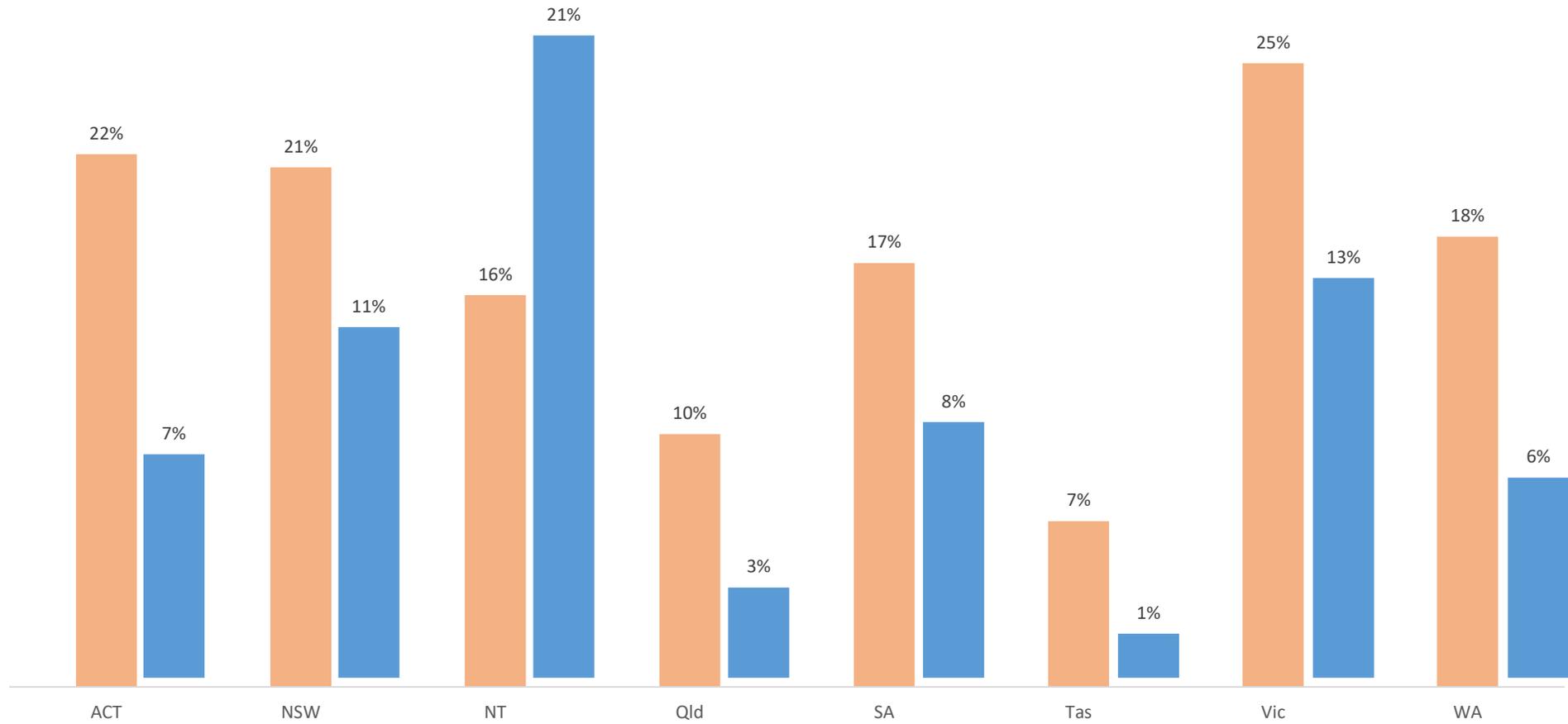


# Broad comparisons

State/Territory	ACT	NSW	NT	QLD
Top 3	Croatian Greek Italian	Italian Greek Cantonese	Indigenous Greek Portuguese	Italian Greek Cantonese
Inc in Top 20	Finnish Lao  Tamil	Hindi Korean Other	Kriol  Indonesian Malay	Japanese Hindi Indigenous
State/Territory	SA	TAS	VIC	WA
Top 3	Italian Greek Polish	Italian Greek Polish	Italian Greek Cantonese	Italian Croatian Cantonese
Inc in Top 20	Ukrainian Dutch  Persian	Czech Bosnian Finnish	German Dutch Other	Persian  Hokkien Indigenous

Percentage of residents born in non-main English speaking countries

Percentage who prefer a language other than English



# Key messages

- Assume nothing
- Importance of disaggregated data
  - Metro/regional comparison
- Future of aged care
  - Preference for community care
- Collaborate

Thank you



I just got a text from my teenage son.  
Do you speak emoji?

# Margaret Teuma

Margaret Teuma is the Diversity & Inclusion Specialist at Uniting NSW.ACT.

She is responsible for the provision of expertise in embedding of diversity and inclusion principles in Uniting.

Her role includes challenging existing structures and supporting progressive change through influencing system improvement and coordinating special projects that build diversity and inclusion capability.



# Diversity Data Collection and Reporting at Uniting NSW.ACT

# The power of quality data for inclusive service provision

## Collecting Diversity Data to Promote Inclusive Services Webinar| 22 August 2022

Margaret Teuma, Diversity and Inclusion Specialist



# Reflection Questions

- **How can I build the case for gathering good, accurate diversity & inclusion data?**
- **What diversity and inclusion data should I be collecting to build our client & workforce profile?**
- **How can I use the data I gather to gain insights from it, to plan services and drive change to respond to individual needs of our clients from culturally diverse backgrounds?**

# Our diversity & inclusion strategy aspiration

**A place where everyone feels safe and confident to be themselves, where diversity is valued to co-create a better world.**



Always welcoming you,  
exactly as you are.

**Uniting**



# Why we collect diversity and inclusion data

Because it  
make good  
business sense

Deeper  
understanding of  
lived experiences of  
diverse groups

Drives Transparency  
and Commitment

Informs service and  
workforce planning

Evidence to Invest in  
capability

Reimagine care and  
support

Elevates the voice of  
our customers and  
workforce **measure  
inclusion**

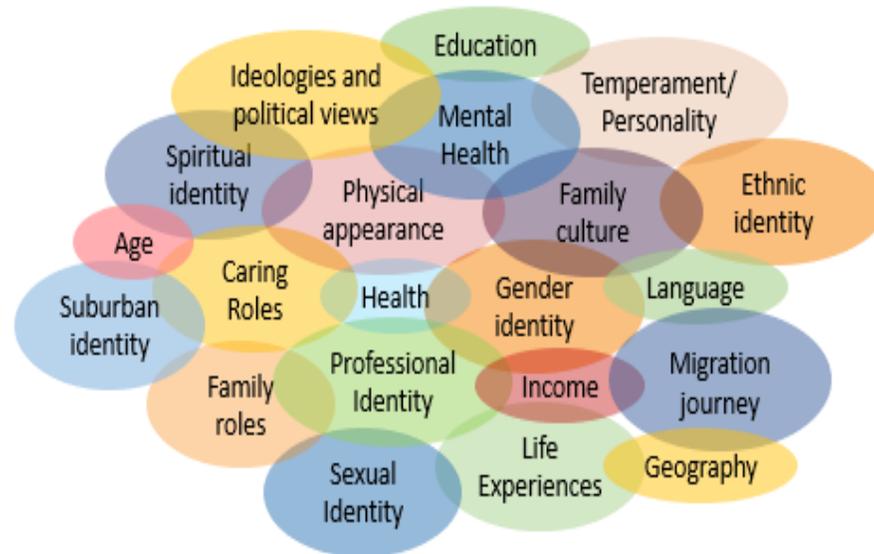
Expectations

Reality



# We know D&I data collection comes in many forms

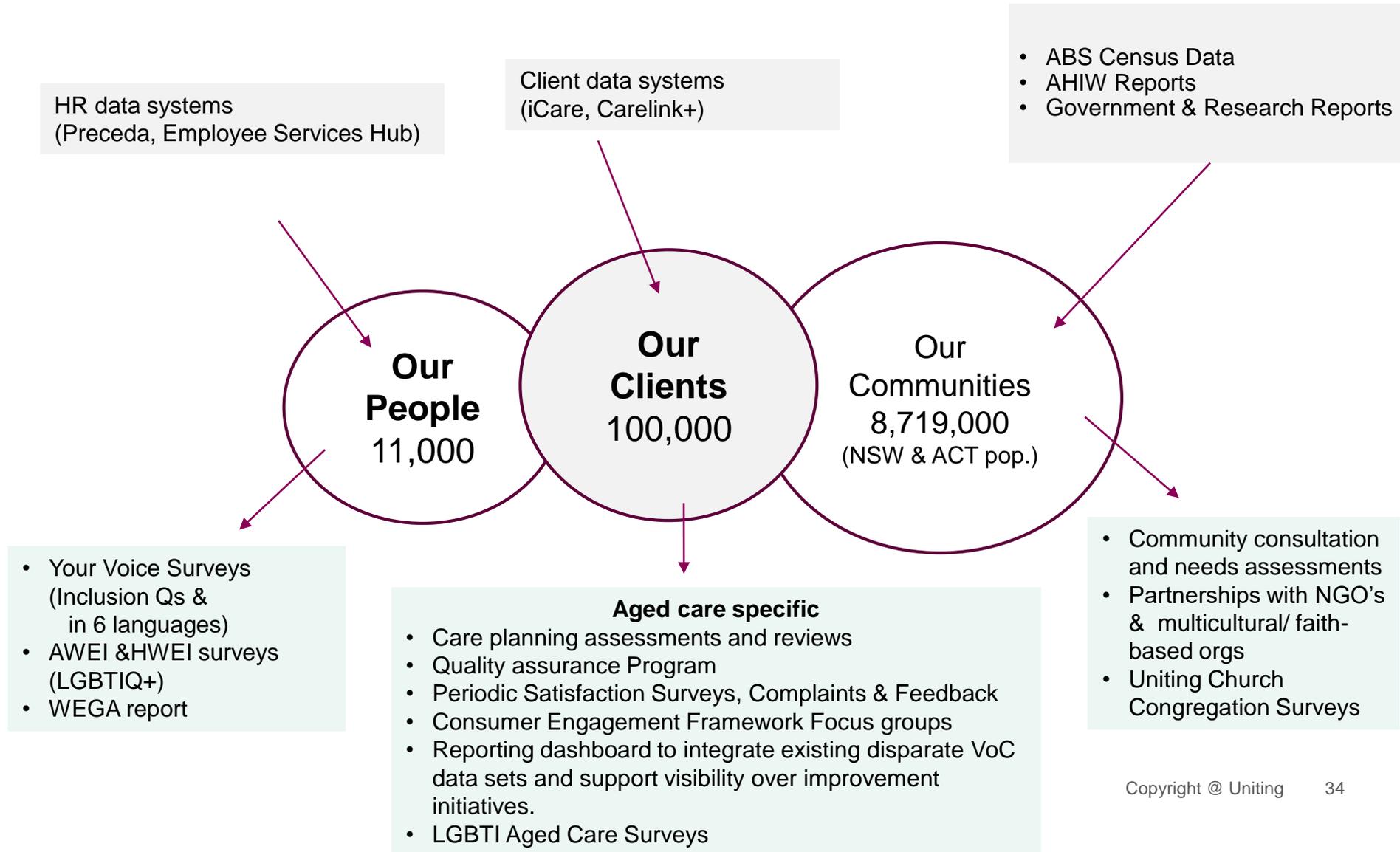
People have overlapping identities and experiences



Understanding how diversity characteristics intersect can guide us towards holistic and person centred care

