

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

19 March 2019

Agenda Item 7.3 Greater Shepparton Multicultural Strategy 2019-2022

Attachment 1 Multicultural Strategy 2019-2022..... 80



GREATER SHEPPARTON
Multicultural Strategy
2019-2022





Contents

ACKNOWLEDGEMENT OF TRADITIONAL OWNERS..... 4

MAYOR FOREWORD..... 5

MULTICULTURALISM IN GREATER SHEPPARTON 6

OUR COMMUNITY 7

GREATER SHEPPARTON CITY COUNCIL'S VISION 8

THE BIGGER PICTURE 9

BACKGROUND AND KEY ACHIEVEMENTS SINCE 2012 10

DEVELOPMENT OF THE MULTICULTURAL STRATEGY 2019-2022 12

 Community Consultation 13

THE ACTION PLAN 14

 Key Agencies 15

 Definitions 15

Greater Shepparton Multicultural Strategy 2019-2022 – Action Plan 16

1. Valuing Cultural Diversity 16

2. Accessing Opportunity 20

3. Enabling Contribution and Participation 23

Notes 26





Acknowledgment of Traditional Owners

We, the Greater Shepparton City Council, acknowledge the traditional owners of the land which now comprises Greater Shepparton. We pay respects to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.



Aboriginal dance by the Dungala Dancers at the launch of Cultural Diversity Week





Mayor Foreword

Greater Shepparton community come from many backgrounds, starting with the rich cultural traditions of the First Australians. For decades, Greater Shepparton has been the home for thousands of migrants, refugees and asylum seekers. Greater Shepparton City Council is proud of our immigration history and the resulting diverse community we now enjoy.

Greater Shepparton's multicultural community is now made up of people from over 50 countries, who speak more than 40 different languages. Our community comes from different places around the world bringing with it many languages, faiths and cultures that enrich the fabric of the community.

Greater Shepparton City Council has been actively involved in the promotion and celebration of cultural diversity in the community for many years and is continually striving to improve the wider community's awareness and understanding of the economic, educational, social and cultural benefits of multiculturalism and to mitigate the effects of racism and cultural isolation for multicultural communities in Greater Shepparton

Greater Shepparton City Council is committed to continuing to work for a vibrant, cohesive community that celebrates and incorporates aspects of cultural diversity within daily life. It values the partnerships we have made with service providers and organisations as well as the relationships with communities and community leaders.

To develop this Strategy Council has undertaken extensive consultation with the community, service providers, educational institutions and a host of other organisations. These consultations have been undertaken in workshop settings, through one-on-one conversations and via surveys. All feedback has been considered and discussed with the relevant parties with a commitment made to drive forward the actions within the strategy.

Greater Shepparton City Council wishes to thank everyone that has contributed to the development of this Strategy and who will be involved in its success. We look forward to working in partnership with our partners and the community to achieve the outcomes identified in this Strategy. Together we can continue to be a welcoming and connected community where everyone feels welcome and encouraged to share their own cultural experiences with others in the community.

A handwritten signature in black ink that reads 'Kim O'Keeffe'.

