

LODDON CAMPASPE



**MULTICULTURAL  
SERVICES**

# STRATEGIC PLAN 2022 - 2025

*Welcoming,  
Embracing,  
Thriving*



# ACKNOWLEDGEMENT OF COUNTRY

We pay our respects to the Traditional Custodians of these lands we now call home: the Dja Dja Wurrung, Taungurung, Yorta Yorta, Wurundjeri, Woi Wurrung and Barapa Barapa Peoples.

We honour the many Elders, stories, cultures, languages and generations who have cared for Country here: past, present and emerging.

We recognise the life-giving strength and power of these lands, waters, creatures, plants and sky.

We acknowledge that sovereignty was never ceded by the First Nations Peoples.

We express our gratitude for the opportunity to live in these beautiful lands that provide us with safety, shelter and food.

We thank and stand in solidarity with the First Nations Peoples who have welcomed those of us who have had to flee or were compelled to leave our own homelands, and those of us who have chosen to make Australia home.

We promise to care for Country, which continues to care for us.

We hope to walk together with the Traditional Custodians, in the spirit of healing.

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# INTRODUCTION



## WE ARE VERY PROUD TO SHARE OUR STRATEGIC PLAN FOR 2022 - 2025 WITH YOU.

Our Strategic Plan outlines the big picture direction Loddon Campaspe Multicultural Services (LCMS) intends to take over the next three years: who we work with and for, how we work, and what we do.

We are building on over 20 years of history and experience from engaging with, supporting, empowering and being led by multicultural communities in the Loddon Campaspe region. We hope to continue being a strong voice with and for all people from multicultural backgrounds in our region. We are committed to supporting and strengthening multicultural communities to exercise their human rights and participate in all aspects of social, cultural, civic and economic life in the region.

Like many organisations, the last year has been a time of immense change and transition due to internal and external factors. We have taken this as an opportunity to stop, reflect, listen and consider our way forward.

Our Strategic Plan has been developed with the input of many different stakeholders: both newly arrived and well-established multicultural community members, community organisations, service providers, government agencies, industry, as well as our own members, staff and Board members.

We heard some very strong and common themes back through this engagement, and we have reflected those themes in our new Strategic Plan.

Importantly, our Strategic Plan marks the start of the next chapter in the story of Loddon Campaspe Multicultural Services. We know what direction we are going in, but we can't get there on our own.

You are invited to join us, be in conversation with us and collaborate with us as we go on a journey of transformation. Our Strategic Plan provides both clarity and opportunity for everyone to work together to create a present and a future where multicultural communities belong, are celebrated and thriving.

**We look forward to travelling on this journey together.**

# SETTING THE SCENE



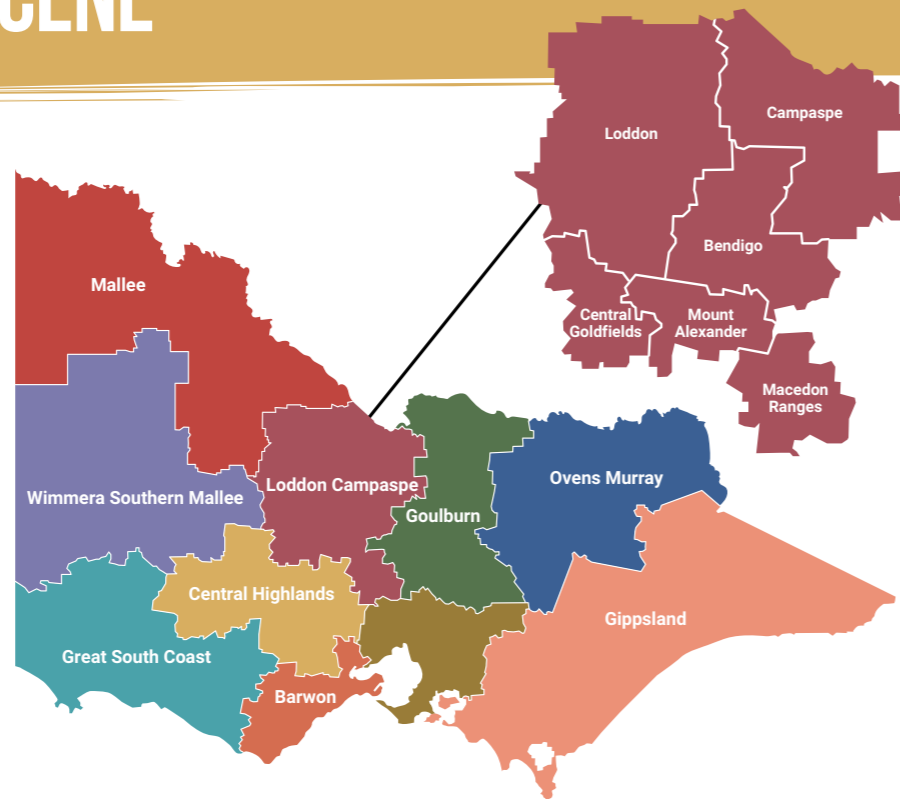
## ABOUT THE LODDON-CAMPASPE REGION

As our name reflects, we are based in the Loddon-Campaspe region of Central Victoria.

