

PROMOTING VITALITY AND OPPORTUNITY

Cultural Diversity Strategy 2008–2011



Adopted: 30 June 2008
Owner: Manager, Social Planning, Access
and Community Development
Review Date: July 2009

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
1.0 WHY A CULTURAL DIVERSITY STRATEGY?	4
1.1 Principles	5
1.2 Objectives	6
1.3 Origins of the Strategy	6
2.0 THE CITY IN PROFILE	7
2.1 Birthplaces	7
2.2 Languages Spoken	8
2.3 Ancestry	9
3.0 BACKGROUND AND CONTEXT	10
3.1 Legislation and Role of Local Government	10
3.2 Relationship to the City's Plans	11
3.3 Initiatives for Culturally and Linguistically Diverse Communities and Achievements to date	11
4.0 OBJECTIVES, INITIATIVES AND ACTIONS	15
4.1 Celebrating and Valuing Diversity	16
4.2 Participation and Connection	16
4.3 Responsive Services and Support	17
4.4 An Inclusive Council	18
4.5 Leadership and Advocacy	18
4.6 Sustaining the Global City	19
5.0 PUTTING THE STRATEGY INTO ACTION	20
5.1 Strategy Implementation Plan	20
5.2 Multicultural Advisory Panel	20
5.3 Monitoring and Update Reports	20
5.4 Annual Review and New Action Plan	21
5.5 Four Year Evaluation	21
6.0 CULTURAL DIVERSITY STRATEGY ACTION PLAN 2008–2011	22

EXECUTIVE SUMMARY

The City of Sydney has a strong commitment to celebrating and enhancing our cultural diversity. In a local government area where one in three of its residents are born overseas, the City recognises it has a responsibility to ensure its policies and services are continuously improving to match the community's needs.

The City recognises the Gadigal People of the Eora Nation are the traditional custodians of the land, and values the continuing culture and community contributions of its Indigenous Australians. It also recognises the significant contributions made by successive waves of migrants and refugees to its local government area and to the country. Governments at all levels have an important role to play in promoting this vitality and continuing to provide opportunities for all individuals, regardless of their cultural, linguistic or religious backgrounds, to participate fully in the community.

The Cultural Diversity Strategy 2008–2011 is the City of Sydney's blueprint for how it will celebrate and support cultural diversity over the coming years.

The Strategy is consistent with the City's corporate and social planning processes and is built upon six core objectives:

1. **Celebrating and Valuing Diversity**
2. **Participation and Connection**
3. **Responsive Services and Support**
4. **An Inclusive Council**
5. **Leadership and Advocacy**
6. **Sustaining the Global City**

Under each objective, the City has developed a set of practical initiatives and actions that cover all areas of Council's services and activities.

In **Celebrating and Valuing Diversity**, the Strategy supports initiatives that promote understanding between diverse communities and continue to support and organise cultural events that celebrate diversity, such as Chinese New Year, Living In Harmony Program and Christmas celebrations. It also includes a range of initiatives on promoting cultural diversity in our arts, history and heritage programs.

In **Participation and Connection**, the City will implement a range of communication processes to better reach members of the community who speak languages other than English, as part of a new Multicultural Communications Protocol.

In **Responsive Services and Support**, the City will ensure its grants and sponsorship programs are accessible to cultural and linguistically diverse groups and organisations. It will also ensure its own facilities, services and programs are culturally appropriate to a multicultural society and accessible to residents, workers and visitors regardless of their cultural, linguistic or religious backgrounds.

The Strategy contains initiatives on ways to **An Inclusive Council**. This involves the ongoing employment of bi-lingual and multicultural specialist staff, providing cross-cultural staff training, and ensuring Council's decision making is informed by sound and inclusive consultation and evidence-based processes.

In **Leadership and Advocacy**, the City is committed to advocate for the social and economic benefits of a multicultural society. It will work closely with both the state and commonwealth governments to jointly implement measures aimed at promoting the benefits of cultural diversity. It will also continue to advocate to support compassionate policies and initiatives that support refugees and asylum seekers.

Finally, in **Sustaining the Global City**, the City will continue to take steps to ensure its social and urban planning is attractive to international businesses and skilled migrants. It will promote Sydney with international students and tourists. It will also encourage businesses to take advantage of our skilled migrants, and support business organisations to promote and support ventures reflective of our culturally diverse community.

To ensure the Strategy is being effectively implemented across the City, a number of review and monitoring processes have been put in place. This includes the establishment of a Multicultural Advisory Panel made up of community members. It also includes annual updates on the Strategy as part of the Corporate Plan reporting process, plus an annual review and the development of a new action plan for the coming year.

The City's Cultural Diversity Strategy 2008–2011 provides a comprehensive and cohesive framework that builds on our past achievements in encouraging a harmonious and prosperous multicultural community. It provides the practical steps to ensure the City of Sydney continues to grow as a vibrant global city, providing opportunities to all its residents, workers and visitors.