**Source:** Courtesy of the Centre for Cultural Diversity in Ageing

# The many ways we collect D&I data of our people, clients and communities



# Visual examples of D&I data collection

Your Voice Survey 2022 – Diversity and Inclusion Questions

## Aged Care client/resident Consultations

<p><b>Making beds</b></p> <ul style="list-style-type: none"> <li>This morning I was woken up at 8 o'clock by John, one of the care staff who walked into the room, opened up the curtains and said "Good morning! It's linen day, time to get up." I was still quite sleepy and not quite ready to get up and out of bed to change the sheets.</li> <li>Scenario 2 – This morning I woke up on my own. I made myself comfortable with my book. Simon knocked on the door and asked to come in. 'Of course,' I said. Simon asked if I wanted to get ready for the day now or if I would prefer more time in my room. He let me know that it was linen day and if I wanted a fresh change of sheets, they would be collected around 10. I was happy with my lie in and could strip the bed later after I'd had breakfast.             <ul style="list-style-type: none"> <li>Which story do you relate to? Why? Tell me more?</li> <li>What does meaningful choice and control look like to you?</li> <li>Can you describe what should happen?</li> <li>(If important) Why is this important?</li> </ul> </li> </ul>	
<p><b>Mealtimes</b></p> <ul style="list-style-type: none"> <li>Scenario 1 – It's 5 o'clock. This time every day dinner is served. I'm not hungry. I could ask for my meal to come later but then it might be difficult to get a hold of someone to get it for me from the kitchen. And I don't want to be demanding. I'll just eat now, I guess.</li> <li>Scenario 2 – It's 5 o'clock. This time every day dinner is served. I'm not hungry quite yet. I feel comfortable asking Marcus to serve my dinner later, at around 6:30. Marcus smiles, makes a note to remember, and says "I'll see you at 6:30!"             <ul style="list-style-type: none"> <li>Which story do you relate to? Why? Tell me more?</li> <li>What does meaningful choice and control look like to you?</li> <li>Can you describe what should happen?</li> <li>(If important) Why is this important?</li> </ul> </li> </ul>	
<p><b>Bathing</b></p> <ul style="list-style-type: none"> <li>Scenario 1 – Sometimes I just don't feel like a shower. I get tired and am often in pain. I don't want to be rustled out of where I am to have a wash. I know that being clean is important, but I just don't feel like it today. Sandra approaches me</li> </ul>	

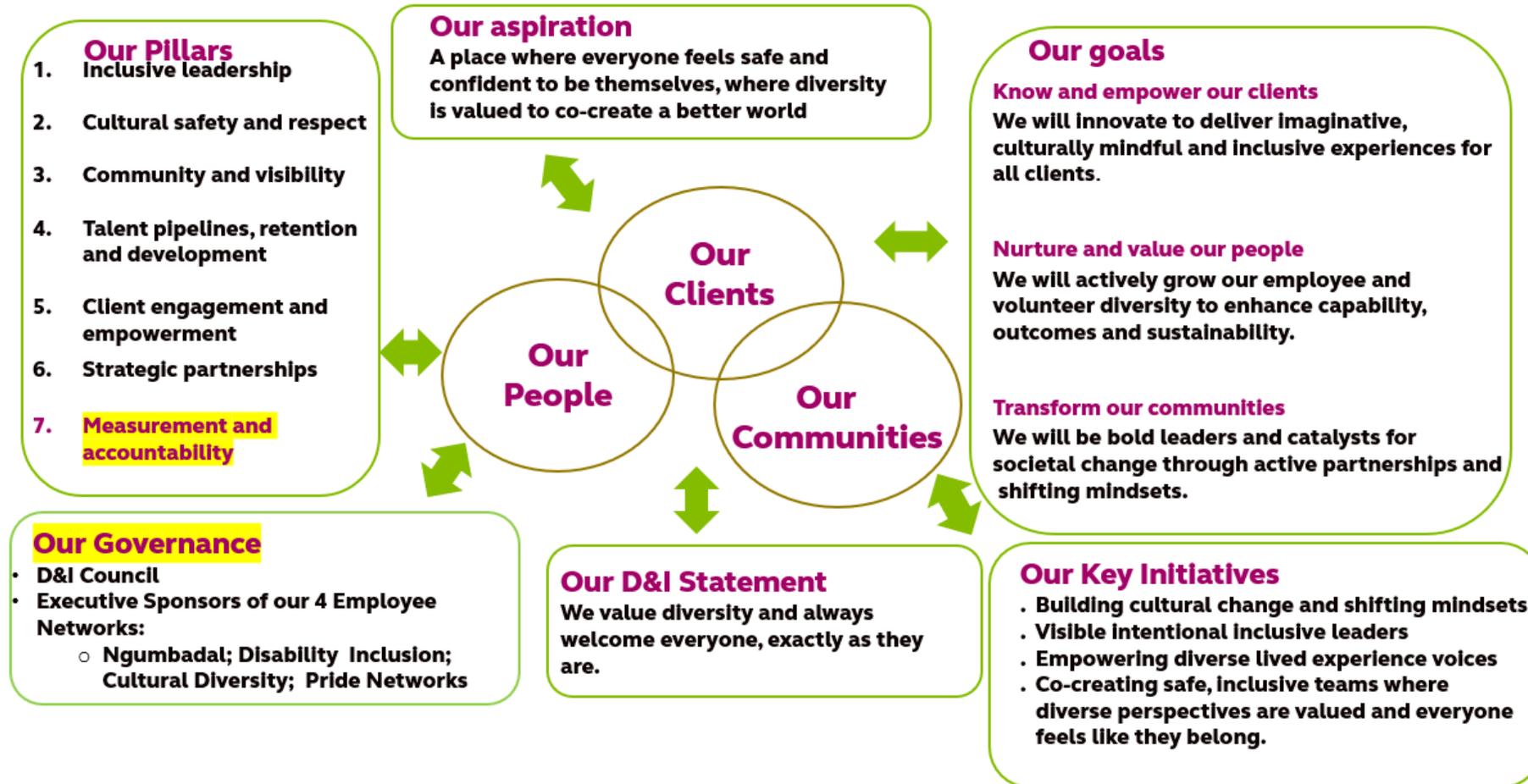
Final question set:

Question	Metric aligned to our D&I strategy
I feel I can be myself at work	Authenticity, Inclusion, psychological/ cultural safety
When I share my opinion, it is valued	Value diverse perspectives
I feel like I belong at Uniting	Belonging, inclusion
I feel included within my immediate team	Diversity and Inclusion happening at a team level
I feel safe to share things about myself at Uniting	Safety and confidence to share/ disclose aspect of identity
My manager demonstrates through their actions that diversity and inclusion is important	Diversity and Inclusion is being practiced by Uniting leaders.

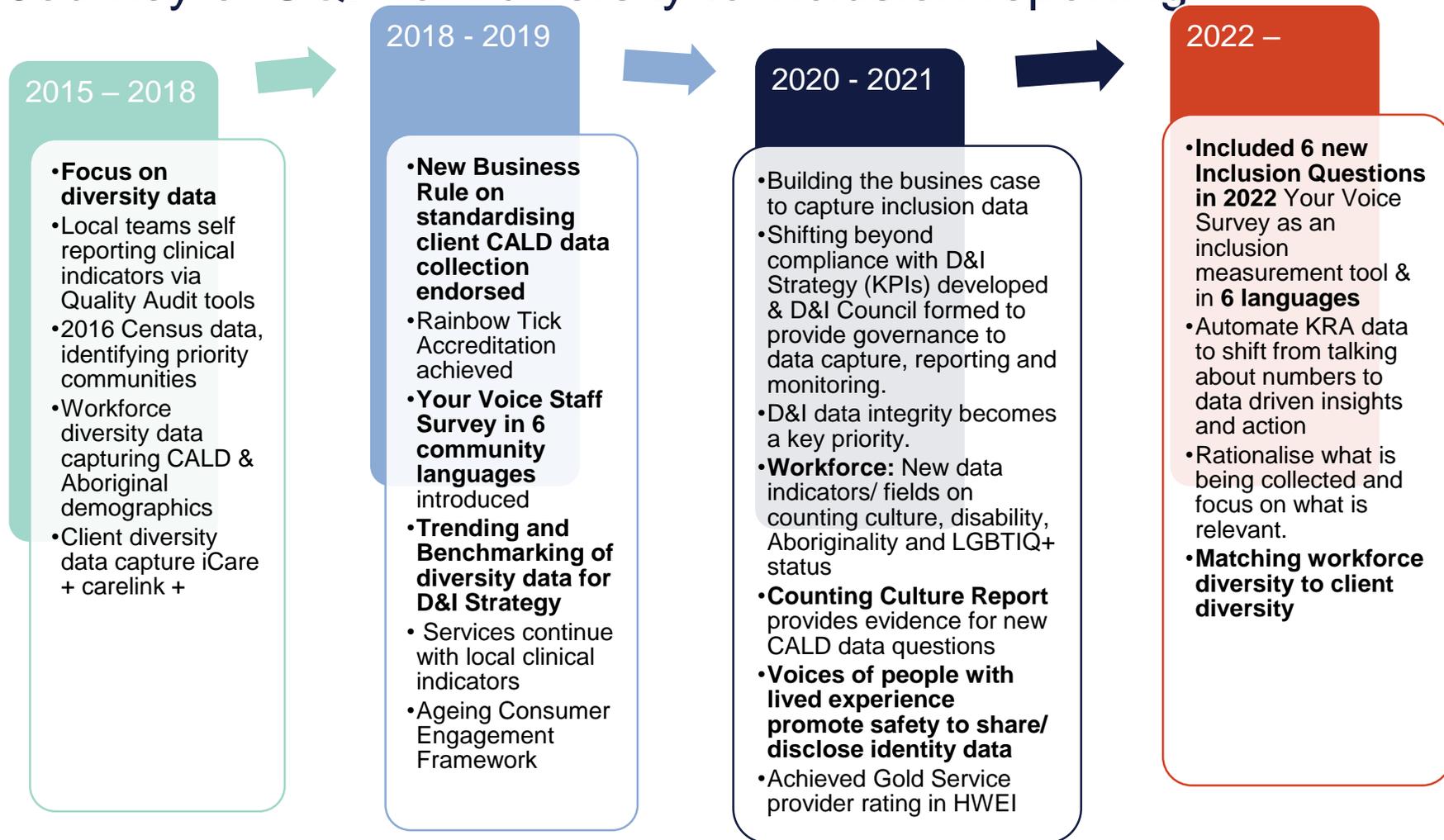
## Standard definition of CALD (client systems)

Briefing Note		
<b>Topic</b>	Standardising Demographic Data capture across Uniting systems	
<b>Strategic Alignment</b>	4. Smart Systems, innovative practice, exceptional people	4.4.1 Develop & execute an integrated organisational Quality Framework
<b>Stakeholders/Role (RACI)</b>	Practice & Quality People & Systems Uniting Executive Uniting Operational Staff & Management	Strategic Reporting(A) Systems Governance (A) Endorsement & Support (C,A) Client Data Compliance and Completion (C, R)
<b>Background</b>	Uniting is currently in the process of developing a Quality Framework across all Uniting Services. A common measure of the WHO domain Equitable is the % of CALD and Indigenous clients, yet Uniting has no standard definition of what constitutes a 'CALD' client. This makes both aggregation and comparisons across programs impossible. Similarly the 'Single View of Customer' project has a requirement for common definitions of demographic information such as CALD, and a preference that the same information is captured for all clients regardless of program or system.	
<b>Current State</b>	Uniting has multiple systems to capture client data, each with different available demographic fields. Even within the version of Carelink+ used by Resilient Families, Disability and Independent Living, different services capture various demographic data based on various funders' requirements. There are 4 commonly used CALD fields in this system alone, each used by different services. In order to meet the needs of the various Uniting wide projects, there is a requirement to agree a core set of demographic data to be captured for all Uniting clients, as well as consistent rules for determining whether a client is CALD.	

