

# Multicultural Engagement Playbook



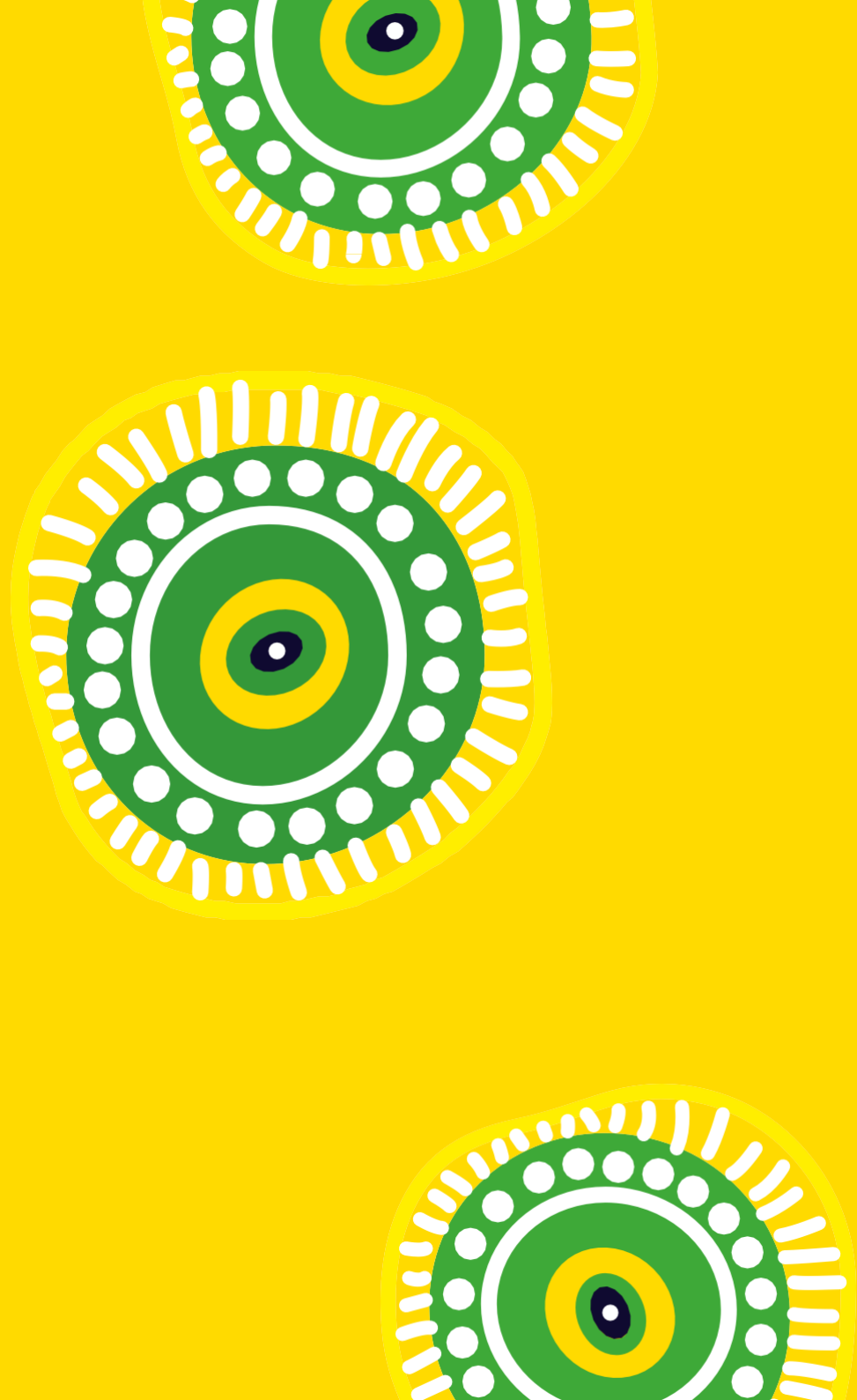
Australian Government  
Australian Sports Commission



# Acknowledgment of Country

In the spirit of reconciliation The Australian Sports Commission (ASC) acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

We recognise the outstanding contribution that Aboriginal and Torres Strait Islander peoples make to society and sport in Australia and celebrates the power of sport to promote reconciliation and reduce inequality.