1.0 WHY A CULTURAL DIVERSITY STRATEGY?

The City of Sydney (the City) is an internationally recognised vibrant and cosmopolitan city made up of people who come from many different nations across the world.

Of the City's nearly 160,000 residents, approximately 46% or 56,000 were born overseas. Over 32% or 38,000 of our residents speak a language other than English at home. This diversity is also reflected in the City's workforce, where approximately 21% of the City's employees speak a second language at home.

The City recognises the Gadigal People of the Eora Nation are the traditional custodians of the land, and values the continuing culture and community contributions of its Indigenous Australians. It also recognises the significant contributions made by successive waves of migrants and refugees to its local government area and to the country.

Migrants and refugees, whether dating back two hundred years or newly arrived, have brought with them a rich array of skills, experiences, language and cultures. Recognising and valuing of this diversity within the context of a harmonious community has major social and economic benefits.

A city where people of all cultures and faiths feel respected and valued is a city that encourages its people to be included, connected and able to participate in the life of the community. It builds an environment where all individuals, regardless of their cultural, linguistic or religious backgrounds, can positively contribute to society and play a constructive part in building a strong, prosperous and harmonious community, full of vitality and opportunities.

When we stroll down the streets of Sydney we can see the productive benefits of a truly multicultural society. The City continues to grow as a hub to many international firms who have selected Sydney over other cities because of its culturally and linguistically skilled workforce. Many of the City's business owners and staff also use their connections in their countries of origin to further grow their businesses in an international marketplace.

On a daily basis Sydneysiders have access to the cuisines of the world, as well as to a vast array of culturally diverse products and retail outlets. Each of these contributes to the economic development of the City, as well as to a vibrant and interesting community life.

As a centre for learning, the City also attracts a large number of international students, many of whom elect to make Australia their home after completing their degrees.

Our cultural diversity is also evident in the City's high profile cultural celebrations such as the Chinese New Year, the largest outside of Asia, as well as in Living in Harmony Program and Christmas celebrations. These events and other appeals of the City make Sydney a prime international tourist destination.

Yet the vibrancy and diversity of Sydney and its harmonious yet exciting culture is not the result of mere accident. The City of Sydney and those who live in and visit it are the beneficiaries of ongoing work to develop and refine policies of inclusiveness, social justice and productive diversity.

To ensure that this continues, and the benefits of cultural diversity in the City can grow and add value to our community as a whole, the City has prepared this comprehensive Cultural Diversity Strategy.

1.1 Principles

The City of Sydney's Cultural Diversity Strategy is supported by three principles:

- A belief in the benefits of a multicultural society that is free of discrimination and fosters community harmony.
- All residents, workers and visitors will be respected and valued regardless of their cultural, linguistic or religious backgrounds.
- To be inclusive, responsive and culturally sensitive in the City's policies, processes and services.

1.2 Objectives

In order to put these principles into practice, and to continuously measure our progress, the City's Cultural Diversity Strategy has six objectives:

- 1. Celebrating and Valuing Diversity**
- 2. Participation and Connection**
- 3. Responsive Services and Support**
- 4. An Inclusive Council**
- 5. Leadership and Advocacy**
- 6. Sustaining the Global City**

These objectives form the backbone of our Cultural Diversity Strategy 2008–2011.

Over the next three years the City will implement a range of initiatives under each objective. Progress will be monitored by an annual set of actions, with measurable outcomes.

1.3 Origins of the Strategy

In 2006 the City undertook a major Multicultural Review which included extensive consultations with staff and managers across the organisation. The review also looked into existing Council policies and initiatives.

In 2007 these initiatives were again reviewed in the context of developing a draft Cultural Diversity Strategy. A further round of internal and external consultation was undertaken.

What follows is a consolidation of initiatives and actions that have underpinned the City's commitment to multiculturalism over many years. It also contains initiatives and actions that will make the City a leader in terms of inclusion and responsiveness.

The success of the City of Sydney so far has been one of a dynamic and culturally rich city. The City of Sydney's Cultural Diversity Strategy will build on this success and ensure that it continues to be a city of vitality and opportunity for everyone.

