



Monash Sports Clubs

CALD
Engagement

Monash Council acknowledges the support of the Victorian Government



Monash Sports Clubs – CALD Engagement

Playing club sport is great for people’s physical and mental health, and helps to build community connections. However, people from Culturally and Linguistically Diverse (CALD) backgrounds can face a range of barriers that make it harder for them to take part. With help from Council and Monash Community Ambassadors, clubs can take action to connect with our CALD communities and increase participation, leading to better outcomes for individuals as well as increased membership, access to volunteers, and improvements in the diversity and performance of clubs. This can also help clubs meet the criteria in the Active Monash Sports Club Framework.

What are CALD communities?

Victoria is one of Australia’s most culturally diverse states and our population includes many people who were born overseas, have a parent born overseas, or speak a variety of languages other than English at home. Together, these groups of people are known as Culturally and Linguistically Diverse (CALD).

In Monash, 50.1% of our population (91,425 people) speak a language other than English at home, and 48.9% of our population (89,344 people) in Monash were born overseas. This includes those born in:



People from CALD backgrounds may have come to Australia as migrants or as refugees.

What does this mean for sports clubs?

People from CALD backgrounds are less likely to participate in sport in Australia and are also underrepresented in sport leadership roles. CALD communities might face a range of barriers to participation, including:

- **Language barriers**
- **Costs (not just registration fees but also uniforms and equipment)**
- **Lack of access to transport**
- **Lack of diverse role models**
- **Cultural or religious barriers (uniforms or dress codes, foods or alcohol)**
- **Family, cultural or religious activities taking priority over sport**
- **Lack of understanding or familiarity with sports clubs.**

Women from non-English speaking backgrounds have the lowest levels of participation and may face additional barriers.

You can help by ensuring your club is welcoming and inclusive to everyone, including people from CALD backgrounds. If your club is not as diverse as our Monash community, you might need to ask yourself why. Your club is likely to be missing out on members, sponsorship and grants, as well as the ideas and success that a diverse membership and committee brings.





Diversity and respect is a guiding principle of the Active Monash Sports Club Framework which will apply from 2022, and it is Council's aim that people from CALD communities are actively participating on and off the field. We want to support clubs to enable this to happen and we have put together some tips below for you to get started. **Those marked with an asterisk (*) indicate actions that will also help you meet Active Monash Sports Club Framework criteria.**



Getting started on CALD engagement

- Get your club on board – understand that diversity is strength
- Ask your community what they want – don't assume all CALD groups are the same*
- Promote the benefits of your sport and physical activity. CALD people can often see physical activity as a low priority compared to education and employment, so make a case for your club and sport (including the amazing social networks that sport can provide)
- Link in with Council's Community Ambassadors to help you*
- Check in with Council for more help to get started



Governance

- Develop and implement policies on fairness and equality (this may be included in your Member Protection Policy or Code of Conduct)*
- Ensure staff and volunteers have training in these policies
- Check out free training such as sessions run by Council on cultural awareness or Say No to Racism*
- Do you actively recruit diverse leaders to your committee?*



Organise and participate in social events

- Social events are a great way to help people feel connected to the club
- Think about including cultural events on your calendar, for example Chinese New Year or the Glendi Festival in Oakleigh
- Include a range of people in the planning and make sure you clearly extend the invitation to all
- Offer 'taster' events like Come and Try days, or 'bring a friend' to a session so people can get a sense of what it's like at your club*



Build relationships with the community

- Create a Welcoming Officer role at your club – this is a friendly face for new members to see each time they come to the club*
- Use mentors – they can provide help to those wanting to learn new skills
- Coaches are important role models to show others the values of the club. Make sure your coaches are on board and have training if needed



Monash Civic Centre

293 Springvale Road,
Glen Waverley, 3150

8.30am to 5.15pm
Monday to Friday

Oakleigh Service Centre

3 Atherton Road,
Oakleigh, 3166

8.30am to 5.15pm
Monday to Friday

☎ 9518 3555

National Relay Service
(for people with hearing
or speech impairments)
1800 555 660

🌐 www.monash.vic.gov.au

✉ mail@monash.vic.gov.au

Language Assist

普通话	9321 5485
Ελληνικά	9321 5482
廣東話	9321 5481
සිංහල	7005 3002
Italiano	9321 5483
हिंदी	7005 3000
Việt Ngữ	9321 5487
தமிழ்	7005 3003
한국어	9321 5484
Bahasa Indonesia	7005 3001



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Language and communication

- Translate key documents and have welcome information in different languages. Volunteers may be able to help*
- Speak slowly and try to avoid slang that might be hard to understand
- Find out what language skills exist in your club already and promote this. It can help others who speak that language feel more welcome and like they belong
- Use channels and advertise in places that CALD communities use
- Make sure images reflect the diversity of the community (for example use pictures of women, people from different backgrounds, and so on)
- Use links such as Community Ambassadors to promote your messages*



Membership options and other considerations

- Some people might want to feel part of the club but not play – maybe they have skills as a volunteer or on committee?
- Do you provide options for non-players to join your club as a member?
- Think about different ways you can include people in the club and actively recruit diverse leaders*
- Do you need to consider your fee structure to make membership less of a barrier?*
- Do you need to consider whether your uniforms are culturally appropriate?*
- Consider whether a membership strategy would help you*

References:

1. Victorian Government, 'Discover Victoria's Diverse Population', <https://www.vic.gov.au/discover-victorias-diverse-population>
2. id 'City of Monash Community Profile', <https://profile.id.com.au/monash>
3. Clearinghouse for Sport, https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sport_and_government_policy_objectives/Cultural_Diversity_in_Sport