# Defining culturally diverse communities

There is no internationally agreed definition on the acronyms or who would fall under the categories of CALD and Culturally and Racially Marginalized (CARM). The ABS has adopted a multidimensional approach to understand cultural and ethnic diversity since these terms can be associated with different meanings for people of their own self identification and feeling of belonging.

## The multidimensional approach includes a set of characteristics:

- a long-shared history, the memory of which is kept alive
- a cultural tradition, including family and social customs, sometimes religiously based
- a common geographical origin
- a common language (but not necessarily limited to that group)
- a common literature (written or oral)
- a common religion
- being a minority (often with a sense of being oppressed)
- being racially conspicuous

## The ABS suggests a minimum core set of Cultural and Language indicators of four concepts:

- Country of Birth of Person – see [Country of Birth Standard](#)

- Main Language Other Than English Spoken at Home – see [Language Standards](#)
- Proficiency in Spoken English – see [Language Standards](#)
- Indigenous Status – see [Indigenous Status Standard](#)

## The Standard Set of Cultural Indicators:

- Country of Birth of Person – see [Country of Birth Standard](#)
- Main Language Other Than English Spoken at Home – see [Language Standards](#)
- Proficiency in Spoken English – see [Language Standards](#)
- Indigenous Status – see [Indigenous Status Standard](#)
- Ancestry – see [Ancestry Standards](#)
- Country of Birth of Father – see [Country of Birth Standard](#)
- Country of Birth of Mother – see [Country of Birth Standard](#)
- First Language Spoken – see [Language Standards](#)
- Languages Spoken at Home – see [Language Standards](#)
- Main Language Spoken at Home – see [Language Standards](#)
- Religious Affiliation – see [Religious Affiliation Standard](#)
- Year of Arrival in Australia– see [Year of Arrival Standard](#)

There has also been a recent shift from using these acronyms as some people and communities feel it is disempowering and not an accurate reflection of everyone's status. Research suggests the use of the term culturally or multiculturally diverse as the acceptable and appropriate to use

CALD and CARM should be reserved for specific contexts that may be applicable to people or communities experiencing that condition, for example - new and emerging communities settling in Australia and experiencing social and socio-economic challenges could be referred to as CALD or CARM background or community.



# 01

## THE CHANGING FACE OF AUSTRALIA

Australia's identity is increasingly defined by its multiculturalism, and the next generation of Australians will reflect an even greater diversity than ever before. As our population continues to evolve, the pace of this change is accelerating. This section presents key statistics on Australia's migration and population trends, highlighting the vital importance for sports organisations to collaborate with both internal and external stakeholders on multicultural engagement. Now, more than ever, it is crucial to inspire and encourage multicultural communities to actively participate in sport across Australia.



# Changing face of Australia

Top languages used at home other than English by population\*

	Total speakers	Position	No/Low English	Position
<b>Mandarin</b>	685,285	1	181,544	1
<b>Arabic</b>	367,156	2	58,470	4
<b>Vietnamese</b>	320,723	3	99,427	2
<b>Cantonese</b>	295,226	4	71,467	3
<b>Punjabi</b>	238,967	5	23,306	8
<b>Greek</b>	229,613	6	36,257	5
<b>Italian</b>	228,057	7	28,822	7
<b>Tagalog-Filipino</b>	221,977	8	7,837	10
<b>Serbo-Croatian</b>	198,839	9	30,606	6
<b>Hindi</b>	197,032	10	9,427	9