2.0 THE CITY IN PROFILE

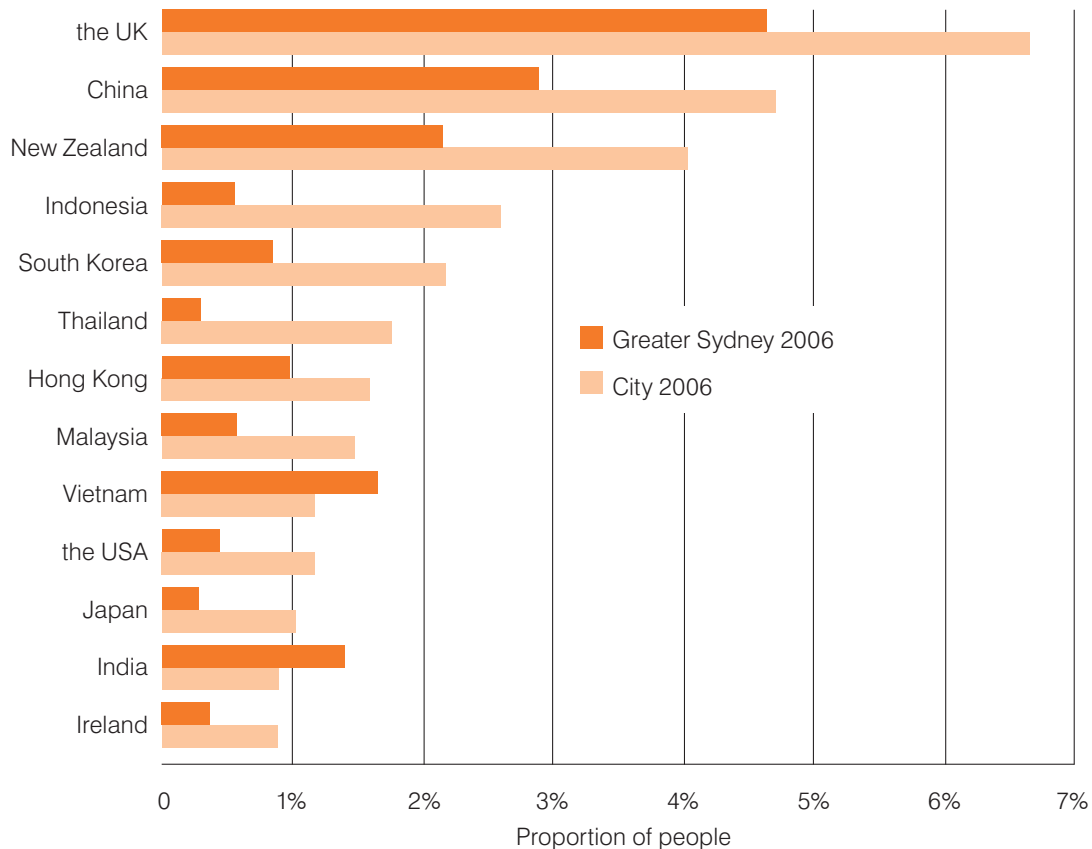
Like other metropolitan areas in Australia, the City of Sydney local government area (LGA) is rich in cultural diversity. According to the Australian Bureau of Statistics 2006, of the City's 160,000 residents, 35% or 56,000 were born overseas. Nearly 24% or 38,000 of our residents speak a language other than English at home. This diversity is also reflected in the City's workforce, where approximately 21% of the City's employees speak a second language at home.

The number of residents of the City of Sydney born overseas increased by 7,050 between 2001 and 2006.

2.1 Birthplaces

The most common overseas birthplace in the City was the United Kingdom with some 7,800 people, followed by China with approximately 5,600, New Zealand with approximately 4,700, Indonesia with approximately 3,000 people and South Korea with approximately 2,500 people.

Comparing Overseas Birthplaces



2.2 Languages spoken

Of the 56,000 people born overseas, nearly half (42%) spoke only English and of those for whom English was not their first language, 46% spoke it well. However, 11% of overseas-born people in the City (around 6,200) did not speak English well. Twenty-five per cent of these people had arrived in the past five years, while about 40% arrived more than 15 years ago.

In 2006 the most commonly spoken language other than English was Mandarin, spoken by 5,738 people (4.8 %) followed by Cantonese (5,094 or 4.2%), then Indonesian (2,627), Korean (2,435), Greek (2,022), Russian (1,680), Spanish (1,569) and Vietnamese (1,319) respectively.

Relative to Greater Sydney, the City's most common language spoken at home other than English was Indonesian (spoken by 4.6 times the proportion of people within Greater Sydney), Russian (spoken by 4.1 times) and Japanese (spoken by 3.5 times). On the other hand, Arabic/Lebanese, Italian, Vietnamese and Hindi, though spoken here, were used by relatively fewer people than across Greater Sydney.

Among local Aboriginal people, 3.5% spoke Aboriginal languages at home. In Greater Sydney, 2.7% of Aboriginal people did so.

The following table gives the distribution of languages other than English spoken at home in the City's LGA. It also lists those suburbs containing the highest proportions of residents speaking those languages at home.