# Creating good data governance



# Driving Safe and Identity Disclosure: Journey of CQI from diversity to inclusion reporting



Collecting diversity data to measuring inclusion

# How this translates to Uniting's Ageing's services and practice

Headline D&I challenge	2023 D&I priorities	What success will look like
<b>Our Ageing Directorate needs to ensure that our teams are confident to deliver respectful and inclusive client experiences, because this is critical to person-centred care, where everyone feels a sense of safety and belonging. This needs to be hard-wired into our systems and processes.</b>	<ol style="list-style-type: none"><li>1. Scale the Confident Communicator training program across Residential Aged Care.</li><li>2. Support place-based recruitment to achieve the client and staff diversity that will meet community needs.</li><li>3. Deliver on Ageing Reconciliation Action Plan (RAP) commitments.</li></ol>	<ol style="list-style-type: none"><li>1. 80% of priority RAC services complete Confident Communicator training program Y2.</li><li>2. Diversity and RAP recruitment, retention and learning targets are prioritised (Q1) and met annually at a place-based and operational level Y1, Y2, Y3.</li><li>3. Implement inclusive practice tools (including RAP commitments) Y1, Y2, Y3.</li></ol>

# Transforming D&I data into inclusive services and practice

**Uniting**

**Always welcoming you,  
exactly as you are.**

# Thank you



## Have your say – Interactive session

After the questions are launched, please scroll down to answer all the questions before you hit the submit button

# Diversity Data Collection of Leaders involved in the Diversity Webinar Series 2022-23

The Centre for Cultural Diversity in Ageing collected diversity data of 26 leaders involved in the Diversity Webinar Series in 2022-23.

The following core questions were asked through an email in an informal way:

- What cultural background or backgrounds do you identify with?
- What language/s do you speak including English?
- Do you identify as Aboriginal and/or Torres Strait Islander?
- With which faiths or spiritual identities do you identify with?

# Diversity Data Collection of Leaders involved in the Diversity Webinar Series 2022-23 cont.

Cultural identity/ies	Language/s spoken	Aboriginal/ Torres Strait Islander	Spiritual/Faith identity/ies
<p>Mexican (1), Italian (1), Slovenian (1), Australian (8), South African (2), Afrikaans, Greek (3), French (1) Mauritian (1), African Australian (1), Turkish (1), Jewish (1), Anglo-Saxon (2), Japanese (1), Spanish (1), Ethiopian (1), German (1), Austrian (2), Brazilian (1), LGBTQIA+ (1), Macedonian (1), Persian (2), Maltese Australian (1), Ghanaian (1), Iraqi (1), Egyptian (1), Punjabi (1), English (1), Yorta Yorta (1), Wurundjeri (1) Boon Wurrung (1), Anglo-Indian (1), Anglo-Australian (1), Norwegian (1), Family (1)</p>	<p>English (25), Spanish (3), Afrikaans (1), French (1), Zulu (1), Xhosa (1), Mpondo (1), Swati (1), Greek (2), Turkish (1), Hebrew (1), Yiddish (1), Japanese (1), French (1), German (2), Portuguese (1), Russian (1), Macedonian, Persian (2), Maltese (1), Arabic (1), Punjabi (1), Malay (1), Hindi (1), Norwegian (1), Italian (1), Ancient Greek (1)</p>	<p>No (26), Aboriginal (1)</p>	<p>None (8), Spiritual Humanism (2), Agnostic (1), Christianity/Christian (5), Buddhism (3), African Traditional (1), Atheism (3), Jewish (1), Church of England (1), Shinto (1), Spirituality (1), Spiritism (1), Mother Nature (1), Vegetarianism (1), Orthodox (1), Islam (1), Sikhism (1), Provalist (1), LORE of Mother Earth (1), Catholic (1), Nature (1), Benedictine (1), Greco-Buddhism (1), Pluralism (1), Eastern Rite Orthodox (1)</p>

# Diversity Data Collection of Leaders involved in the Diversity Webinar Series 2022-23 cont.

## **Findings and learnings:**

Quantitative data analysis has limitations because people have multiple ways they identify as well as unique ways of identifying that cannot be categorised or measured. It is important to allow people to self-identify and to capture data through stories which complements categorical data.

Discrimination can impact the way that people fill out data relating to culture and faith. Discrimination can also distort results as people may be reluctant to share all details.

People's identity can be shaped by their partners identity as well by their travel and life experiences rather than their ancestry.

It important to measure language's spoken at home and languages learnt as well as proficiency of language.

Some people's spiritual identity can be linked to their cultural identity.

Some people's cultural identity can be related to their sexuality and family.

# Frank Mathisen

Frank Mathisen engages with Australia's multicultural communities across 63 different languages as the Community Manager at SBS Radio.



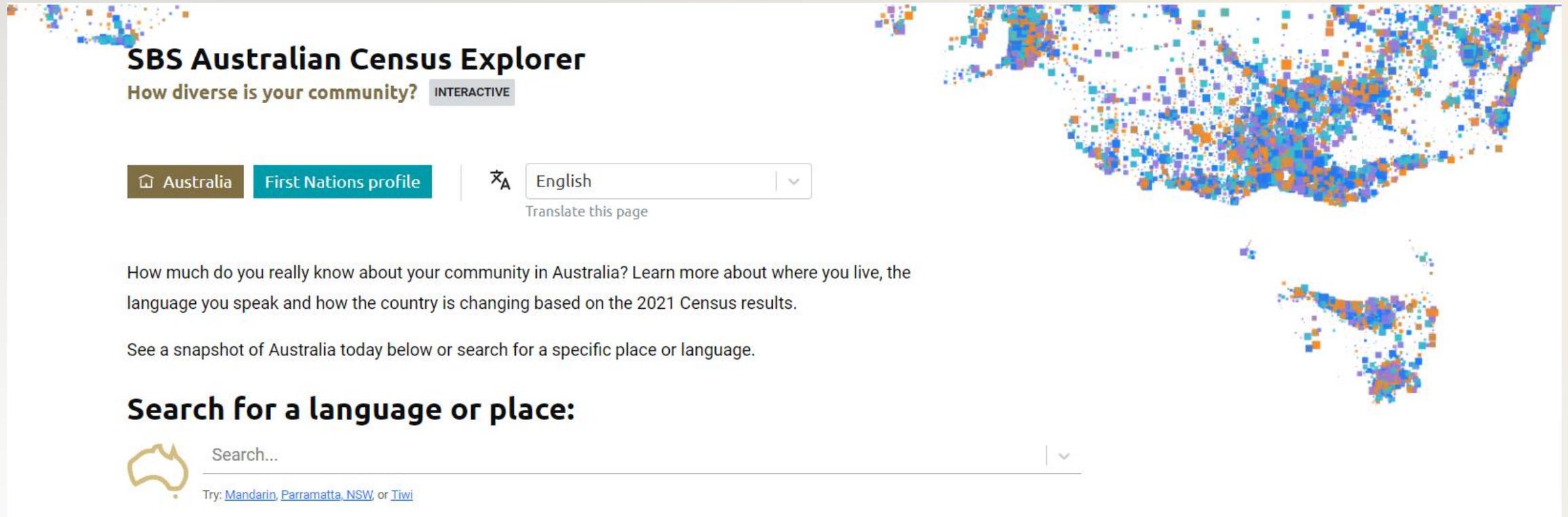
# SBS' new Census Explorer website

# SBS Census Explorer

How much do you really know about your Community?

# SBS Census Explorer – A Snapshot

SBS has had a long-standing history with the Australian Census data, having built a data visualisation of the Census results since 2012, 2017 and now again in 2022. Each time, the way in which we have visualised the data has evolved and this year is no different with emphasis on ‘language’ and ‘place’. In this way, just as the ABS advertising tagline “every stat tells a story”, we wanted to allow ease of access to the data in a way that is meaningful to our multilingual and multicultural audiences so that they can be informed, educated and, hopefully, entertained.



**SBS Australian Census Explorer**  
How diverse is your community? **INTERACTIVE**

[Australia](#) [First Nations profile](#) English Translate this page

How much do you really know about your community in Australia? Learn more about where you live, the language you speak and how the country is changing based on the 2021 Census results.

See a snapshot of Australia today below or search for a specific place or language.

**Search for a language or place:**

 Search... Try: [Mandarin](#), [Parramatta, NSW](#) or [Tiwi](#)

# A First Nations Profile Section

By making First Nations languages searchable we continue to inform & educate in a practical way

## A snapshot of Warlpiri speakers in Australia

**2,624**  
speakers  
↑ 13.8% since 2016 (2,305 people)

**25 to 29**  
median age  
Compared to 35 to 39 for Australia overall

**11**  
different ancestries  
- 0 since 2016 (11)

**98.8%**  
identify as Aboriginal and/or Torres Strait Islander  
Compared to 3.2% for Australia overall

Of the 429 languages spoken in Australia, 183 of these is Australian Indigenous languages

812,000 people or 3.2% of the population identify as Aboriginal and/or Torres Strait Islander

Of Aboriginal and Torres Strait Islander people 4.9% are over the age of 65 years old

The largest proportion of Aboriginal and Torres Strait Islander population lived in NSW (34.2%)

# For the first-time 8 Languages other than English



Arabic



Simplified Chinese



Traditional Chinese



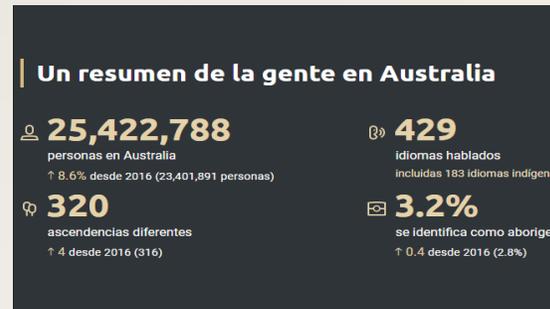
Greek



Italian



Korean



Spanish



Vietnamese

In the year ending 30 June 2020, the population aged 65 years and over increased by 145,600 people (or 3.6%)

Australian Bureau of Statistics

# SBS Census Explorer – the power of place

SBS Census Explorer allows site visitors to search for a Suburb, Council Area or Federal Electorate