\*ABS census 2021

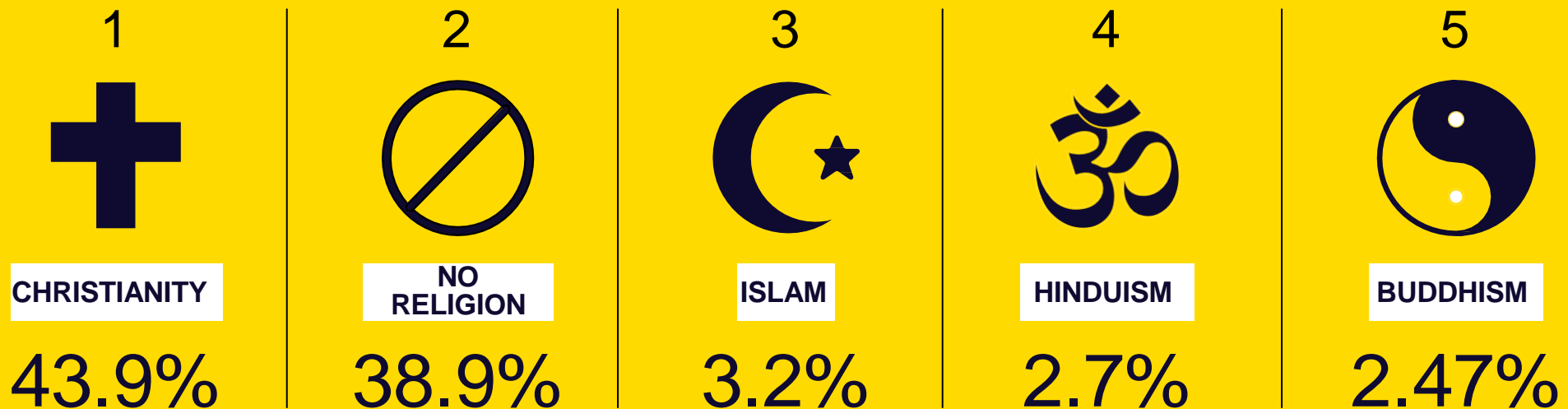
# Changing face of Australia

## Fastest growing languages\*

	2021 speakers	5Y Change	10Y Change	15Y Change
Punjabi — ਪੰਜਾਬੀ	238,967	80%	236%	933%
Nepali — नेपाली	133,053	115%	391%	2791%
Urdu — اُردُو	111,800	61%	204%	483%

\*with over 100k speakers. ABS census 2021.

## Most common religions in Australia by population\*



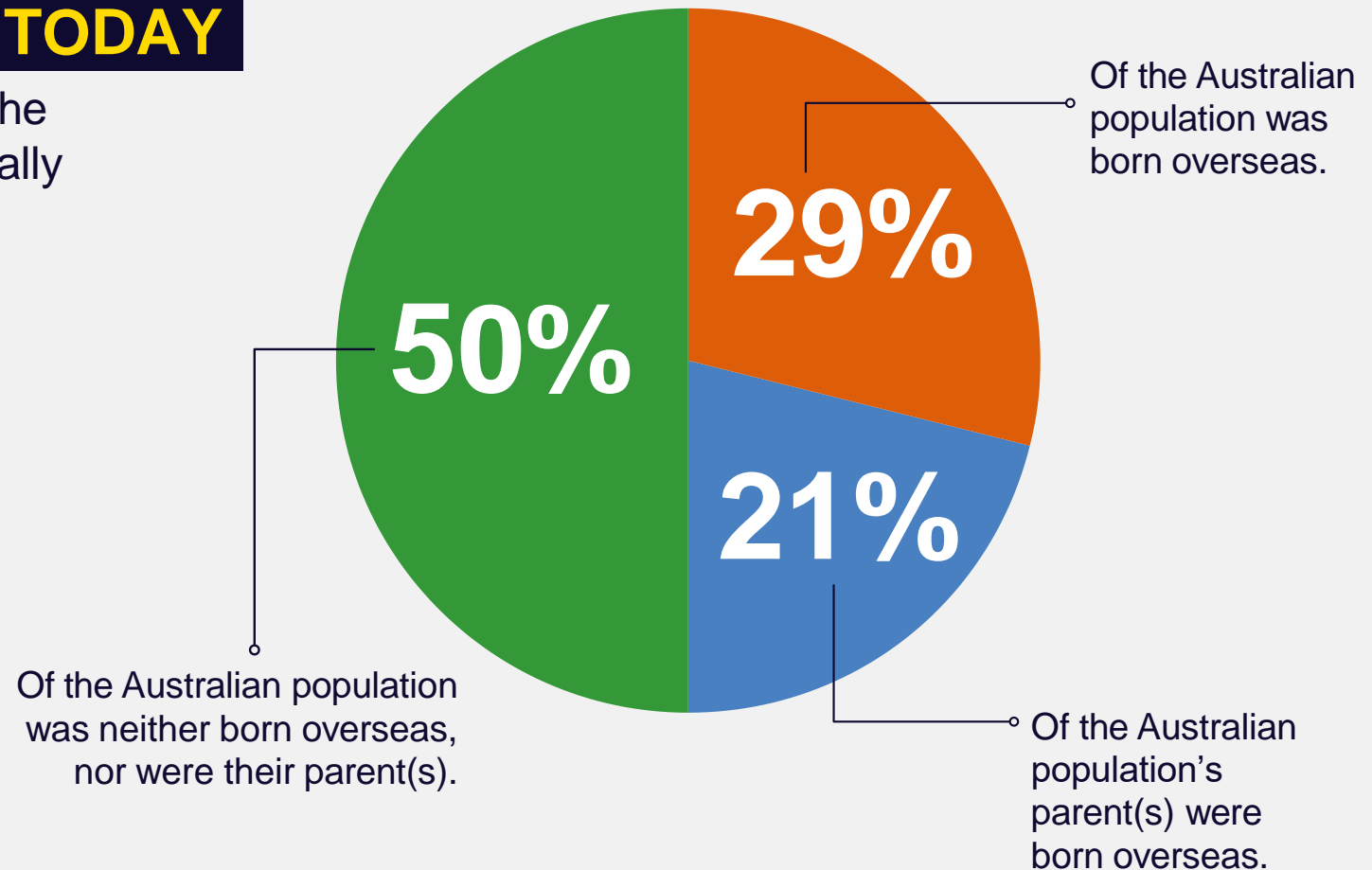
\*ABS census 2021.