This region spans the traditional lands of the Dja Dja Wurrung, Taungurung, Yorta Yorta, Wurundjeri Woi Wurrung and Barapa Barapa Peoples.

The area has a total population of nearly 250,000<sup>1</sup> people, spread across six local government areas: the City of Greater Bendigo (making up 48% of the population), Macedon Ranges Shire (20%), Campaspe Shire (15%), Mount Alexander Shire (8%), Central Goldfields Shire (7%) and Loddon Shire (3%).

As well as being a region based economically on agriculture, retail, health and manufacturing, the Loddon-Campaspe region is also emerging as an important creative and cultural tourism destination, recognised by UNESCO as Australia's first 'Region of Gastronomy' and a Creative City.<sup>2</sup>



## OUR COMMUNITY<sup>3</sup>

Our community is made up of people from a range of diverse backgrounds.

Nearly one in 10 local residents in Loddon-Campaspe were born overseas.

We come from more than 133 countries of origin and 113 languages (other than English) spoken.

The four largest ancestries of people in the region are English, Australian, Irish and Scottish, followed by German, Italian, Dutch, Chinese, Maltese and Indian.

The top ten languages spoken other than English, are: Karen, Italian, Mandarin, German, Greek, Filipino, Tagalog, Punjabi, French and Hindi<sup>4</sup>.

Since the Gold Rush of the 1850s, the region has been influenced by waves of migration and resettlement from across the world.

We have welcomed and supported the settlement of new migrants, students and arrivals from a range of refugee and asylum seeking backgrounds. Greater Bendigo was the first Australian city awarded formal accreditation as a 'Welcoming City' and, together with Mount Alexander and Macedon Ranges, is an official 'Refugee Welcome Zone'.

Our community is richer because of the diversity brought by migrants and refugees from across the world. This is reflected in our food, our language, our buildings, our farming practices, our sport, our businesses, our celebrations; and so many more rich contributions from people who have settled here in our community.

## GUIDING LEGISLATION

### International Conventions

- Universal Declaration of Human Rights (1948)
- Convention and Protocol Relating to the Status of Refugees (1951)
- Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment (1984)
- International Covenant on Civil and Political Rights (1966)
- International Covenant on Economic, Social and Cultural Rights (1966)
- Convention on the Elimination of All Forms of Discrimination Against Women (1979)
- Universal Declaration on Cultural Diversity (2001)

- International Coalition of Cities Against Discrimination in Asia and Pacific Ten Point Commitment Plan (2009)
- International Convention on the Elimination of All Forms of Racial Discrimination (1995)
- International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families (1990)
- International Convention for the Protection of All Persons from Enforced Disappearance (2006)
- Convention on the Rights of the Child (1989)
- Declaration on the Rights of Indigenous Persons (2007)
- Convention on the Rights of Persons with Disabilities (2006)

### National Legislation

- Age Discrimination Act (2004)
- Disability Discrimination Act (1992)
- Racial Discrimination Act (1975)
- Sex Discrimination Act (1984)
- Australian Human Rights Commission (1986)

### Victorian Legislation

- Charter of Human Rights and Responsibilities Act (2006)<sup>5</sup>
- Change or Suppression (Conversion) Practices Prohibition Act (2021)
- Equal Opportunity Act (2010)
- Racial and Religious Tolerance Act (2001)
- Multicultural Victoria Act (2011)

### Service delivery Legislation

- Child Wellbeing and Safety Act, or Children, Youth and Families Amendment (Permanent Care and Other Matters) Act (2014)

### Other

- National Standards for Volunteer Involvement

<sup>1</sup> ERP (Estimated Residential Population) 30th June 2020, Australian Bureau of Statistics

<sup>2</sup> <https://bendigogastronomy.com.au/>

<sup>3</sup> This information is based on data currently available and will be updated as new or more recent data becomes available. Data from the 2016 ABS Census of Population and Households is now five years old (with the results from the 2021 Census, not available until 2022). As a result, recent population changes and emerging communities may not be reflected in this data. Consultation and LCMS data indicates that numbers of multicultural communities are significantly underreported. This is particularly the case for newly arrived and emerging communities, including the three largest refugee communities: Karen, Southern Sudanese and Afghan Hazara.