Language	Resident Numbers	Percent of population	Suburbs with greatest proportion
Mandarin	5,738	4.8%	Sydney City, Haymarket, Ultimo, Pyrmont
Cantonese	5,094	4.3%	Sydney City, Haymarket, Ultimo, Pyrmont
Indonesian	2,627	2.2%	Sydney City, Haymarket, Rosebery, Pyrmont
Korean	2,435	2.0%	Sydney City, Haymarket, Pyrmont, Surry Hills, Waterloo
Greek	2,022	1.7%	Rosebery, Newtown, Redfern, Surry Hills
Russian	1,680	1.4%	Waterloo, Redfern, Rosebery, Woolloomooloo
Spanish	1,569	1.3%	Rosebery, Redfern, Glebe, Surry Hills

2.3 Ancestry

In the City of Sydney, only 20% of people gave their ancestry as Australian. Of the others, the most commonly cited ancestry was English (22%), followed Chinese (10%), Irish (9%), Scottish (6%) and German (3%).

Compared with Greater Sydney, the biggest differences in the ancestries of the City's people were the larger proportions of people with Australian ancestry (25.5% versus 19.1%), Chinese ancestry (10.1% versus 6.1%) and Irish ancestry (9.3% versus 6.8%). There were smaller proportions with Lebanese (0.7% versus 2.7%) and Italian (2.4% versus 3.6%) ancestries.

The City's Aboriginal and Torres Strait Islander population in 2006 was 1,981 constituting 1.7% of the population compared with 1.1% within Greater Sydney.

3.0 BACKGROUND AND CONTEXT

3.1 Legislation and role of local government

The NSW *Community Relations Commission and Principles of Multiculturalism Act 2000* (Amendment 2003) enshrines the policy of multiculturalism. The Act establishes the four Principles of Multiculturalism as NSW Government policy and requires public authorities to observe these principles in the conduct of their affairs. The Act makes it the duty of the Chief Executive Officer of every public authority and each Council to ensure that the provisions of this Government's policy are carried out.

The four Principles of Multiculturalism are:

Principle 1 – All individuals in New South Wales should have the greatest possible opportunity to contribute to, and participate in, all aspects of public life in which they may legally participate.

Principle 2 – All individuals and institutions should respect and make provision for the culture, language and religion of others within an Australian legal and institutional framework where English is the common language.

Principle 3 – All individuals should have the greatest possible opportunity to make use of and participate in relevant activities and programs provided or administered by the Government of New South Wales.

Principle 4 – All institutions of New South Wales should recognise the linguistic and cultural assets in the population of New South Wales as a valuable resource and promote this resource to maximise the development of the State.

Local councils address the Principles of Multiculturalism through developing a Social Plan in response to the Social/ Community Planning and Reporting Guidelines, and Management Planning provisions of the Local Government Act 1993 (as amended) and related regulations.

NSW local council social/ community frameworks are based on the NSW Government's broader social justice framework, which includes seven target groups, one of which is people of culturally and linguistically diverse backgrounds.

Local councils in New South Wales play a crucial role in promoting the NSW Principles of Multiculturalism, and many councils provide a broad range of multicultural programs and services to their diverse communities in culturally appropriate and often innovative ways. Councils can also promote the four principles through decisions they make in terms of planning, staffing and communication.

3.2 Relationship to the City's plans

The City's Social Policy (2006) contains amongst its principles the City's commitment to:

- Recognition of Indigenous Australians
- Valuing all people
- Diversity is strength
- Fair and integrated decisions

It also establishes Council's roles in:

- Social leadership
- Providing information
- Fostering participation
- Research
- Advocacy

This Strategy applies the principles and roles defined in the Social Policy and provides direction to address the priority needs for people from culturally and linguistically diverse backgrounds documents in the City's Social Plan 2006–2010.

3.3 Initiatives for culturally and linguistically diverse communities and achievements to date

This Strategy has consolidated the City's commitment to a culturally diverse Sydney and builds on many policies and initiatives that have helped make the City what it is today. Some of these are:

Multicultural celebrations

The City already has very successful cultural events and cross-cultural initiatives that celebrate the cultural diversity of the City and promote understanding and respect between communities.

The City organises and sponsors a number of major multicultural events each year, including:

- **Living in Harmony program:** The City has coordinated the Living in Harmony program for the several years in partnership with a range of community groups and organisations. During the weeks leading up to Harmony Day (21 March), the City organises a series of events including concerts, cross-cultural tours, cultural talks, workshops and movie nights. These events promote understanding and interaction between various communities.

- **Primo Italiano:** Held in Stanley Street, East Sydney during May. Primo Italiano is an annual festival celebrating Sydney's original Little Italy with contemporary Italian food, wine and entertainment.
- **City's Chinese New Year Festival:** Outside of Asia, the City's festival is one of the largest celebrations of the Lunar New Year with a parade, night markets, food stalls, dragon boat racing, tours and many other events.