## Federal Electorate of Parramatta

### A snapshot of people in Parramatta

**203,278**  
people in this place  
↑ 9.1% since 2016 (186,324 people)

**169**  
languages spoken  
↑ 8 since 2016 (161)

**260**  
different ancestries  
↑ 15 since 2016 (245)

**0.8%**  
identify as Aboriginal and/or Torres Strait Islander  
Compared to 3.2% for Australia overall

## Parramatta Council

### A snapshot of people in Parramatta

**256,729**  
people in this place  
↑ 13.5% since 2016 (226,153 people)

**168**  
languages spoken  
↑ 16 since 2016 (152)

**264**  
different ancestries  
↑ 20 since 2016 (244)

**0.8%**  
identify as Aboriginal and/or Torres Strait Islander  
Compared to 3.2% for Australia overall

## Suburb of Parramatta

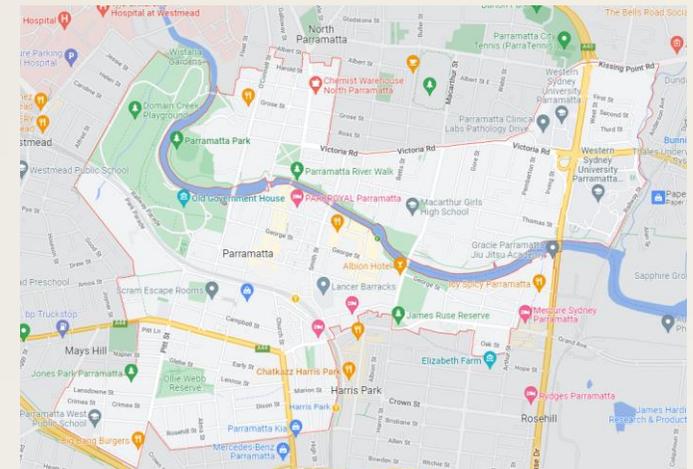
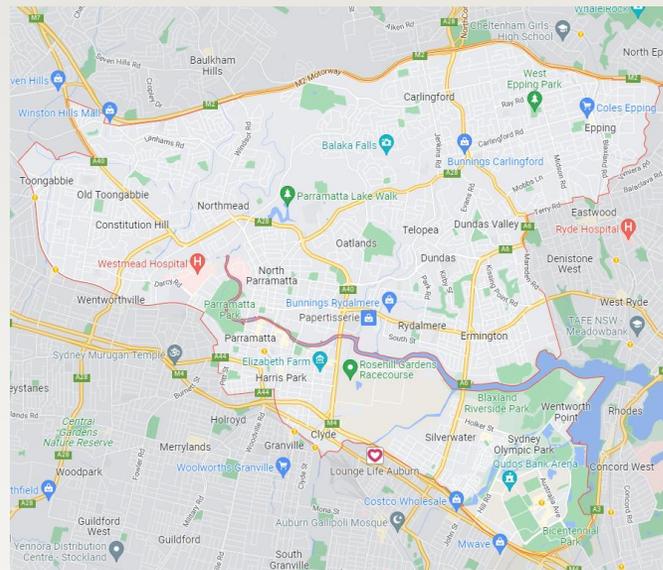
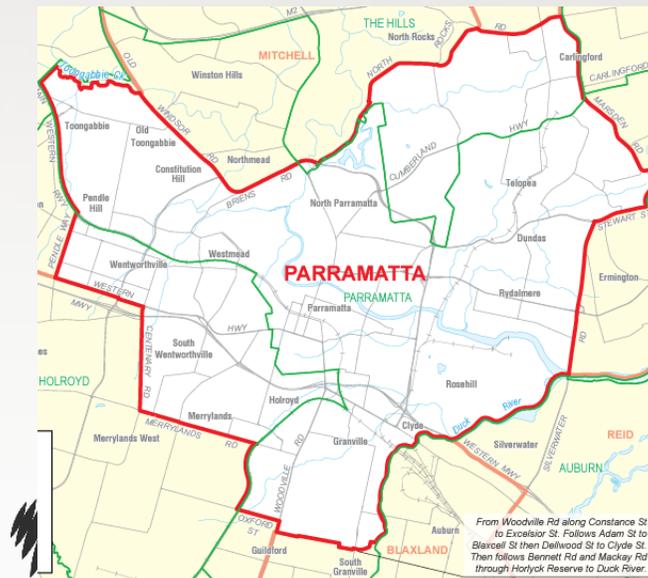
### A snapshot of people in Parramatta

**30,211**  
people in this place  
↑ 17.1% since 2016 (25,799 people)

**107**  
languages spoken  
↑ 1 since 2016 (106)

**177**  
different ancestries  
↑ 11 since 2016 (166)

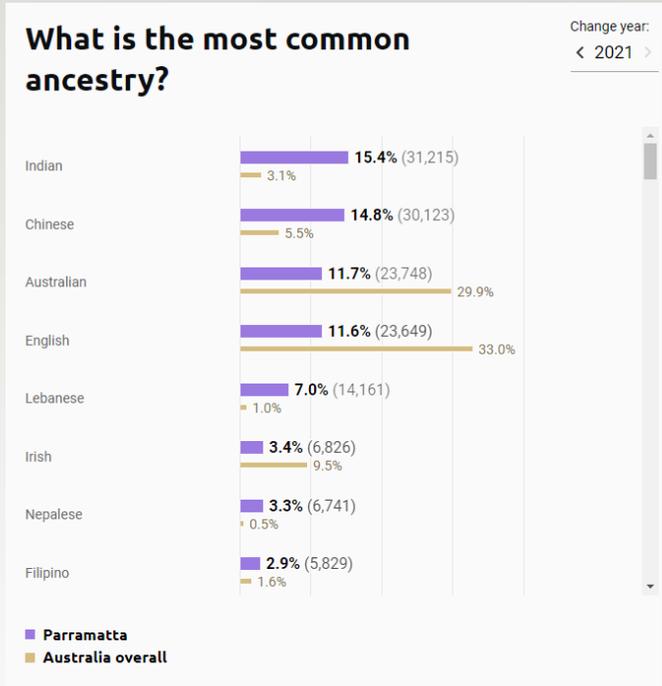
**0.5%**  
identify as Aboriginal and/or Torres Strait Islander  
Compared to 3.2% for Australia overall



# SBS Census Explorer – The place should inform our planning

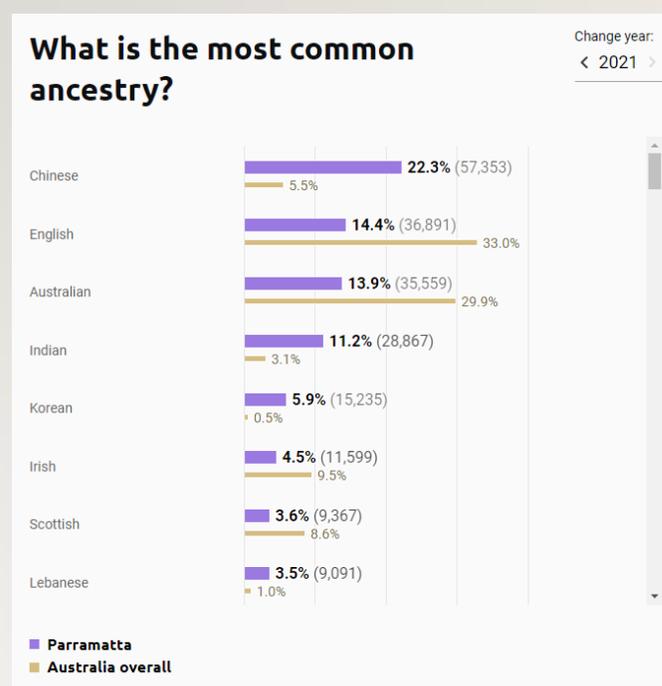
Searching via Suburb, Council or Federal Electorate paints a different picture each time

## Federal Electorate of Parramatta



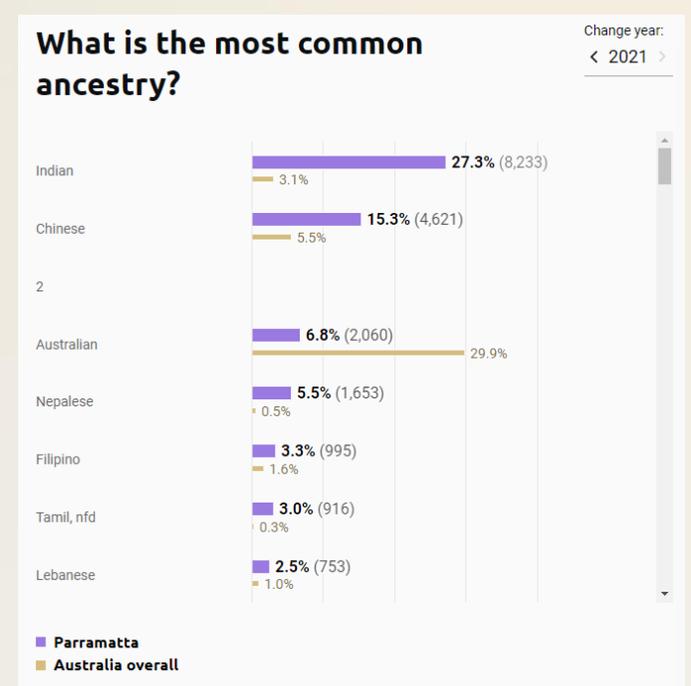
A growing Nepalese Community

## Parramatta Council



A growing Korean Community

## Suburb of Parramatta



A growing Filipino Community

# There are 54,115 Croatian speakers in Australia

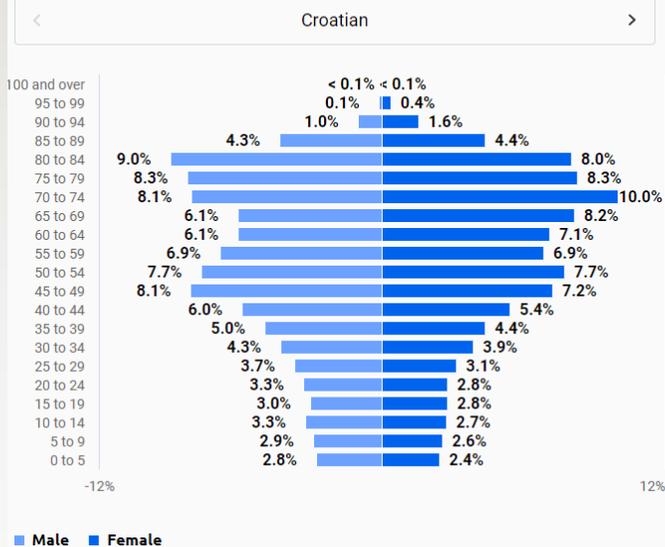
A sizeable proportion of Croatians live in Western Australia – it is also an ageing population

The medium age of Australians with Croatian heritage is 55-59 compared to 35-39 overall

## How old are people?

Change year:  
< 2021 >

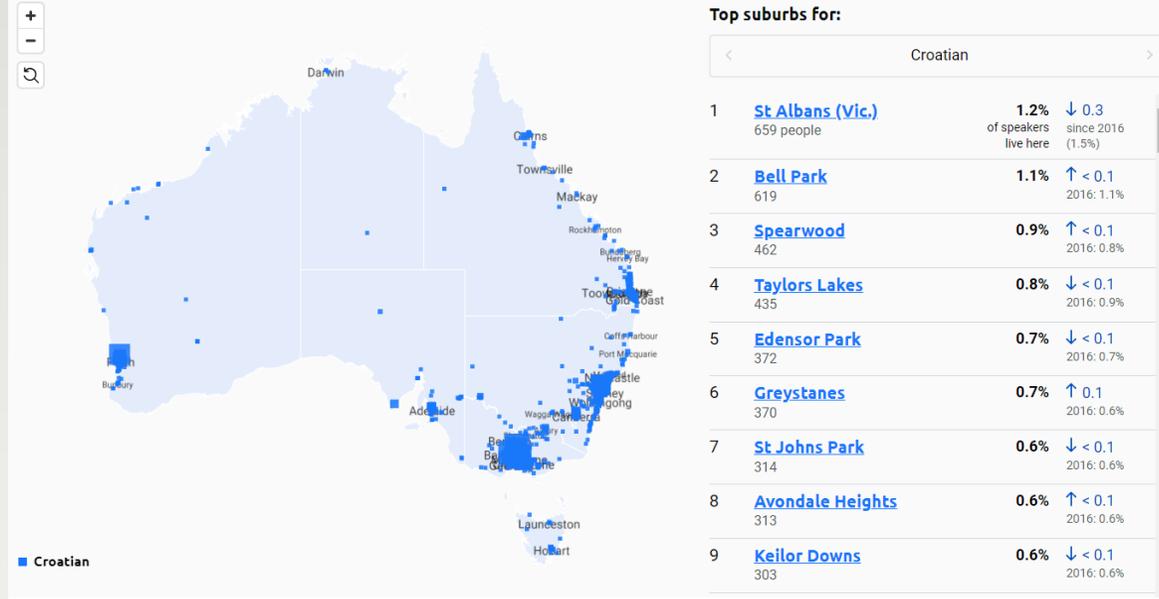
Population pyramid for:



Using SBS Census Explorer I can learn where people of a certain language spoken live – in this case the top suburbs where Croatians speakers live includes Spearwood, WA

## Where do people live?

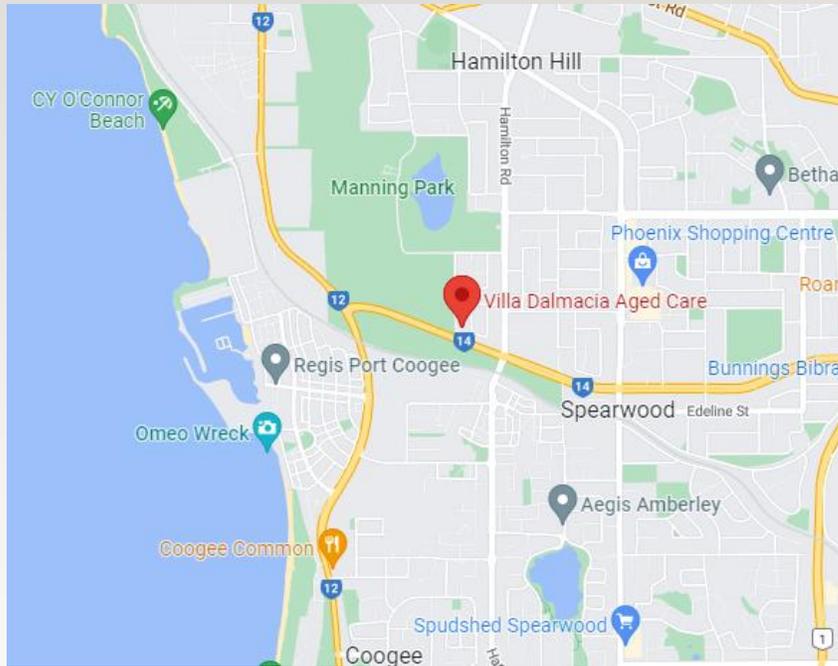
Change year:  
< 2021 >



# By accident or good planning...

We may never know

## Villa Dalmacia Aged Care, Western Australia



## Dalmatia is 1 of 4 regions of Croatia

### Dalmatia

Region in Croatia

Dalmatia is one of the four historical regions of Croatia, alongside Croatia proper, Slavonia, and Istria. Dalmatia is a narrow belt of the east shore of the Adriatic Sea, stretching from the island of Rab in the north to the Bay of Kotor in the south. [Wikipedia](#)

**Area:** 12,158 km<sup>2</sup>

**Largest city:** Split

**Highest elevation (Dinara):** 1,831 m (6,007 ft)

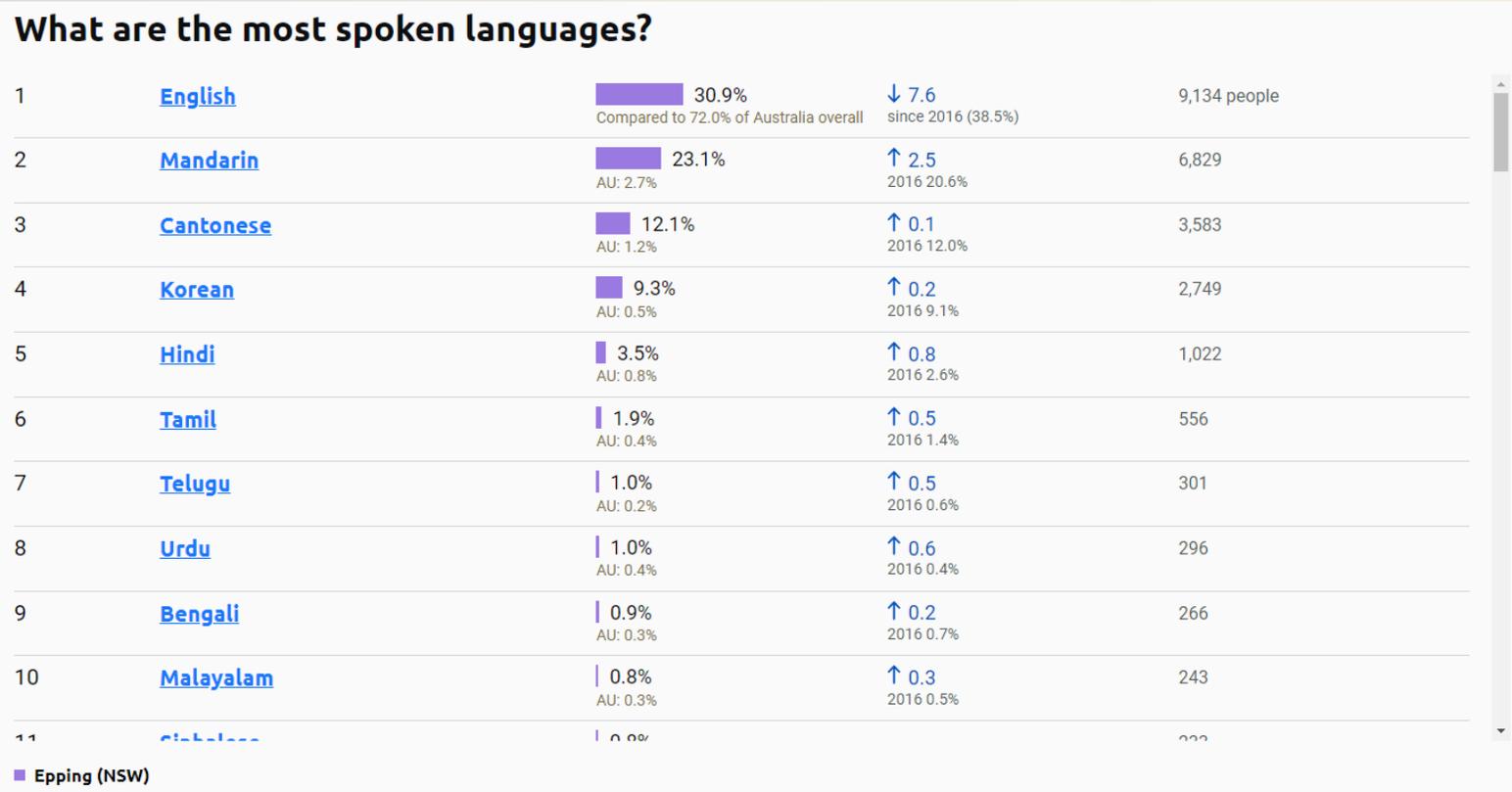
**Named for:** Dalmatae

**Demonym(s):** Dalmatian

# Are we serving the right dish

As the current population ages, Australia is also seeing an increasing cultural diversity in the older population. In 2021 more than 29.1% of Australia's estimated resident population was born overseas (7.5 million). Aged Care Homes should be planning to meet the needs and preferences of residents. Depending on the location and make-up of the heritage of a particular suburb, the religious and cultural beliefs of those individuals and groups should be taken into consideration. SBS Census Explorer allows site visitors to search for a particular suburb their Aged Care Home is located in or planning to open – the data tells a unique story for each suburb searched.

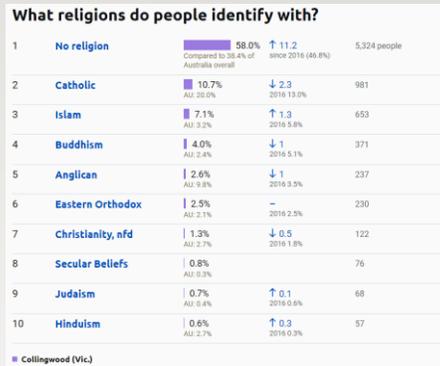
Epping a suburb in Sydney NSW, is increasingly diverse with 23.1% of residents speaking Mandarin and 9.3% Korean. As the population continues to grow so will the change in eating preferences of residents within the aged care homes within that area. Assuming most families will want their relatives located close to where they live, a spoon and fork may be appreciated more than knife and fork. Catering & food supply businesses to the aged care homes in that area will also have to revise the food stuffs they supply.



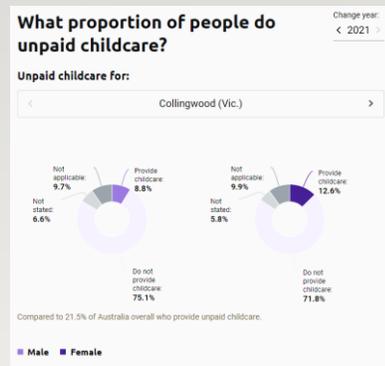
# SBS Census Explorer – the Applications are Endless

The slides before are just two of the applications SBS Census Explorer can be used for. SBS has visualised the ABS data in many other ways. Story-telling is such a critical part of our multicultural society, our history, and our future. It is hard to put a value on the Census Explorer but we hope you will find it will benefit your research needs whether you are in the Aged Care industry or Government.

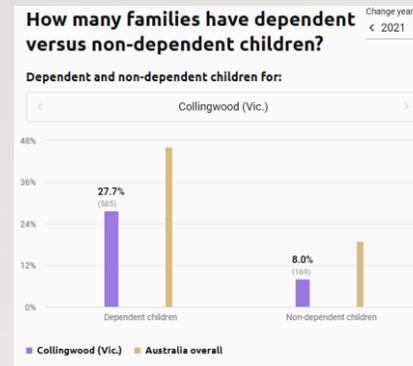
## Religious Background



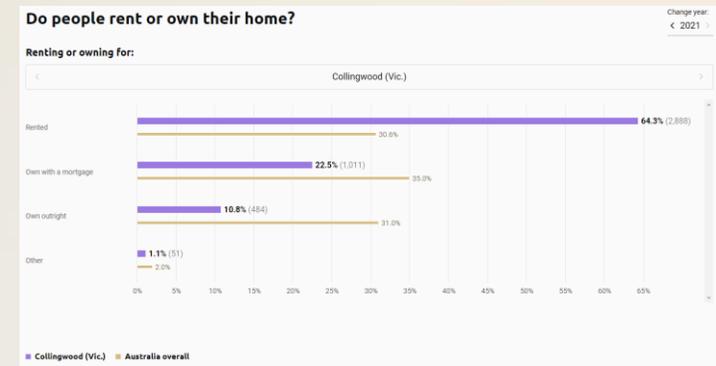
## Unpaid Childcare



## No of Children



## Rent versus Own



SBS hopes to build on the Census Explorer in 2027, in the meantime we invite you to learn more about where you live, the language you speak, and how the country is changing.

# SBS Radio - 68 different languages

SBS Radio uses data from the Australian Census to determine the composition of our services.

One of the criteria we look at is aging, as research has shown that as people age, they tend to revert to their mother tongue.

Other criteria are size, recentness of arrival, English proficiency and household resources.



Amharic (አማርኛ)

Albanian (Shqip)

Arabic (العربية)

Armenian (Հայերեն)

Assyrian

Bangla (বাংলা)

Bulgarian (Български)

Burmese

Cantonese (廣東話)

Dari (دري)

Dinka (Thuɔŋjäŋ)

Filipino

French (Français)

German (Deutsch)

Greek (Ελληνικά)

Gujarati (ગુજરાતી)

Hakha Chin

Hebrew (עברית)

Hindi (हिन्दी)

Hmong (Hmoob)

Indonesian (Bahasa Indonesia)

Italian (Italiano)

Japanese (日本語)

Karen

Khmer (ខ្មែរ)

Kirundi (Ikirundi)

Korean (한국어)

Kurdish (Kurdî)

Lao (ລາວ)

Macedonian (Македонски)

Malayalam (മലയാളം)

Mandarin (普通话)

Mongolian (Монгол)

Nepali (नेपाली)

Pashto (پښتو)

Persian (فارسی)

Portuguese (Português)

Punjabi (ਪੰਜਾਬੀ)

Rohingya

Romanian (Română)

Russian (Русский)

Samoan (Gagana Samoa)

Serbian (Српски)

Sinhala (සිංහල)

Somali (Soomaali)

Spanish (Español)

Swahili (Kiswahili)

Tamil (தமிழ்)

Thai (ไทย)

Tibetan (འབྲུག་སྐད་)

Tigrinya (ትግርኛ)

Turkish (Türkçe)

Ukrainian (Українська)

Urdu (اردو)

Vietnamese (Tiếng Việt)



# Peter Mousaferiadis

Peter Mousaferiadis is the CEO of Cultural Infusion.