# Changing face of Australia

## Migration / population trends

### AUSTRALIA TODAY

Australia is one of the world's most ethnically diverse countries.



Source: ABS Census 2021

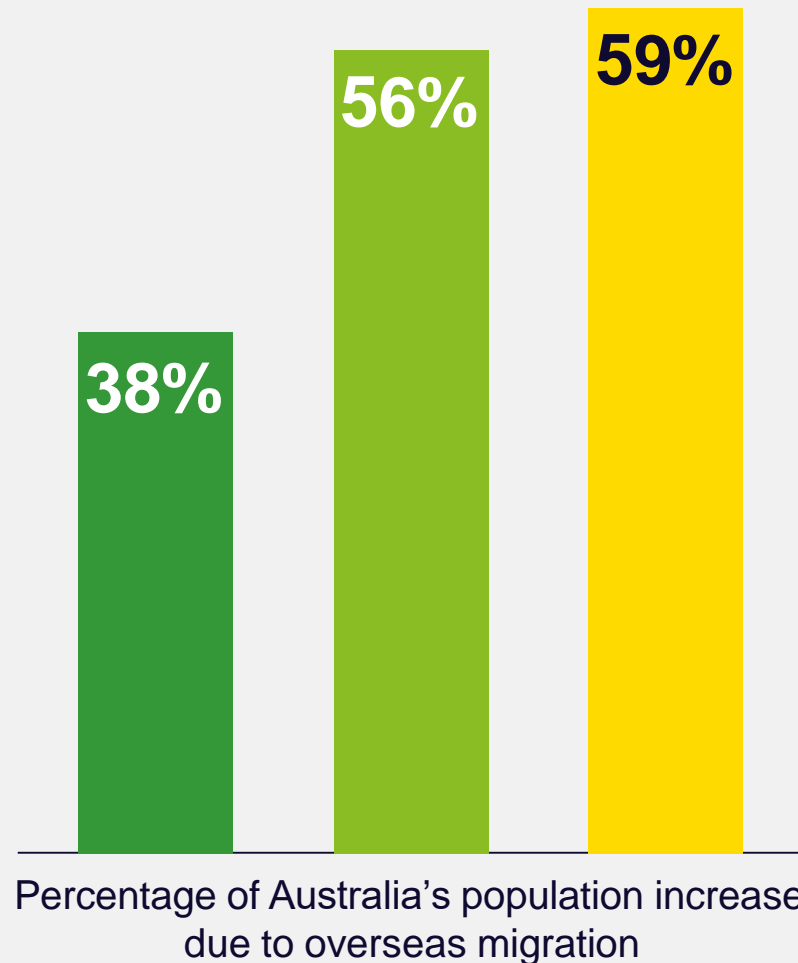
# Changing face of Australia

## How Australia has changed

Migration has been the largest source of population growth in Australia over the past 30 years