The City of Sydney History program

The City's History program has a strong commitment to support and document migrant and refugee history via the following initiatives:

- **Dictionary of Sydney:** The project aims to present the history of all of metropolitan Sydney online and through other mediums. It will become a forum for public discussion, education and entertainment. It will contain vast amounts of material on all the different ethnic and cultural groups.
- **Self-guided walking tour brochure:** The self-guided historical walking tour brochures introduce residents and visitors to different aspects of the Sydney's fascinating history including tours of places that are significant to the City's multicultural communities such as Spanish Quarter and Chinatown. A separate brochure also introduces Sydney Colony history. The walking tour brochures have been translated into Chinese, Korean and Japanese.
- **Oral history:** Oral testimony is often the starting place for documenting the lives of people. The City's History program has coordinated and collated oral histories of migrants and refugees and their settlement in Sydney.
- **Barani website:** Understanding and appreciation of Aboriginal culture has been nurtured within the City by the establishment of the Barani website. The website contains the history, life stories and images of Indigenous men and women who have made significant contributions to their people and their country.

Identifying opportunities to further promote the website, and enhance culturally and linguistically diverse communities' understanding and respect of Aboriginal culture is an ongoing commitment of the City.

NAIDOC Week

The City supports and works in partnership with Aboriginal and Torres Strait Islander communities to organise events in the first week of July each year. NAIDOC Week celebrates the history, culture and achievements of Aboriginal and Torres Strait Islander people and is committed to engaging members of our community including people from migrant and refugee backgrounds.

Grants and Sponsorships program

The City's grants and sponsorships program provides funding and in-kind support to a range of community groups and organisations. One of the priority groups for support is people from culturally and linguistically diverse backgrounds. The City's grants and sponsorships program also provides extensive support for community organisations and groups to develop strategies to promote understanding and improve access to information and services for people from culturally and linguistically diverse communities.

Libraries

Council's library network has an extensive community languages collection which feature at least nine community languages. The library service has compiled and analysed client ethnicity data to provide an indication of the needs of a particular language collection and justify its expansion.

Children Services

The service actively integrates cross-cultural understanding and appreciation into their program. The Children services have also used the skills of volunteers from diverse cultural backgrounds in centre activities and has displayed images and celebrated festivals from around the world.

Culturally diverse workforce

The City's cultural diversity is reflected in our workplace. In July 2006 the staff diversity survey indicated that 25% of the City's staff were born overseas, 21% speak a second language, 15% are from a non-English speaking background and 3% are from an Aboriginal and Torres Strait Islander background.

The City also employs specialist staff. It has a Multicultural Development Officer to provide advice to Council on multicultural issues and develop multicultural policies. The Multicultural Development Officer participates in government and non-government forums to advocate for the community, as well as networking and providing advice and support to community organisations and groups. The Multicultural Development Officer also coordinates the annual Living in Harmony program. Council's Library service also employs a multicultural librarian to ensure the library service is meeting the needs of the City's diverse communities.

The City's services, such as its Libraries and Children's, Aged and Disability Services, have developed proactive strategies and policies to make their services more accessible to culturally and linguistically diverse communities. This includes recruitment of bi-lingual and bi-cultural staff and regular collection of client ethnicity data to assist with service planning and evaluation. The City has compiled extensive information on its demographic profile and made this available on its website.

Ultimo Community Centre is an example of how these policies can work in the local area. The centre employs bi-lingual staff and currently has several hundred clients from Chinese-speaking backgrounds, comprising about 50% of its total membership. The Centre also supports and encourages the participation of Chinese-speaking volunteers. It has established a Chinese Seniors Group which runs regular art classes and a social program attracting over 170 clients per week.

Sustainable Sydney 2030 consultation

Sustainable Sydney 2030 is a strategic planning project that will create a plan to guide the development of the City of Sydney for the next 20 years and beyond. The project has adopted a number of creative and inclusive strategies to consult with the City's diverse communities. To date, the City has directly consulted with more than three thousand Sydneysiders from all walks of life through forums, workshops, talks, roundtable lunches, schools poetry project and a Chinese community leaders roundtable.

Each of these achievements and outcomes are built on in the objectives, initiatives and actions that follow.

4.0 OBJECTIVES, INITIATIVES AND ACTIONS

The City's 2008–2011 Cultural Diversity Strategy has six objectives:

1. Celebrating and Valuing Diversity

Recognising, supporting and celebrating the rich cultural diversity of the City's local residents, workers and visitors.

2. Participation and Connection

Improving opportunities for members of the culturally and linguistically diverse communities to access and participate in the life of the City.

3. Responsive Services and Support

Providing services that are responsive to the community and able to support those with specific linguistic or cultural needs.

4. An Inclusive Council

Ensuring the City's staff and processes reflect its culturally diverse community.

5. Leadership and Advocacy

Seeking opportunities for the City to provide leadership and work in partnership with others to advocate for culturally diverse communities.

6. Sustaining the Global City

Making the most of the economic benefits of cultural diversity and seeking ways to sustain Sydney as a global city.

What follows is a list of initiatives to be undertaken under each objective, together with a set of actions to be implemented between 2008 and 2011.

4.1 Celebrating and Valuing Diversity

The City of Sydney recognises, supports, values and celebrates the rich cultural diversity of its residents, workers and visitors.