Peter has spent over three decades working in the cultural and creative industries.

In 2002, he founded the internationally recognised organisation Cultural Infusion, which builds global harmony through intercultural action within education, information and communications technology and the arts.



# Rezza Moieni

Rezza Moieni is the Chief Technology Officer at Cultural Infusion. Rezza has a Bachelor's degree in Electronic Engineering and a master's in Computer Science (Information Security).

Rezza was a project manager of many national level projects in the broadcasting industry in Iran.



# Diversity Atlas

# Collecting Diversity Data to Promote Inclusive Services

Who are we now?

August 2022

Center for Cultural Diversity  
In the Ageing

Presented by

Peter Mousaferiadis &  
Rezza Moieni

## THE RESEARCH

# It's the right thing to do and good for business

Organisations with diverse and inclusive cultures are:

**6<sup>x</sup>**

times more likely to be innovative\*

**6<sup>x</sup>**

times more likely to anticipate change and respond effectively\*

**35%**

more likely to perform better and have improved ROI\*\*

**67%**

of job seekers view a diverse workforce as important\*\*\*

**83%**

millennials report being actively engaged in inclusive workplace cultures

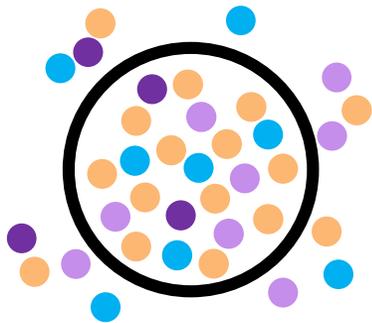
**87%**

better decisioning from diverse teams\*\*\*\*

BETTER PERFORMING TEAMS AND COMPETITIVE ADVANTAGE

# How can you ensure everybody counts?

Some people do not exist  
EXCLUSIVE LIMITED SELF ID



**Compliance and ticking the boxes**

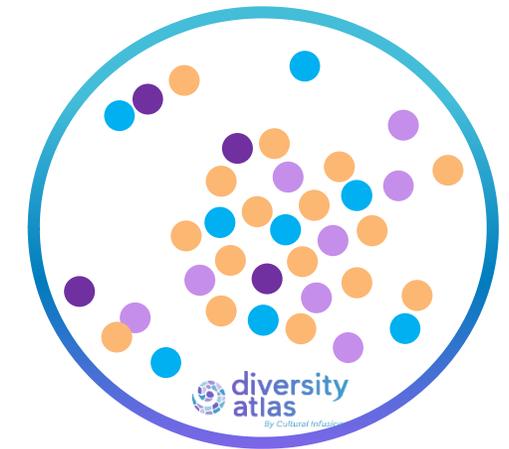
- Data exclusion, othering
- Not everyone recognised, or valued
- Narrow strategies that can create unintended consequences
- Less inclusive workplaces
- Disengaged teams
- Lower performance



*"It makes me feel like we do not exist, and it just makes me feel like we are disappeared. It's very important because it is our identity [to] continue and pass it on to our children [to] be proud of their ancestry of Kachin."*

Australian Standard Classification of Cultural and Ethnic Groups Kachin is lumped under the broad category of "Mainland Southeast Asian".

Everybody counts  
INCLUSIVE SELF ID



**Better people and business outcomes**

- Data equity and inclusion
- All people are recognised, explicitly valuing ALL collective cultures
- Broader more effective approach
- Intercultural understanding
- More engaging workplace experience
- No "othering"

IMPACT

## Poorer outcomes for everyone

National Census Data  
Australia  
ABC Article



Australian Standard Classification of Cultural and Ethnic Groups – Kachin is lumped under the broad category of "Mainland Southeast Asian".

*It makes me feel like we do not exist, and it just makes me feel like we are disappeared. It's very important because it is our identity [to] continue and pass it on to our children [to] be proud of themselves and their ancestry of Kachin."*

European Commission Anti  
Racism Action Strategy



European laws from 1978 prohibited collection of personal data. Minority groups reported feeling excluded and abandoned. This severely limits the impact the EC's Anti Racism Action Strategy

*"It was kind of shocking to find out that we didn't have the numbers ...it basically makes it impossible for the government to respond with any credibility ..."*

National Census data  
Canada  
CNN article



Statistics Canada don't account for multiple visible minorities ..for years have been grouped into single categories

*"Accurate and comparable data is essential ... for designing, adapting, monitoring and evaluating policies. This requires disaggregating data by ethnic or racial origin....."*

European Union's Anti Racism Action Strategy

6 YEARS RESEARCHING AND DEFINING THE MODEL

# Building a scientific methodology and experiential approach making the complex simple

**1** DEFINE  
Extensive research & development



- 30+ years designing, leading, delivering intercultural training
- Scientific research, over 300 Literature reviews, expert team and Partners

**2** DEVELOP  
Worlds most *inclusive* Cultural Diversity data sets



- Ensures all peoples cultural attributes can be found
- Complete inclusive SELF ID, with no “othering”

**3** DELIVER  
Simple, safe & effective delivery



- Easy to use, real time tools and insights, engaging quick surveys/ integrations
- Multifactorial, instant analysis for broader, inclusive and better outcomes

Research Partners:



SME's

GREAT THINGS HAPPEN WHEN EVERYONE COUNTS

## 3 Dimensions of Diversity

### Variety

the absence of homogeneity



**What is our overall mix?**

### Balance

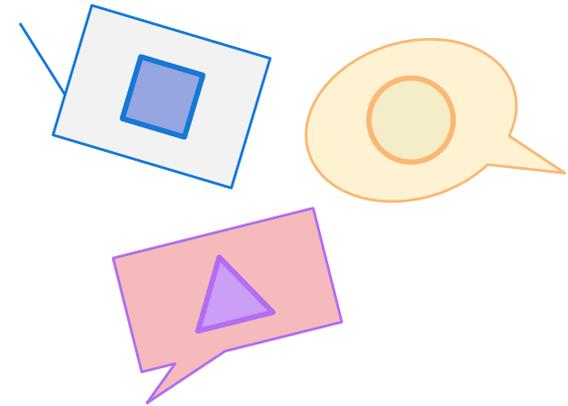
looks at the distribution across a team



**Where can we create greater equity and understanding?**

### Disparity

the dissimilarity of the components



**Where are we similar and where are we different ?**

EVERYBODY COUNTS

# Worlds most inclusive, engaging experience

## 7 Pillars of Diversity Atlas

Transformational impact

- Inclusive Self ID
- Global Standard
- Foundational data

**7 Experience: personalised to your settings**  
+ Inclusion, lived experience, engagement, safety, industry, free text insights etc.

**6 Mutuality: representation comparisons**

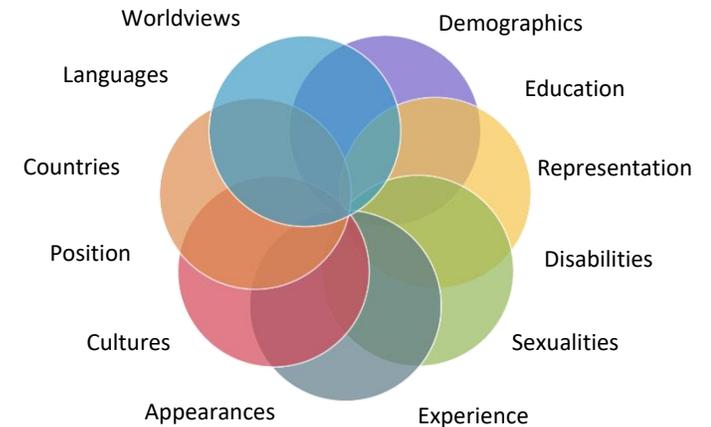
<b>Internal</b> Teams, countries, functions	<b>External</b> Countries, communities, customers
--	--

**5 Demographics & Personal attributes**  
Age, gender, education, sexuality, disability, position level, appearance

1 Countries	2 Language	3 Cultural Heritage	4 Worldview religion
UN countries and dependent territories Birth, parents, citizen	11,200 + all spoken languages, speech groups worldwide	8,500 different global cultural/ ancestral and current connections	7,900+ views, religions, branches and denominations

  
Short 3-4m survey

### Multifactorial analysis



**Benchmarks**  
**Diversity Indexes**



REPRESENTATION

## 6<sup>th</sup> Pillar: The value of mutuality

Diversity Atlas compares the workforce data collected to available 3<sup>rd</sup> party data (E.g. Country Census)

This helps organisations:

- Discover communication barriers
- Learn similarities / differences of cultures to you
- Understand customer and talent acquisition opportunities
- Build better communication and engagement strategies

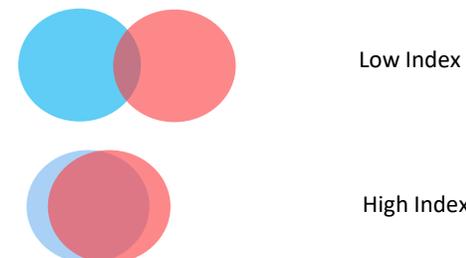


Mutual organisations can be:

- more efficient and effective in the work they do for customers and the communities
- more responsive and adaptable to customer and community needs
- in healthcare\*, patients spend less time in hospitals and have better health outcomes

The workforce of an organisation can be highly diverse, and yet it may still not reflect the diversity of the community it serves.