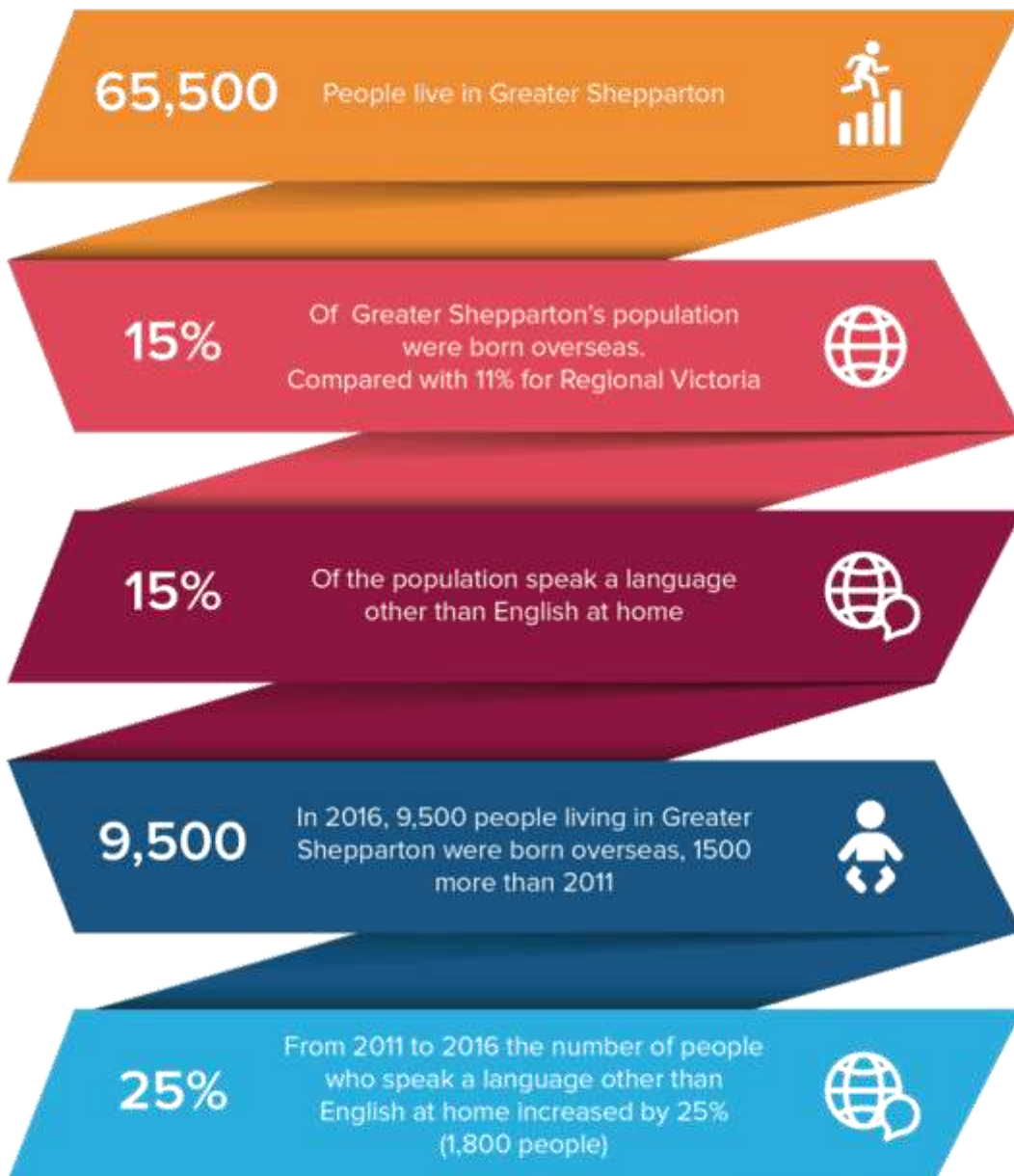
Cr Kim O'Keeffe
Mayor
Greater Shepparton City Council





Multiculturalism in Greater Shepparton

An overview of the culturally diverse population in our municipality



Source: Australian Bureau of Statistics 2016



Our Community

Greater Shepparton is a regional hub that enjoys significant cultural, spiritual and historical heritage, both new and old from our long history of migration to the region.

Greater Shepparton has attracted settlement from a wide range of migrants for a variety of reasons dating back to World War I. Greater Shepparton is very proud of a long migration history and the resulting culturally diverse community that call it home.

Australian Bureau of Statistics (ABS) figures show that the 'Total Overseas – Born' statistic for Greater Shepparton is 9,500 persons. Whilst the ABS is the only formal measure of population, anecdotal evidence from local sector organisations suggest that the overall number of people born overseas is likely to be under represented for Greater Shepparton.



Children enjoy dance moves at 'Converge on the Goulburn'





Greater Shepparton City Council's Vision

Greater Shepparton City Council's vision is to promote and facilitate good multicultural practice and leadership within and across the municipality. This vision is aligned with the Municipal Association of Victoria's Statement of Commitment to Cultural Diversity.

Greater Shepparton is one of Victoria's great multicultural areas and our diversity is fundamental to our identity, contributing to our economic, social, political and cultural life. Council shares the vision with our community of providing an embracing, and supportive environment, where everyone can celebrate and share their diverse cultures.