We celebrate the fact that much of the vibrancy and vitality of the City draws from the one third or more of residents who were born outside Australia, who bring to the City a diverse mix of skills, cultures, languages and religions.

To build on this vitality, and to increase opportunities to celebrate and support diversity, the City of Sydney is committed to the following initiatives:

- 1.1 Produce major events celebrating diversity
- 1.2 Promote harmony in the community
- 1.3 Support community celebrations of diversity
- 1.4 Showcase diversity in the City's images, artworks and documentation
- 1.5 Promote our culturally diverse history and heritage
- 1.6 Actively participate in citizenship ceremonies
- 1.7 Promote Aboriginal and Torres Strait Islander culture and heritage to culturally and linguistically diverse communities

4.2 Participation and Connection

Every person living, working, studying or visiting the City of Sydney has something to contribute to the life of its community. The range of skills, abilities and experiences on offer are part of what makes Sydney a great place to live and work.

An accessible city is one that ensures all residents have the opportunity to make use of its services and facilities and take part in decision-making processes. For some whose first language is not English, this may involve the provision of interpreter services and multilingual and multi-format information.

To improve opportunities for residents, workers or visitors from culturally and linguistically diverse backgrounds to access and participate in the life of the city, the City of Sydney is committed to the following initiatives:

- 2.1 Develop a Multicultural Communication Protocol, including the use of strategic translations
- 2.2 Enhance the City's multilingual website
- 2.3 Provide easy access to interpreter services
- 2.4 Recruit and make strategic use of bi-lingual staff
- 2.5 Ensure accessible communications
- 2.6 Undertake inclusive consultations
- 2.7 Provide accessible venues and facilities

4.3 Responsive Services and Support

The City of Sydney is proud of the range of grants, sponsorships, social and information services it provides to the community. These initiatives exist for the benefit of all residents and therefore should be responsive to the needs of community members.

To ensure all members of the community are given opportunities to make use of the City's services, and find them responsive to their needs, the City of Sydney is committed to the following initiatives:

- 3.1 Provide grants and sponsorships that are inclusive of culturally and linguistically diverse communities
- 3.2 Undertake culturally diverse community services programming
- 3.3 Deliver inclusive library services
- 3.4 Enhance the inclusiveness of core services
- 3.5 Enhance the inclusiveness of planning and design activities
- 3.6 Undertake research into culturally and linguistically diverse community needs
- 3.7 Assist building the capacity of the multicultural communities to support and respond to their emerging needs and issues
- 3.8 Support and address the needs of small and emerging communities

4.4 An Inclusive Council

Culturally and linguistically diverse communities are best served by council staff who reflect the same level of diversity. Just as cultural diversity is an obvious reality on the streets of Sydney, it should be a reality in the corridors of Council.

Staff training in cross-cultural awareness, recruitment of bi-lingual staff, and employment of multicultural specialists all contribute to building a strong and responsive workforce.

To achieve the aim of an inclusive City, the City of Sydney is committed to the following initiatives:

- 4.1 Ensure council decision-making is inclusive
- 4.2 Employ multicultural specialist staff
- 4.3 Establish a Multicultural Advisory Panel
- 4.4 Undertake culturally diverse recruitment
- 4.5 Deliver cross-cultural awareness staff training
- 4.6 Undertake evidence-based decision-making

4.5 Leadership and Advocacy

Twenty-first century community building requires a vision that looks further than the physical borders of the city itself.

Having recognised the value of cultural diversity to the social and economic success of Sydney, the City of Sydney is in a position to encourage other city councils and the state and commonwealth governments to develop more policies and practices to enhance community harmony and inclusiveness to make Australia a better place for all of us.

As the primary local council for the capital city of New South Wales, the City of Sydney has a vital role to play in advocacy and leadership in this state and beyond.

To take steps towards fulfilling this leadership and advocacy role, the City of Sydney is committed to the following initiatives:

- 5.1 Promote the benefits of cultural diversity
- 5.2 Support and advocating for refugees and asylum seekers
- 5.3 Encourage skilled migrant and multicultural volunteers initiatives
- 5.4 Partner with different levels of government
- 5.5 Engage with the community
- 5.6 Promote the Cultural Diversity Strategy

4.6 Sustaining the Global City

Australia is part of a global community and the City of Sydney already forms a key connection point between our nation and the rest of the world, particularly in the Asia Pacific region.

Modern communications and modes of transport mean that both information and people are on the move as never before. It is in this kind of global marketplace that cultural and linguistic diversity comes into its own and economies which recognise this will prosper.

The City of Sydney can realise the wide-ranging benefits of being Australia's premier global city by assisting and encouraging culturally and linguistically diverse businesses, workers and students to reach their full potential. In this way Sydney can remain and grow in popularity as a first class tourist destination and attractive centre for global companies to set up shop.