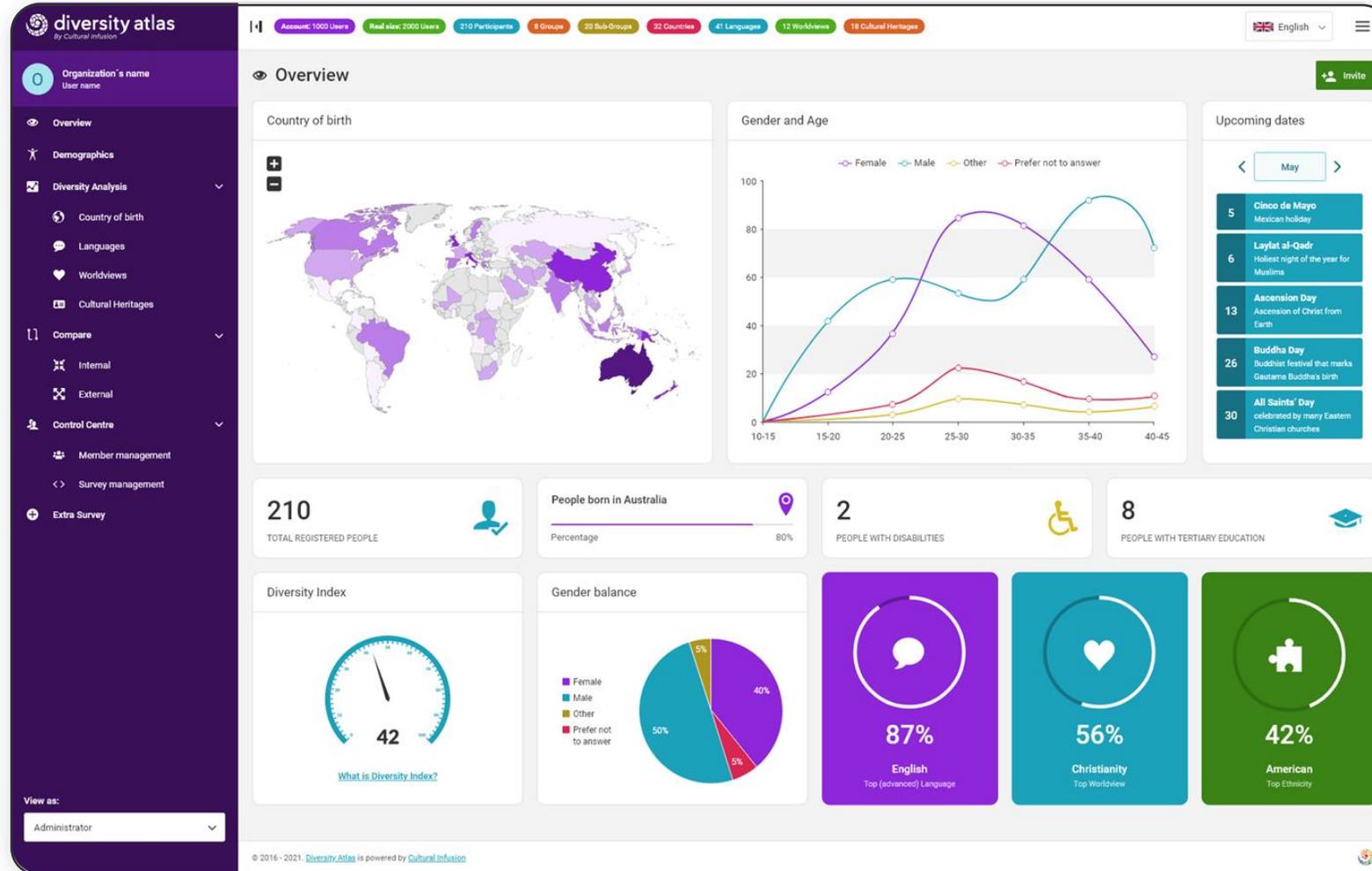
Track your level of representation with the Mutuality Index (in development)



\*Research from HealthWest Group

THE PLATFORM LIVE!

# Complex data, made easily accessible to everyone

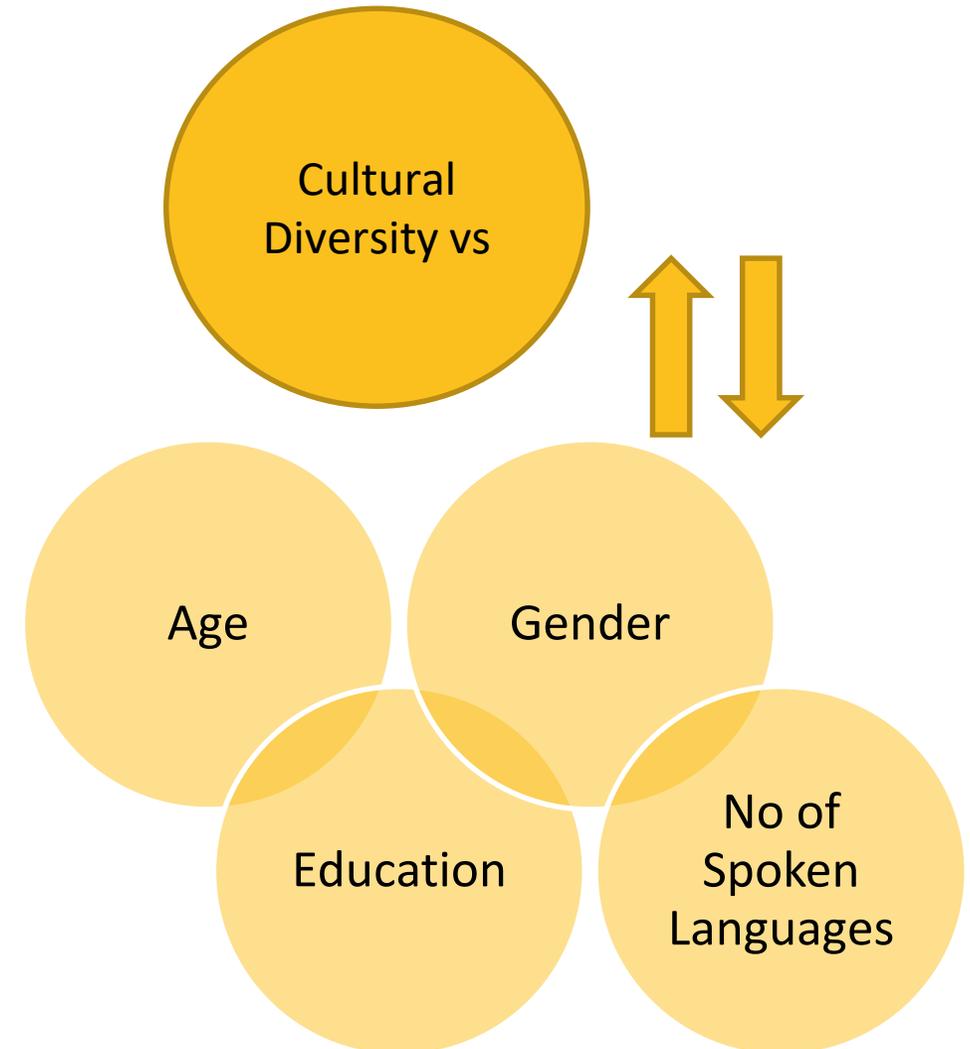


# Case Study: How people in different countries think of Cultural Diversity

Australia

France

Pakistan



## Case Study: How people in different countries think of Cultural Diversity

	Australia	France	Pakistan	Avg
Ethnicity	30	59	25	38
Country	23	15	19	19
Languages	23	15	19	20
Worldview	24	11	36	23
Total	100	100	100	100

## Final words

- Diversity is like a Rubik Cube. It is not solved,
- until all dimensions are solved!

Importance of an inclusive data

Mutuality is the answer

Diversity is not anti-white

To read humanity behind data

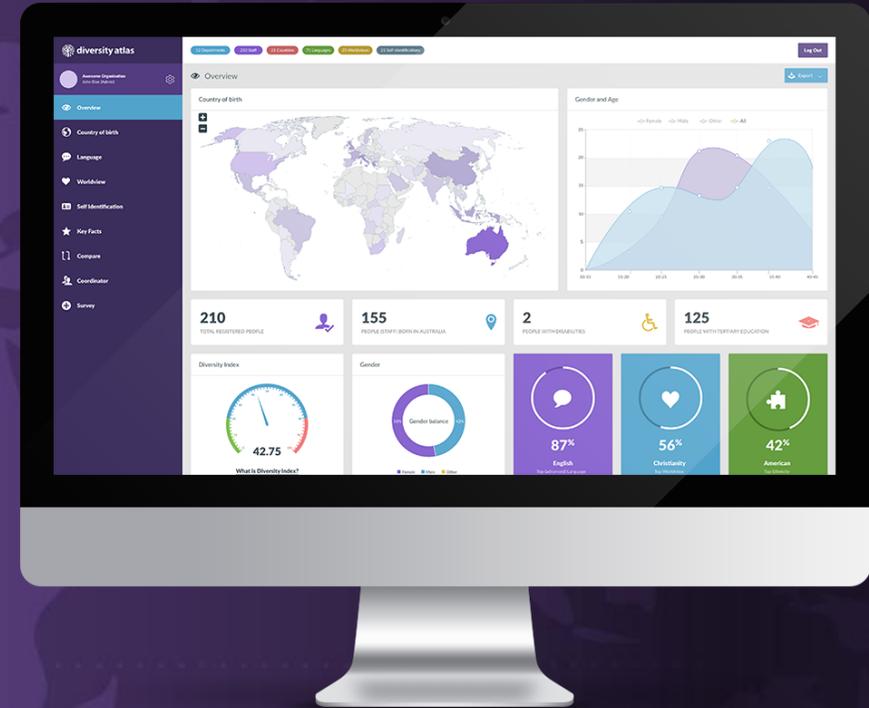


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[www.diversityatlas.io](http://www.diversityatlas.io)

# Q&A

# Where to go for support

## Centre for Cultural Diversity in Ageing Diversity Webinar Series 22-23



**July** Free Translations in Aged Care

**Aug** Collecting Diversity Data to Promote Inclusive Services

**Sep** The Inclusive Service Standards for Beginners – Diversity Coaching Workshop

**Oct** Ten Steps to Developing a Diversity Plan

**Nov** Supporting Older People from Culturally Diverse Backgrounds with a Hearing Impairment

**Feb** Food for Thought – the Link between Food, Culture & Identity

**Mar** Harmony Week Video Launch –The Voices of Multicultural Community Leaders & their Visions for a more Inclusive Aged Care System

**Apr** Recognising Multifaith Initiatives in Aged Care

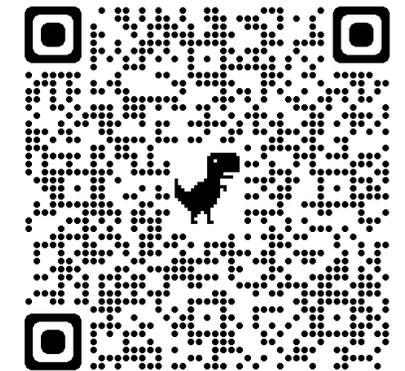
**May** Culturally Diverse Perspectives on Mental Health Care

**June** Cultural Awareness Walk & Talk – Hidden Culture/Decolonising Melbourne with Uncle Shane Charles (Face-to-Face Victoria)

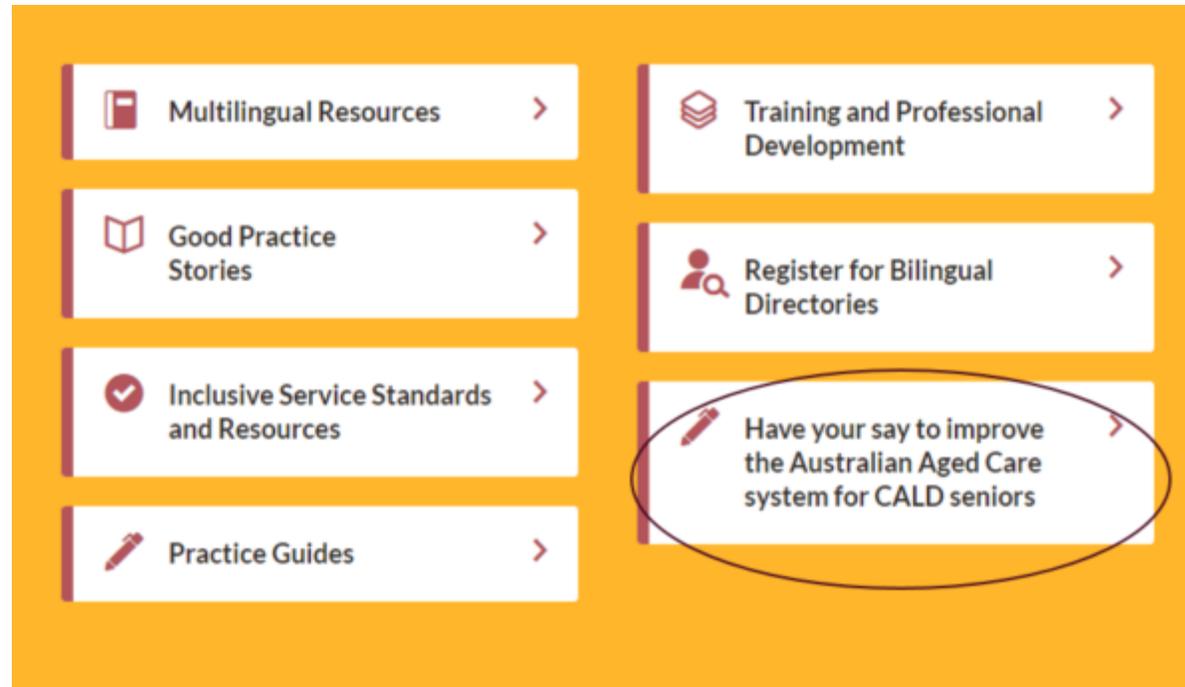
Book at [bit.ly/DWS-22-23](https://bit.ly/DWS-22-23)