**51%** of Australia's population growth since 1991 has been due to overseas migration.

Over the past two decades this number has, however, **accelerated from 38% to 59%.**



Source: ABS Census 2021



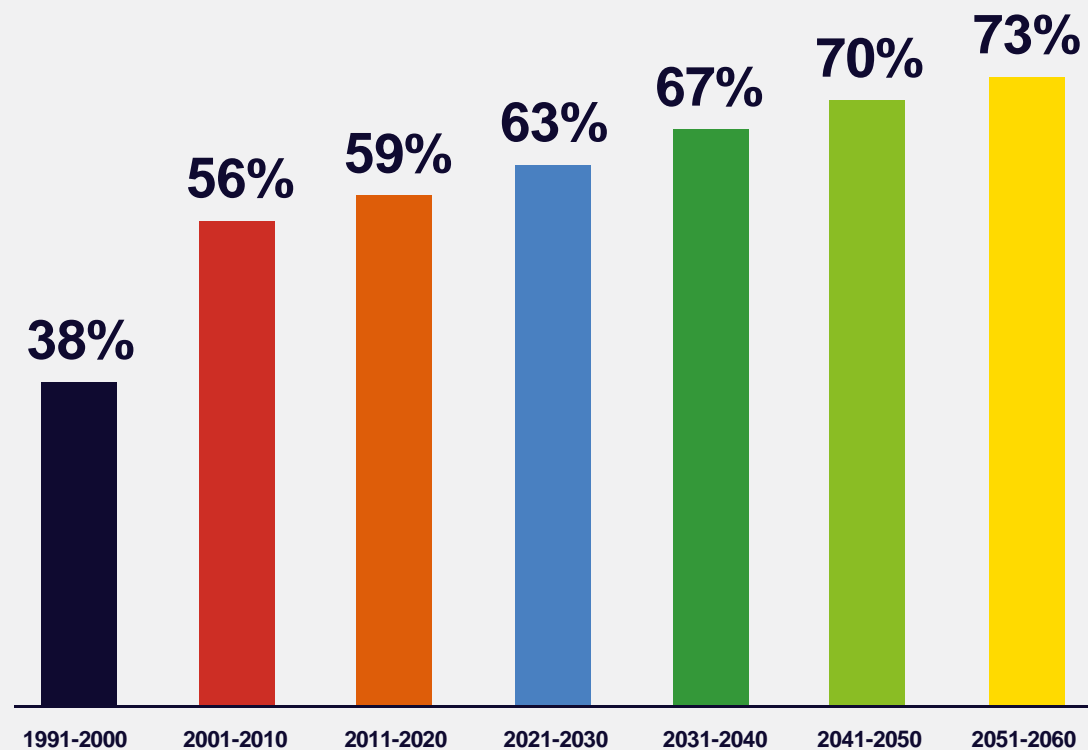
# Changing face of Australia

## Australia tomorrow

**We are going to become a more culturally diverse society, and change will continue to accelerate**

Around 2030, **two-thirds** of Australia's population growth will come from overseas migration.

By 2060, **three-quarters** of Australia's population growth could come from overseas migration.



Percentage of Australia's population increase due to overseas migration

Source: ABS Census 2021 and Australian Federal Government's 2021 Intergenerational Report - Australia over the next 40 years (June 2021)