<sup>4</sup> 2016 Australian Bureau of Statistics, 2016 Census of Population and Housing

<sup>5</sup> Note: all international rights are included in this: <https://www.humanrights.vic.gov.au/for-public-sector/human-rights/>

# ABOUT LCMS

## WHO WE ARE

Loddon Campaspe Multicultural Services (LCMS) is a leading not for profit multicultural organisation. Our role is to support, strengthen, engage with and lift the voices of people from multicultural backgrounds across the region. We help deliver essential services, strengthen communities and provide a platform for people from multicultural backgrounds to be seen, heard, prosper, and become part of the community.

## BACKGROUND

Founded in 1999, we have a long history and experience of collaborating, supporting and advocating for multicultural communities.

Our service area spans the six Local Government areas of: the City of Greater Bendigo, Loddon Shire Council, Macedon Ranges Shire Council, Goldfields Shire Council, Mount Alexander Shire Council and Campaspe Shire Council.

## WHO WE WORK WITH AND FOR

We work with and for people from all multicultural backgrounds. Our reach includes people from refugee, asylum-seeking, migrant and culturally and linguistically diverse backgrounds. Our support stretches from people who have arrived recently to people who have been in this country or the region for multiple generations. We are here for all people from multicultural backgrounds regardless of age, gender, sexuality, ability, language, race, nationality, religion, political opinion, visa status or the length of time lived in Australia.

## OUR VISION

A vibrant Loddon Campaspe region where people from multicultural communities are able to thrive, have a sense of belonging, contribute to society and are welcomed, celebrated and embraced.

## OUR PURPOSE

To support people from multicultural communities to participate and belong in our community, and exercise their human rights across the breadth of social, cultural, economic and civic life.

## OUR VALUES

- Respect
- Inclusiveness
- Integrity
- Collaboration
- Authenticity
- Reliability

## OUR APPROACH

We support all multicultural communities in the Loddon-Campaspe region to exercise their human rights.

Our approach in what we do informs: who we are, how we work and how we make decisions.

In everything we do, we aim to:

- Put people from multicultural backgrounds voices and experiences at the centre
- Welcome everyone and be inclusive
- Practice and champion cultural safety and respect
- Empower and focus on strengths
- Collaborate, be authentic and partner with others for impact
- Be professional, accountable and transparent

“WELCOMING TO ALL”

“FRIENDLY STAFF, BEING ABLE TO ACCESS HELP AND SUPPORT”

“ALL ORGANISATION COLLABORATING GENEROUSLY AND OPENLY WITH SHARED & INTEGRATED OUTCOMES FOR MULTICULTURAL COMMUNITIES AS A SHARED GOAL”



# SOCIAL INCLUSION AND PARTICIPATION



## CONNECTING PEOPLE AND COMMUNITIES TOGETHER AND PROVIDING VITAL SUPPORT SERVICES

### Actions:

- 1.1 Expand cultural awareness/capability programs to increase social and cultural inclusion and reduce racism, including implementation of an evaluation framework.
- 1.2 Exploration of a Multicultural Community Hub model to bring the community together and provide a place of connection.
- 1.3 Provide culturally-appropriate services and programs for newly arrived and established multicultural communities.
- 1.4 Explore opportunities to deliver specialist services for the multicultural community in response to identified needs and priorities.
- 1.4 Advocate to ensure mainstream service delivery and programs are accessible to multicultural communities.
- 1.5 Investigate expansion of multilingual/multicultural community worker program to enable better access for multicultural communities to information, mainstream services, and opportunities.

### Measures of Success:

- Increased cultural awareness and capability
- Multicultural Hub model identified
- Increased connections and sector collaboration
- Increase sense of belonging and agency reported by clients and community organisations
- Increased participation of newly arrived and established multicultural people from multicultural backgrounds in LCMS services and programs
- Increased access to mainstream services by multicultural communities

“PEOPLE FEELING VALUED MEMBERS OF THEIR LOCAL COMMUNITY”

“...A COMMUNITY HUB WHERE EVERYONE CAN DROP IN TO. A SAFE SPACE FOR COMMUNITY EVENTS AND LEARNING.”

“WORK IN THE SUPPORT SERVICES FOR LEGAL, DISABILITIES, DV AND AGED SECTORS.”



# STRONG AND VISIBLE VOICES



## MULTICULTURAL COMMUNITIES PARTICIPATE AND ARE HEARD ON MATTERS THAT AFFECT THEM

### Actions:

- 2.1 Provide a platform for stakeholders to directly access, connect, listen to and engage with multicultural communities in the region.
- 2.2 Drive and support coordinated regional advocacy around priorities for multicultural communities informed by evidence.
- 2.3 Strengthen and invigorate multicultural leadership, visibility and networks to support self-determination and collaboration for local communities.
- 2.4 Enhance the existing capacities and strengths of multicultural organisations through capacity building programs.
- 2.5 Advocate and represent multicultural communities' and individuals' needs and aspirations on a range of advocacy issues.
- 2.6 Investigate membership models and a value proposition to enhance, profile and increase member base.