To build on Sydney's status as Australia's key pathway to the global economy, over the next three years the City of Sydney is committed to the following initiatives:

- 6.1 Sustain our global city status
- 6.2 Improve our social and urban planning
- 6.3 Encourage culturally diverse business communities
- 6.4 Encourage international students
- 6.5 Promote tourism
- 6.6 Advocate for the economic benefits of cultural diversity

5.0 PUTTING THE STRATEGY INTO ACTION

Following the City's endorsement of the Cultural Diversity Strategy, a number of steps will be taken to ensure the initiatives and actions are acted upon, as well as regularly reviewed and monitored. These include:

5.1 Cultural Diversity Strategy Action Plan 2008–2011

To complement this Strategy, the City has prepared a detailed Action Plan matrix which itemises individual actions and responsibilities.

Immediately upon approval, this Action Plan matrix will be finalised with updated completion dates, targets and deliverables under each initiative.

The matrix will form the internal working document for council staff and be used to continuously monitor and report against (see 3 and 4 below).

5.2 Multicultural Advisory Panel

As noted in the Action Plan (see 4.3), the Multicultural Advisory Panel, made up of council representatives, culturally and linguistically diverse service providers and community members, will meet three times per year to review and comment on the implementation of initiatives contained in the Cultural Diversity Strategy. They will also meet to advise the City on possible new actions to be considered under the agreed objectives and initiatives.

As required, information and advice will be fed back to relevant sections of Council as part of a continual improvement process.

5.3 Monitoring and update reports

Annual updates on the Strategy's progress will be provided to senior council staff as part of the Corporate Plan reporting process.

An annual Access and Equity Activity Report will also be provided to the NSW Community Relations Commission for a Multicultural NSW.

5.4 Annual review and new action plans

Concurrent with the end of year quarterly update (see 3 above), an Annual Cultural Diversity Strategy Status Report will be prepared, noting the achievements of the past 12 months and identifying a new action plan for the coming year.

The new actions will be developed as part of a continuous improvement process against the Strategy's objectives and initiatives and will build on past successes.

The action plan will be developed in consultation with the community, including advice and input from the Multicultural Advisory Panel, as well as from relevant council staff.

5.5 Four year evaluation

At the end of the four year life of the Strategy, the City will conduct an independent evaluation of the implementation of its Cultural Diversity Strategy. The evaluation will also help shape the objectives, initiatives and actions to be included in the next phase of the City's cultural diversity planning process.

Objective 1: Celebrating and Valuing Diversity

Initiative	Actions	Responsibility	Timeframe	Resources
<p>1.1 Produce major events celebrating diversity Produce and sponsor major events that showcase the rich cultural diversity of the city.</p>	<p>Continue to organise and promote the City's major annual cultural diversity events</p> <p>Support and encourage communities from diverse cultural backgrounds to participate in and contribute to cultural events that celebrate diversity</p> <p>Support and encourage communities from diverse cultural backgrounds to participate in and contribute to the City's cultural events</p> <ul style="list-style-type: none"> ■ Chinese New Year festival ■ Living in Harmony program ■ Live Green ■ Christmas celebrations <p>Promote the City's major events to diverse communities using ethnic media and community networks</p>	<p>Events Communication and Media Community Living</p> <p>Events Communication and Media Marketing Community Living</p>	<p>Annual and ongoing</p> <p>Annual and ongoing</p>	<p>Within approved budget</p> <p>Within approved budget</p>
<p>1.2 Promote harmony in the community Coordinate, support and promote events and initiatives that encourage cross-cultural understanding, appreciation and harmony</p>	<p>Coordinate the annual Living in Harmony program to promote harmony and cross-cultural understanding between communities</p> <p>Work in partnership with community and religious organisations to promote interfaith dialogue</p>	<p>Events Communication and Media Community Living</p> <p>Community Living Marketing</p>	<p>Annual and ongoing</p> <p>Annual and ongoing</p>	<p>Within approved budget Also see resources listed in 2.1 and 2.2</p> <p>Within approved budget</p>

Initiative	Actions	Responsibility	Timeframe	Resources
1.3 Support community celebrations of diversity Support and promote community celebrations, events and activities which celebrate cultural diversity and foster community harmony	Actively support the community to celebrate their cultural heritage through the City's Grants and Sponsorships program	Community Living	Annual and ongoing	Within approved budget
	Mentor and provide advice to community organisations and groups on ways to design and host community events that celebrate cultural diversity and promote community harmony			
1.4 Showcase diversity in the City's images, artworks and documentation Showcase the City's rich culture and history through ongoing use of images reflecting its cultural diversity	Continue to use images and language that are inclusive of its culturally diverse population	Communication and Media Community Living Customer Service Community Living (Cultural Development) Marketing City Projects (Public Art)	Ongoing	Within approved budget
	Ensure the City's collections and curatorial programs showcase its cultural diversity in their acquisitions and collection displays			
	Ensure the City's Public Art program is inclusive and reflective of the City's cultural diversity in its planning, design and commissioning			