Council will continue to work towards creating a more vibrant, cohesive community that celebrates and incorporates aspects of cultural diversity within daily life. It is essential that we continue to be a welcoming place for migrants and multiculturalism into the future and provide appropriate services specific to multicultural communities.



Malayalee dance by members of the Shepparton Malayalee Association. St Georges Road Food Festival





The Bigger Picture



1. One law for all

2. Freedom to be yourself

3. Discrimination is never acceptable

4. A fair go for all

5. It is up to all of us to contribute to a Victoria we can be proud of

Victorian Values Statement

Source: State government of Victoria



Background and Key Achievements since 2012

Considering the cultural diversity of our region, it is imperative that Council highlight its commitment to cultural diversity by continuing to develop a strategy that has direct focus on multiculturalism. In the past, Council has supported diversity through a range of means and has dedicated a Multicultural Development Officer whose role is to support multicultural development within the Greater Shepparton municipality and to enhance participation of our culturally diverse community. In 2012 the first Cultural Diversity and Inclusion Strategy was adopted and was based on valuing community, including their opinions and perspectives, recognising and celebrating diversity and fostering social cohesion. The second Cultural Diversity and Inclusion Strategy was launched in 2015 and was designed to build on the achievements already made by Council and the community through the actions of the first Strategy. Some of the key outcomes and activities achieved in the delivery of previous strategies include:

- 'Racism. It stops with me' campaign
- 'Refugee Welcome Zone' status
- St George's Rd Food Festival as an established Council festival
- Annual Our Community, Our Culture calendar
- Annual Cultural Diversity Week launch and calendar of events
- Cultural Bus Tour to places that are culturally and religiously significant
- Annual Refugee Week launch and calendar of events
- 'Speed Date a Muslim' in Greater Shepparton





Sikh Martial Arts performance at 'Converge on the Goulburn'



Development of the Multicultural Strategy 2019-2022

This Strategy has been developed based on engagement with community, current research and literature and other related strategies and plans of Council. Community events and broader consultations were used to connect with and discuss the future of multiculturalism in Greater Shepparton. Council used a variety of consultation methods to ensure a diverse range of community and organisations were consulted and part of the planning process.

This Strategy is encompassed within the social theme of the Council Plan 2017-2021 and linked directly to objective 2.7 'Greater Shepparton is valued for cultural celebrations, inclusion and engagement of our diverse communities'.

The Council plan is the key tool that drives the strategic direction of Council over the next four years and is a requirement under the local Government Act (1989).

The development of this Strategy is designed to build on the work already undertaken and to strengthen partnerships between Council and the regions multicultural communities, service providers and other cultural stakeholders. It is inclusive of the entire community with a special focus on multicultural communities.

As our community in Greater Shepparton continues to embrace inclusiveness and develop a greater understanding of multiculturalism, this Strategy takes a holistic view on all multicultural opportunities. The previous Cultural Diversity and Inclusion Strategies set the foundation for this new Multicultural Strategy. This Strategy places a stronger emphasis on acceptance and understanding whilst encapsulating the celebration of cultural diversity.



Community conversation during the launch of Refugee Week 2018





Community Consultation

An overview of the community consultation taken to advise Council on the development of the Multicultural Strategy 2019-2022





The Action Plan

This Strategy complements the significant range of activities that already contribute to building social cohesion through existing council policies, strategies and plans. It identifies directions and actions where a collaborative effort by Council, organisations, groups and individuals jointly deliver outcomes that enhance the social cohesiveness of our community.

This Strategy will be implemented by Greater Shepparton City Council and partners through the associated Action Plan. Council encourages all local organisations and businesses to adopt the values of the Multicultural Strategy and support the implementation of the Plan.

Any actions from the Plan requiring additional resources will be considered through Council’s annual budgetary processes.

Priority areas in this action plan will focus the delivery of actions through the following three priority areas:



Acceptance and recognition of diverse cultures enriches experiences for people from all walks of life. Taking steps to settle and engage new and established residents, and visitors in a matter that welcomes and connects them to the Greater Shepparton community will build a sense of belonging.