### Measures of Success:

- Increased skills to manage community organisations, projects and to undertake self-advocacy
- Increased collaboration between multicultural communities/groups
- Increased representation, visibility and inclusion of multicultural communities in decision making processes
- Documentation of the needs or policy impacts on multicultural communities
- A multicultural communities' lens embedded across a range of different advocacy campaigns
- New membership model developed
- Multicultural community members actively contribute to the development of the Multicultural Hub model
- Increased visibility in advocacy issues

“ENGAGE WITH COMMUNITIES, GROUPS AND ASSOCIATIONS THAT HAVE A NON-SPEAKING ENGLISH BACKGROUND.”

“THE CONCERNS AND DESIRES OF MULTICULTURAL COMMUNITIES ARE HEARD AND ADVOCATED FOR BY MULTICULTURAL SERVICES”

“A WIDE RANGE OF CULTURAL ORGANISATIONS ENGAGING AND SUPPORTING THEIR COMMUNITIES AND WORKING TOGETHER TO BUILD A RICH AND VIBRANT MULTICULTURAL REGION.”



# PATHWAYS TO JOBS AND EDUCATION



## ACCESSIBLE, TANGIBLE AND TRANSFORMATIVE EMPLOYMENT AND EDUCATION PATHWAYS

### Actions:

- 3.1 Provide tailored employment pathways programs for people from multicultural backgrounds, including awareness/education about employment rights.
- 3.2 Explore strategic opportunities to expand and diversify employment and education programs.
- 3.3 Establish, maintain and grow strong employment partnerships with businesses and industry in the region.
- 3.4 Explore a regional employment and settlement model.
- 3.5 Expand social enterprise opportunities for people from multicultural backgrounds.

### Measures of Success:

- Number of people securing employment aligned to skills and interests
- Increased awareness of rights at work
- Expansion of employment and education programs
- Expanding strategic partnerships with business and industry
- Regional employment and settlement model researched
- Financially viable model for social enterprise

**“I WAS NON SPEAKING ENGLISH WHEN I CAME TO BENDIGO. I MET EXCELLENT MULTICULTURAL SERVICES, ALWAYS THERE FOR US AND THEY HELP ME PREPARE MY RESUME FOR THE JOB AND I HAD A CHANCE TO APPLY FOR A JOB.”**



# CELEBRATING CULTURE



## PROMOTING AND CELEBRATING MULTICULTURAL COMMUNITIES, AND INCREASING CULTURAL AWARENESS

### Actions:

- 4.1 Develop and deliver public and place-based cultural events and programs which provide an opportunity for cross-cultural exchange and celebration.
- 4.2 Share stories which raise the profile and celebrate the contributions of multicultural communities across a range of different platforms, artforms and mediums.
- 4.3 Create spaces and opportunities for intercultural exchange between multicultural communities and with First Nations Peoples to increase mutual understanding and respect.
- 4.4 Enhance cultural tourism in the region linked to the City of Gastronomy through food and cultural programs.

### Measures of Success:

- Increased intercultural awareness and interaction.
- Multicultural communities feel supported and welcome in Loddon-Campaspe.
- Multicultural communities are included and represented within the City of Gastronomy activities and regional celebrations.
- Relationships with First Nations communities are strengthened.
- Strengthening/expansion of Zinda Festival
- Increase in multicultural events and celebrations

**“CREATIVE APPROACHES TO CELEBRATING DIVERSITY”**

**“SHARING THE TRADITIONS, LANGUAGE, FOOD, MUSIC, CLOTHING, STORIES, HISTORY, COSTUMES, CONTEMPORARY SITUATION AND CULTURE.”**

**“PROMOTING INTERCULTURAL EVENTS”**

# WHAT WE NEED TO DO THIS

TO ACHIEVE THESE STRATEGIC GOALS, THESE ARE THE THINGS WE NEED TO HAVE IN PLACE.



**STRONG IDENTITY**



**STRONG PARTNERSHIPS**



**QUALITY RESEARCH AND DATA**



**FINANCIAL SUSTAINABILITY AND DIVERSIFICATION**



**QUALITY SERVICE DELIVERY**



**STRONG GOVERNANCE PRACTICES**



**SKILLED WORKFORCE AND BOARD**

*Welcoming,  
Embracing,  
Thriving.*





LODDON CAMPASPE



## **MULTICULTURAL SERVICES**

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