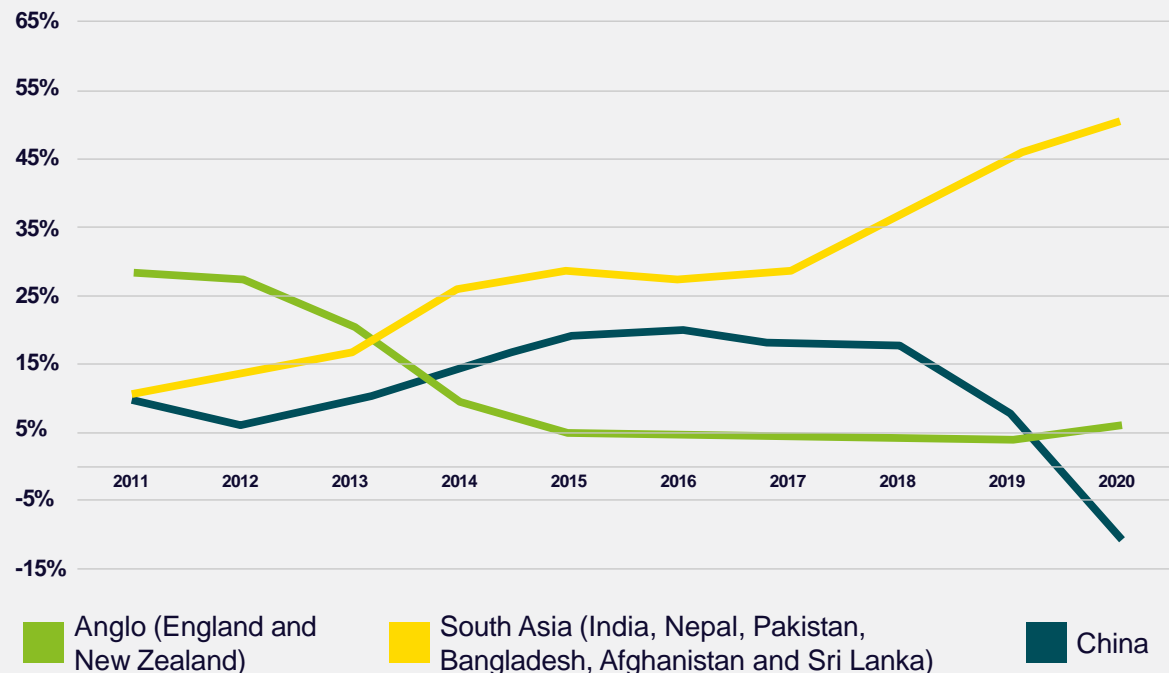
# Changing face of Australia

## Australia's changing migration profile

There's been a dramatic shift in the past 10 years

South Asia migration has increased dramatically in the past 10 years, while migration from England, New Zealand and China has reduced substantially.

**52%** of Australia's migration came from South Asia in 2019-20.



% of total annual migration into Australia (past 10 years)

# Changing face of Australia

## Migration is helping keep Australia young

Migrants are much younger than the existing Australian population

**82%** of overseas migrants in 2018-19 were younger than 35 years old, compared with **46%** of the existing population.

Younger migrants are forecast to have a **significant future impact on Australia's:**



### Youth

(higher propensity to have children)



### Economy

(high \$\$ earners and spenders)

# Changing face of Australia

So, why is this important for sport?

“Australia’s large ethnically diverse population is going to grow at **an accelerated pace.**”

“Migrants are young and will have a **major future impact on the country’s youth and economy.**”