Fostering of relationships, creating opportunities and accessing education, business and employment services will provide for improved skills and career opportunities. The promotion and effective involvement of people from a multicultural background in these activities will support a prosperous future for all.



Expanding knowledge and fostering an environment that enables people from a multicultural background to actively contribute and participate in community life, will strengthen the cohesiveness of our community.

The Multicultural Strategy 2019-2022 and associated Action Plan is considered a living document and will be reviewed and reported on by Council annually.





Key Agencies

The following are the key agencies that will partner with Greater Shepparton City Council to deliver the actions of the Multicultural Strategy 2019-2022:

- Ethnic Council of Shepparton and District Inc.
- Primary Care Connect
- Shepparton Interfaith Network
- Emergency Services Network
- Goulburn Valley Business Rural and Industry Network
- Department of Health and Human Services
- Greater Shepparton Family Violence Prevention Network
- Multicultural Arts Victoria
- Centre for Multicultural Youth
- Community Hubs
- Other service providers within the municipality who have an interest in certain actions within the Strategy
- Uniting
- Victoria Police
- GOTAFE
- GV Libraries
- Department of Justice
- Beyond Housing
- Berry Street
- FamilyCare
- GV Health
- Youth Services
- Neighbourhood Houses

Definitions

Community People living or working within Greater Shepparton.

Council Greater Shepparton City Council.

Diversity The use of the word diversity in this Multicultural Strategy refers to cultural diversity.

Volunteers People in Greater Shepparton who willingly give up their time for the common good and without financial gain.

Australia's First Peoples A person who is of an Aboriginal descent, a person who identifies as an Aboriginal, or a person who is accepted as an Aboriginal person by the community in which he or she lives.

Local Organisations Local organisation within the municipality with an interest in certain actions within the Strategy.

CALD Community Members of the community that are from a multicultural background and speak a language other than English.

Multicultural Community Members of the community that identify to be from a multicultural background.

Social Cohesion A socially cohesive community is one which works towards the wellbeing of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility.

Inclusion All people have the right to feel respected and appreciated as valuable members of the community.





Greater Shepparton Multicultural Strategy 2019-2022 – Action Plan - DRAFT

1. Valuing Cultural Diversity

Valuing Cultural Diversity: Acceptance and recognition of diverse cultures enriches experiences for people from all walks of life. Taking steps to settle and engage new and established residents, and visitors in a matter that welcomes and connects them to the Greater Shepparton community will build a sense of belonging.

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 1.1	Continue to provide significant cultural festivals and events to support the community to showcase their many cultures	Council to continue to coordinate Converge on the Goulburn and St George's Rd Food Festival in partnership with community and funding bodies	GSCC (Events) Shepparton Festival Community Local Organisations	Annually
VCD 1.2		Coordinate a committee of local service providers and organisations to deliver a collaborative event for Cultural Diversity Week and Refugee Week	GSCC (Multicultural Development Officer) Local Service Providers Local Organisations Local Businesses Community	Annually
VCD 1.3		Develop a Cultural Diversity Week and Refugee Week calendar of events highlighting the events and programs taking place across the municipality	GSCC (Multicultural Development Officer) Local Service Providers Local Organisations	Annually
VCD 2.1	Support public events that educate the wider community on cultural and religiously significant days	Council to support community lead events by assisting with planning, promoting and providing access to council owned spaces	GSCC (Multicultural Development Officer) Multicultural Community Local Organisations	Ongoing
VCD 2.2		Conduct a minimum of one information session to guide and support the CALD community to lead their own events	GSCC (Multicultural Development Officer) GSCC (Events) GSCC (Risk and Assurance) GSCC (Marketing and Communications)	Annually