CDP All webinars can be counted as time spent relating to Continuing Professional Development for nurses to meet the CPD registration standard



Have your say survey available on our homepage



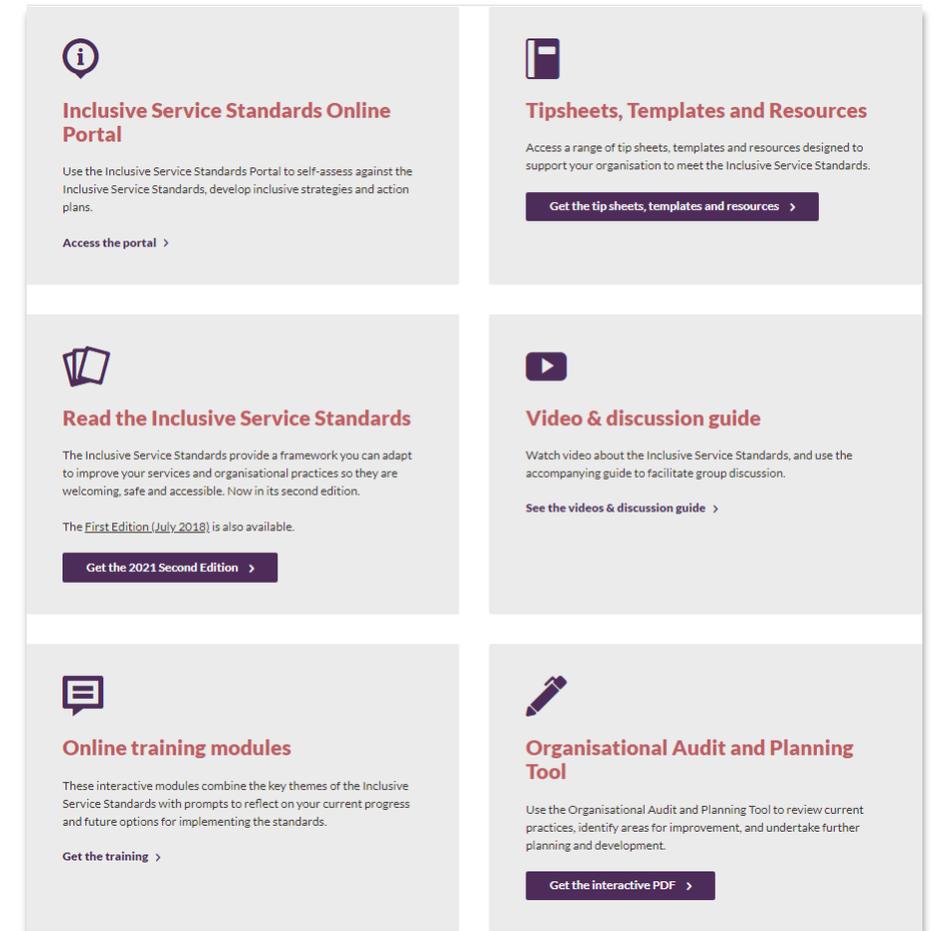
[culturaldiversity.com.au](http://culturaldiversity.com.au)

# Inclusive Service Standards and Resources

The Inclusive Service Standards were developed by the Centre for Cultural Diversity in Ageing to assist aged care providers in the development and the delivery of inclusive services to all consumers.

They provide a framework for services to adapt and improve their services and organisational practices so they are welcoming, safe and accessible.

[culturaldiversity.com.au/inclusive-service-standards](http://culturaldiversity.com.au/inclusive-service-standards)



The screenshot displays a grid of six resource cards on a light grey background. Each card features an icon, a title, a brief description, and a call-to-action button.

- Top Left:** Information icon. Title: **Inclusive Service Standards Online Portal**. Description: "Use the Inclusive Service Standards Portal to self-assess against the Inclusive Service Standards, develop inclusive strategies and action plans." Button: "Access the portal >".
- Top Right:** Book icon. Title: **Tipsheets, Templates and Resources**. Description: "Access a range of tip sheets, templates and resources designed to support your organisation to meet the Inclusive Service Standards." Button: "Get the tip sheets, templates and resources >".
- Middle Left:** Document icon. Title: **Read the Inclusive Service Standards**. Description: "The Inclusive Service Standards provide a framework you can adapt to improve your services and organisational practices so they are welcoming, safe and accessible. Now in its second edition. The [First Edition \(July 2018\)](#) is also available." Button: "Get the 2021 Second Edition >".
- Middle Right:** Video icon. Title: **Video & discussion guide**. Description: "Watch video about the Inclusive Service Standards, and use the accompanying guide to facilitate group discussion." Button: "See the videos & discussion guide >".
- Bottom Left:** Chat icon. Title: **Online training modules**. Description: "These interactive modules combine the key themes of the Inclusive Service Standards with prompts to reflect on your current progress and future options for implementing the standards." Button: "Get the training >".
- Bottom Right:** Pencil icon. Title: **Organisational Audit and Planning Tool**. Description: "Use the Organisational Audit and Planning Tool to review current practices, identify areas for improvement, and undertake further planning and development." Button: "Get the interactive PDF >".

# Inclusive Service Standards Online Portal

The portal was developed with the aim to support providers to navigate and report against the Inclusive service standards.

Developed in 2020 in partnership with BNG, an online platform provider designed to support health service providers with operations, governance and compliance.

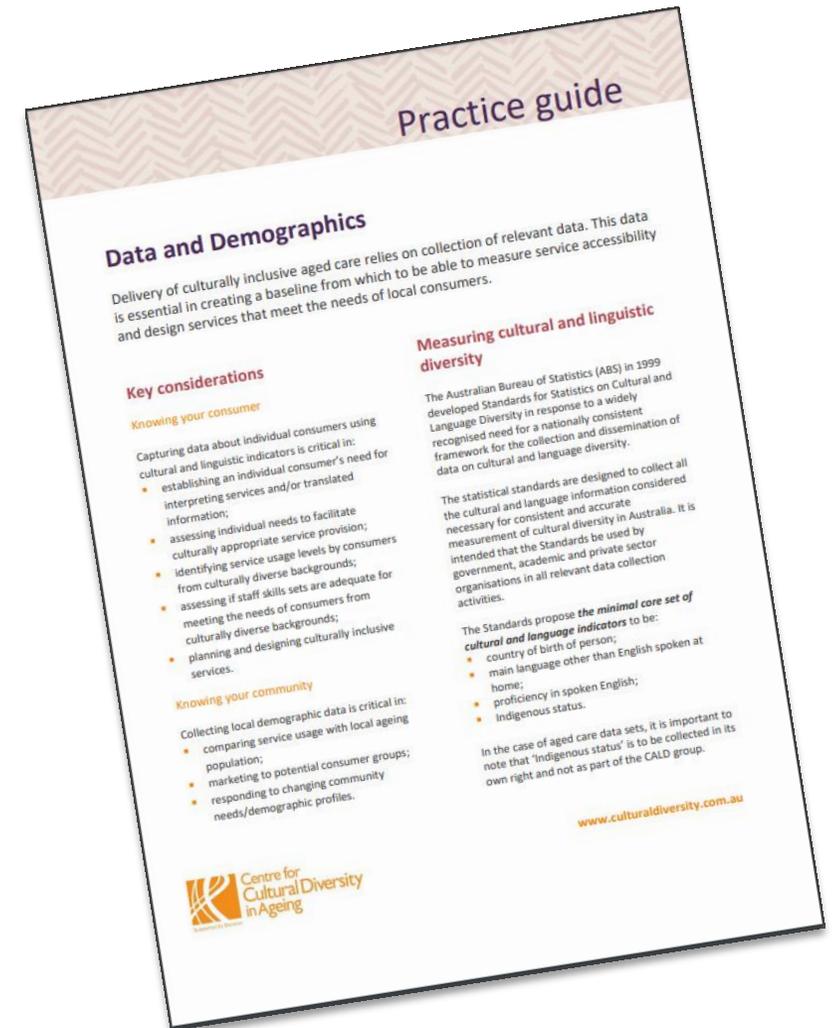
Portal is free and contains:

- Self-assessment tools
- Reading room
- Tips and Templates to support inclusive service
- Invitations for good practice across the sector

[culturaldiversity.com.au/service-providers/inclusive-service-standards-portal](https://culturaldiversity.com.au/service-providers/inclusive-service-standards-portal)

# Practice Guides

- Culturally Inclusive Feedback
- Communication
- Data and Demographics
- Food and Nutrition
- Living Environment
- 10 Steps to Developing a Diversity, Equity and Inclusion Plan in Aged Care
- Spiritual Support
- Working with Bilingual Staff
- Interpreters Policies
- Cultural-specific Information
- Digital Inclusion
- Accessing Interpreter Services
- Effective Co-design with Consumers from Culturally and Linguistically Diverse Backgrounds



Download from  
[culturaldiversity.com.au](http://culturaldiversity.com.au)

# Poster

**SUPPORTING YOUR ORGANISATION TO BECOME CULTURALLY INCLUSIVE**

The Centre for Cultural Diversity in Ageing

**WE CAN SUPPORT YOU WITH**

- How to apply culturally inclusive care for your consumers and their families
- Diversity and inclusion training and tailored consultations
- Links to multilingual aged and health related resources

Funded by the Department of Health through the Partners In Cultural Appropriate Care Program

  
Partners in Culturally Appropriate Care

  
Supported by Menzies

**Contact Us**

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Email: [info@culturaldiversity.com.au](mailto:info@culturaldiversity.com.au)

Visit [culturaldiversity.com.au](http://culturaldiversity.com.au)

Download from

[culturaldiversity.com.au/about/promotional-posters](http://culturaldiversity.com.au/about/promotional-posters)

# Partners in Culturally Appropriate Care program

The Centre for Cultural Diversity in Ageing is funded through the Department of Health and Aged Care, PICAC program.

The Centre forms part of the PICAC Alliance, a national body comprising PICAC funded organisations across Australia.

The Alliance aims to be a voice and discussion conduit into information, training and resources to inform aged and community care services.

[picacalliance.org](http://picacalliance.org)



# Connecting older Australians to aged care services – better connecting with diverse audiences

One of the 2021 Aged Care Royal Commission's key recommendations was to ensure that diversity is core business in aged care. **Connecting older Australians to aged care services – better connecting with diverse audiences** is funded by the Department of Health and Aged Care in partnership with Icon Agency and aims to:

- Enhance the ability of senior Australians to access information through the timely and targeted provision of translating and interpreting services
- Produce and translate information to allow aged care providers to communicate key written messages to their care recipients in languages other than English and other accessible formats

Aged care providers can request in-language materials through a dedicated website by registering their request + any additional materials they want translated at [diversityagedcare@iconagency.com.au](mailto:diversityagedcare@iconagency.com.au)

# Thank you!

Thank you for participating today.

For more information, good practice stories and resources visit



[culturaldiversity.com.au](http://culturaldiversity.com.au)



[Centre for Cultural Diversity in Ageing](#)



[Centre for Cultural Diversity in Ageing](#)



[CCDAAUS](#)

Thank you Sarah Burrell-Davis  
Digital Content Producer/Consultant  
at Red Hat Films for all your support!



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