**Multicultural Australia** is going to have a significant impact on:



The next generation of **participants, volunteers, coaches, athletes, and fans**



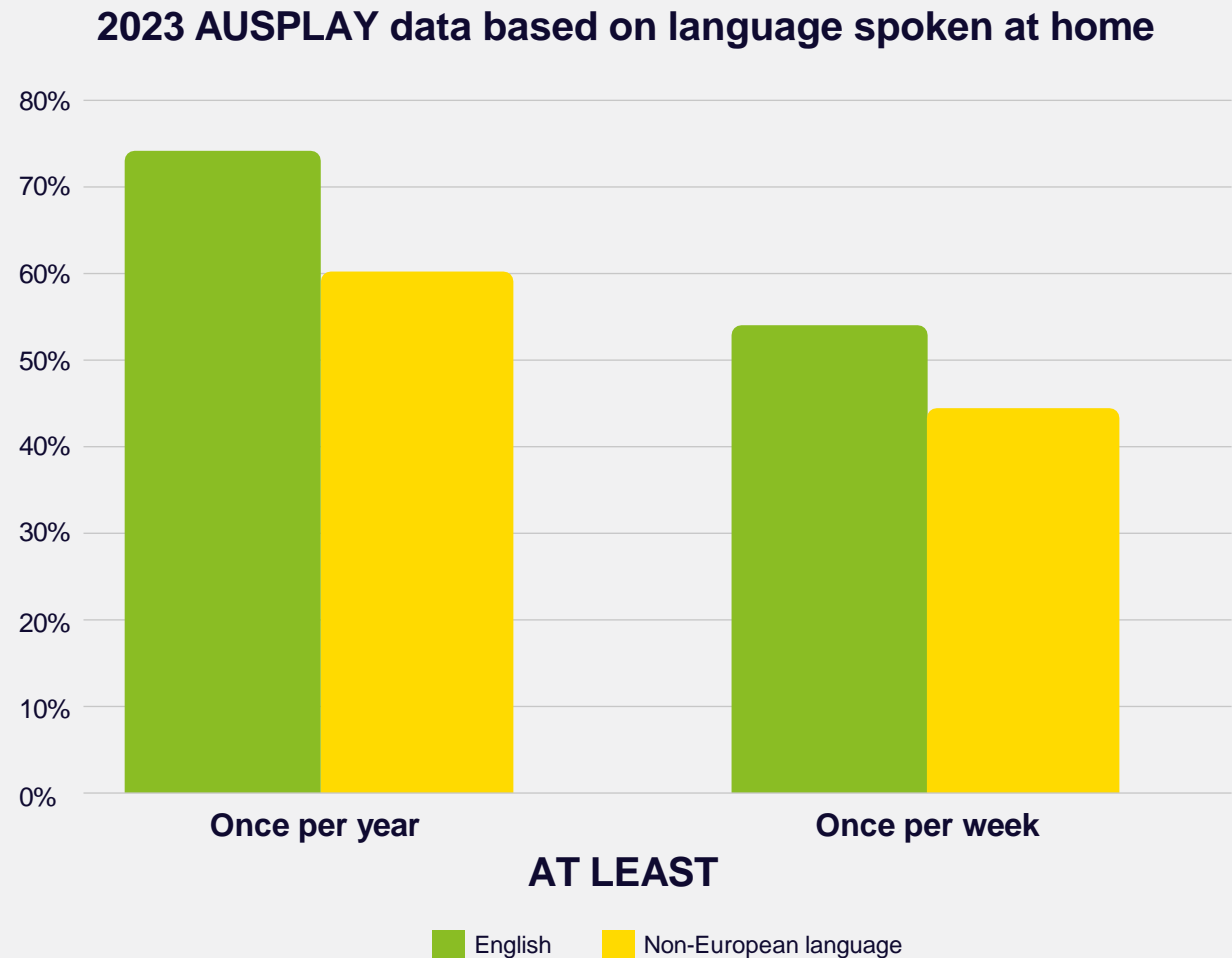
The future **revenues** that flow from fans and members

# Changing face of Australia

## Participation in sport

Children of migrants are playing less organised sport

Children speaking non-European languages at home are **23% less likely** to participate in organised sport.



# Performance

## 1. Opportunity to grow the talent pool

- Where migrants have “brought a sport with them” – i.e. Soccer from Europe, Rugby from the Pacific Islands, Cricket from South Asia
- Where migrants have naturally gifted physical and athletic attributes – i.e. East Africans into athletics and basketball.

**But...how good are current systems, pathways and coaches to identify, nurture and convert multicultural talent?**

## 2. The hero factor

- Elite athletes of multi-cultural descent provide:
  - Role models and heroes for young people of multi-cultural descent
  - A strong reason to participate and become a fan

**But...how many multicultural heroes are there in Australian sport? 13% of Australia's 2022 Commonwealth Games were born overseas compared to 29% of the population.**





# Representation matters



## ASC VISION 2032+

“It’s imperative that our sport sector becomes **truly representative** of a modern, progressive and diverse Australia.”

“We need to hold leadership accountable to **build more representation** and break the deeply entrenched biases and norms that sit within the sporting system.”

### Kieren Perkins

CEO, Australian Sports Commission  
National Press Club  
October, 2022



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