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 2.3		Investigate the opportunity to create a biannual Multicultural Public Forum	GSCC (Multicultural Development Officer) Ethnic Council of Shepparton and District Inc. Local Organisations Local Businesses	2019
VCD 2.4		Support multicultural community groups to hold events that celebrate their culture in small towns	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) GSCC (Economic Development) Multicultural Community Local Businesses	2021
VCD 3.1	Provide and support public places and spaces that contribute to a sense of belonging for people from multicultural backgrounds	Investigate the opportunity to provide a space in the CBD for communities to showcase their culture	GSCC (Multicultural Development Officer) GSCC (Economic Development) Multicultural Community	2019
VCD 3.2		Investigate the opportunity to showcase the rich history of migration in the area through art	GSCC (Multicultural Development Officer) GSCC (Economic Development) Local Organisations Multicultural Community	2020
VCD 3.3		Promote community spaces within the municipality that are culturally appropriate to multicultural communities	GSCC (Multicultural Development Officer) Ethnic Council of Shepparton and District Inc. African House Philippine House Local Organisations	Annually
VCD 4.1	Promote our multicultural precincts	Coordinate St George's Rd Food Festival	GSCC (Events) Local Organisations Local Businesses GSCC (Environmental Health) GSCC (Multicultural Development Officer)	Annually
VCD 4.2		Introduce the community to our multicultural precincts through tours	GSCC (Multicultural Development Officer) GSCC (Events) Ethnic Council of Shepparton and District Inc. Local Businesses	Annually





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 5.1	Undertake regular consultation and engagement with the multicultural communities	Investigate the opportunity to establish a community representative committee to consult with on multicultural matters	Ethnic Council of Shepparton and District Inc. GSCC (Multicultural Development Officer) Multicultural Community Local Organisations	2019
VCD 5.2		Attend and support existing consultation and engagement opportunities	GSCC (Multicultural Development Officer) Local Organisations Multicultural Community	Ongoing
VCD 6.1	Celebrate and recognise new citizens	Hold a minimum of two citizenship ceremonies within large scale events	GSCC (Multicultural Development Officer) GSCC (Governance)	Annually
VCD 6.2		Investigate the opportunity to introduce awards that recognise new citizens during the annual Volunteer and Australian of the year awards	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) GSCC (Events)	2020
VCD 7.1	Provide recreational opportunities for multicultural communities that are culturally appropriate	Work with local sport facilities and organisation to identify, promote and engage multicultural communities in active activities	GSCC (Multicultural Development Officer) GSCC (Active Living) Aquamoves Sporting Organisations	Annually
VCD 7.2		Provide a minimum of one education workshop on available free and low-cost recreational opportunities for multicultural communities	GSCC (Multicultural Development Officer) GSCC (Active Living) Sporting Organisations	Annually
VCD 8.1	Promote Council events to multicultural communities	Promote Council events and activities through targeted multicultural media and key community members	GSCC (Multicultural Development Officer) GSCC (Marketing and Communications) Local Organisations	Ongoing
VCD 9.1	Promote local multicultural art, artists and performers	Identify opportunities to collaborate with local organisations to create a Multicultural Art Exhibition	GSCC (Multicultural Development Officer) Local Organisations Shepparton Art Museum	Annually





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
VCD 9.2		Support upcoming performers by involving them in large scale events such as Converge on the Goulburn and St George's Rd Food Festival	GSCC (Multicultural Development Officer) GSCC (Youth) Local Organisations	2021
VCD 9.3		Promote local art workshops to multicultural communities	GSCC (Multicultural Development Officer) Local Organisations Shepparton Art Museum	Ongoing
VCD 10.1	Continue to support initiatives that support reducing racism and discrimination	Support and promote anti-racism initiatives, campaigns and workshops	GSCC (Multicultural Development Officer) Local Organisations Victoria Police	Annually
VCD 11.1	Provide public education on culture and religion to improve knowledge and understanding	Develop annual 'Our Community, Our Culture' calendar highlighting information on important cultural and religious dates and incorporating local images	GSCC (Multicultural Development Officer) Shepparton Interfaith Network Local Organisations Multicultural Community	Annually
VCD 11.2		Provide a minimum of one Multicultural Bus Tour to the public per year	GSCC (Multicultural Development Officer) Local Organisations Multicultural Community	Annually
VCD 11.3		Investigate the opportunity to provide educational presentations to schools and organisations about multiculturalism in Greater Shepparton	GSCC (Multicultural Development Officer) Local Schools Local Organisations	2022

"I am proud of Greater Shepparton's multicultural community. It makes it so much better to live in a community that has such diversity."

Greater Shepparton City Council – Multicultural Strategy Survey - 2018





Greater Shepparton Multicultural Strategy 2019-2022 – Action Plan - DRAFT

2. Accessing Opportunity

Fostering of relationships, creating opportunities and accessing education, business and employment services will provide for improved skills and career opportunities. The promotion and effective involvement of people from a multicultural background in these activities will support a prosperous future for all.

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
AO 1.1	Promote and support multicultural community volunteering to increase social connectedness	Distribute relevant information on volunteering opportunities to multicultural communities	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) Multicultural Community	Annually
AO 1.2		Provide a minimum of one information session per year on volunteering opportunities in Greater Shepparton	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) Volunteer Managers Network	2021
AO 2.1	Promote available aged and disability services to the multicultural communities	Promote Council's aged and disability services	GSCC (Multicultural Development Officer) GSCC (Aged and Disability)	Ongoing
AO 2.2		Distribute relevant information on aged and disability services to multicultural communities	GSCC (Multicultural Development Officer) GSCC (Aged and Disability) Local Organisations	Ongoing
AO 3.1	Raise awareness of Australian Laws within the multicultural communities	Conduct a minimum of one multicultural community awareness session annually to raise awareness of Australian Laws	GSCC (Multicultural Development Officer) GSCC (Community Safety Officer) Victoria Police Local Organisations	Annually
AO 4.1	Create stronger relationships between emergency services and the multicultural communities	Provide opportunities for emergency services and the multicultural community to engage and mutually understand the roles of each party including representation at cultural events	GSCC (Multicultural Development Officer) GSCC (Emergency Management) GSCC (Community Safety Officer) Emergency Service Providers	Ongoing





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
AO 4.2		Support initiatives that educate multicultural communities to better understand emergency hazards and how to connect with the emergency services, information and service providers	GSCC (Multicultural Development Officer) GSCC (Emergency Management) Emergency Service Providers	Annually
AO 5.1	Encourage education programs and initiatives that prevent or reduce Family Violence, including the impact on individuals and community	Support Victoria Police and the Greater Shepparton Family Violence Prevention Network in identifying opportunities to raise awareness of primary prevention of family violence within multicultural communities	GSCC (Multicultural Development Officer) GSCC (Community Safety Officer) Victoria Police Local Organisations Greater Shepparton Family Violence Prevention Network	Annually
AO 6.1	Support the education of the risks of alcohol and other drugs	Explore and apply for external funding opportunities to implement community education sessions for the multicultural community regarding alcohol and other drugs	GSCC (Multicultural Development Officer) GSCC (Community Safety Officer) GSCC (Youth Officer)	Annually
AO 7.1	Assist communities in the establishment of business and social enterprises	Work in collaboration with business industry support agencies to provide opportunities to educate and support multicultural communities to promote entrepreneurship	GSCC (Multicultural Development Officer) GSCC (Business Development Coordinator) Ethnic Council of Shepparton and District Inc. Local Organisations Local Businesses	Annually
AO 8.1	Support leadership within the multicultural communities	Engage with and support the multicultural community to participate in the Greater Shepparton Community Leadership Program	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) Local Organisations	Ongoing
AO 8.2	Develop multicultural communities capacity to apply for funding	Facilitate a minimum of one grants workshop for multicultural communities per year	GSCC (Multicultural Development Officer) GSCC (Community Development Officer) GSCC (Grants)	Annually





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
AO 9.1	Identify and promote work experience programs to the multicultural community	Explore opportunities for work experience to the Multicultural community	GSCC (Multicultural Development Officer) GSCC (People and Performance) Local Businesses	2019
AO 10.1	Maximise participation in interpretation courses to provide more local interpreters	Promote available interpreter courses locally as they become available	GSCC (Multicultural Development Officer) GOTAFE Local Organisations	Ongoing
AO 11.1	Increase the utilisation of local libraries by the multicultural communities	Promote programs, events and services by the local libraries to multicultural communities	GV Libraries GSCC (Multicultural Development Officer)	Ongoing
AO 11.2		Work with and support GV Libraries to run workshops in the libraries	GSCC (Multicultural Development Officer) GV Libraries	2022

“Thank you for supporting the diversity in the community. We need to have more people embrace, the richness multiculturalism bring to us.”

Greater Shepparton City Council – Multicultural Strategy Survey - 2018





Greater Shepparton Multicultural Strategy 2019-2022 – Action Plan - DRAFT

3. Enabling Contribution and Participation

Expanding knowledge and fostering an environment that enables people from a multicultural background to actively contribute and participate in community life, will strengthen the cohesiveness of our community.

	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
ECP 1.1	Increase the cultural diversity of staff in Council, local businesses and organisations	Promote Council jobs to multicultural communities	GSCC (Multicultural Development Officer) GSCC (People and Development) GSCC (Marketing and Communication)	Annually
EPC 1.2		Provide an information session on Council's recruitment procedures and job opportunities	GSCC (Multicultural Development Officer) GSCC (People and Development)	2022
EPC 1.3		Support initiatives that promote and support skilled multicultural community members to local business and organisations	GSCC (Multicultural Development Officer) GSCC (Economic Development) Local Organisations Local Businesses	Annually
EPC 2.1	Explore opportunities for work experience, apprenticeship and traineeships for the multicultural communities	Promote work experience, apprenticeship and traineeship opportunities to multicultural communities	GSCC (Multicultural Development Officer) GSCC (People and Development) Local Organisations Local Businesses	Ongoing
EPC 2.2		Explore the opportunity to provide multicultural students with work experience at Council	GSCC (Multicultural Development Officer) GSCC (People and Development) GOTAFE Registered Training Organisations	Annually
EPC 3.1	Provide opportunities for consultation and feedback to ensure that any new or redeveloped public buildings are designed to be more culturally appropriate	Promote consultation opportunities as they arise	GSCC (Multicultural Development Officer)	Ongoing





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
EPC 4.1	Facilitate and educate the multicultural community on the building and planning permit application processes	Provide a minimum of one information session per year on building and planning permit application processes	GSCC (Building and Planning) GSCC (Multicultural Development Officer)	Annually
EPC 5.1	Promote the need for suitable and affordable accommodation options in Greater Shepparton	Advocate for greater availability of housing options in Greater Shepparton for our community	GSCC (Multicultural Development Officer) GSCC (Building and Planning) Department of Health & Human Services Beyond Housing	Ongoing
EPC 6.1	Continue to increase Council staff knowledge, skills and awareness on multiculturalism	Provide new employees with an educational presentation as part of the Council induction process	GSCC (Multicultural Development Officer) GSCC (People and Development)	2019
EPC 6.2		Review of Language Service Procedure four yearly	GSCC (Multicultural Development Officer)	2019
EPC 6.3		Make available cultural awareness training to employees on an annual basis	GSCC (People and Development) GSCC (Multicultural Development Officer)	Ongoing
EPC 6.4		Multicultural Development Officer to attend a minimum of four Council staff department meetings per year	GSCC (Multicultural Development Officer) GSCC (All Departments)	Annually
EPC 7.1		Continue to improve information of Council services	Undertake regular promotions of the MILS to the community	GSCC (Multicultural Development Officer) GSCC (Marketing and Communications)
EPC 7.2	Undertake annual review of information available on the MILS for accuracy		GSCC (Multicultural Development Officer)	Annually
EPC 7.3	Continue to provide translated Council material to multicultural communities		GSCC (All Departments)	Ongoing





	ACTION	MEASURE	RESPONSIBILITY/PARTNERS	YEAR
EPC 8.1	Continue advocacy and partnerships on key networks and working groups to support the multicultural communities in Greater Shepparton	Maintain representation and attend policy making working groups and key network meetings	GSCC (Multicultural Development Officer) GSCC (Manager of Neighbourhoods)	Annually
EPC 9.1	Ensure that council services are culturally appropriate to multicultural communities	Regularly review work practices to ensure that all services provided by council are culturally appropriate	GSCC (All Departments)	Ongoing

"I believe that the level of multiculturalism in Shepparton is one of its strengths."

Greater Shepparton City Council – Multicultural Strategy Survey - 2018





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RACISM. IT STOPS WITH ME