Initiative	Actions	Responsibility	Timeframe	Resources
1.5 Promote our culturally diverse history and heritage Research and promote the City's rich cultural history and heritage through the City's History program	As part of the City's History program continue to research, map and publish information regarding Sydney's migrant history	Community Living (History Program)	Ongoing	Within approved budget
	Conduct a major update of the City's Chinese migration history and heritage as part of the Dictionary of Sydney project			
	Promote and expand the culturally and linguistically diverse history and heritage listed on the City's history website			
	Incorporate the City's cultural and linguistically diverse history in signage and plaques as way-finding projects are developed			
	Include and preserve artefacts that reflect the City's rich cultural heritage in council's curatorial policies and practices			
1.6 Actively participate in citizenship ceremonies Host and celebrate cultural diversity as part of the City's ongoing role in Australian citizenship ceremonies	Support and co-ordinate projects that collect oral histories of Sydney's migrants and refugees.	Office of the Lord Mayor (Protocol) Communication and Media	Annual and ongoing	Within approved budget
	Continue to acknowledge and celebrate the City's cultural diversity and traditional owners as part of the City's ongoing involvement in Australian citizenship ceremonies			
	Continue to incorporate messages of harmony and respect in messages delivered on behalf of the City			

Initiative	Actions	Responsibility	Timeframe	Resources
1.7 Promote Aboriginal and Torres Strait Islander culture and heritage to culturally and linguistically diverse communities Promote understanding and respect for Aboriginal and Torres Strait Islander culture and heritage within culturally and linguistically diverse	Follow the City's Aboriginal and Torres Strait Islander Protocols when conducting all City events and activities	All	Ongoing	Within approved budget
	Promote the City's Welcome to Barani website to all the communities including the culturally and linguistically diverse community Through events, grants and sponsorship, support initiatives that promote understanding between Aboriginal and Torres Strait Islander communities and other communities	Community Living (History Program) Community Living (Cultural Development)	2009/10	Within approved budget

Objective 2: Participation and Connection

Initiative	Actions	Responsibility	Timeframe	Resources
2.1 Develop a Multicultural Communication Protocol Establish policies and procedures for translating and disseminating core information into major community languages	Develop a Multicultural Communication Protocol for City staff containing methods for better reaching culturally and linguistically diverse communities	Community Living Communication and Media Community Engagement	2008/9	Within approved budget
	Advertise and promote major events and significant council decisions within culturally and linguistically diverse communities through translations and/or promotion in the ethnic media	Communication and Media Marketing Events	Annual and ongoing	\$30,000 to be sought in 2008/9 budget (ethnic media advertisements for 6 events in 10 languages)
	Identify priority City publications for translation into key community languages, including: <ul style="list-style-type: none"> ■ Cultural Diversity Strategy ■ Corporate and Strategic Plan ■ information on council programs and services 	All Communication and Media Customer Service Community Living (Multicultural Development Officer)	2008/9 and ongoing	Within approved budget \$50,000 to be sought in 2008/9 budget process for translation

Initiative	Actions	Responsibility	Timeframe	Resources
2.2 Enhance the City's multilingual website Expand the multilingual components of the City's website	Promote and expand the range of translated information available on the City's multilingual webpage including information on: <ul style="list-style-type: none"> ■ council services and programs ■ policies and strategies as identified in the Multicultural Communication Protocol 	Community Living Communication and Media IT Development All	2008/9	Within approved budget
2.3 Provide easy access to interpreter services Facilitate easy access to interpreting services	Promote use of the Telephone Interpreting Service and provide dual handsets at public contact locations Train all staff with customer contact in the use of the Telephone Interpreting Service and expand training on the use of interpreting Provide onsite interpreters for council services, consultations and events when needed	Customer Service Community Living Human Resources		Within approved budget See resources in 2.1 \$20,000 to be sought in 2008/9 budget (use of onsite interpreter)
2.4 Recruit and make strategic use of bi-lingual staff Recruit and use the language and cultural expertise	Identify and recruit appropriately skilled individuals into key positions within council (for example in Customer Service, Community Services, Corporate and Community Engagement) where second language expertise is essential or desirable Review the City's Language Aide Policy to make better use of the City's bi-lingual staff in customer service and other activities	Customer Service Corporate and Community Engagement Community Living Human Resources		Within approved budget To be included in future budget pending the outcomes of the Language Aide Policy review

Initiative	Actions	Responsibility	Timeframe	Resources
2.5 Ensure accessible communications Strengthen and standardise the City's application of its Plain English Policy and list the availability of translation services in communications	Introduce a standardised multilingual message, including the contact number for the Translating and Interpreting Service, on all City letterhead and communications with residents	Communication and Media Community Living	2008 and ongoing	Within approved budget Also see resources listed in 2.1 and 2.2
	Initiate an art competition for the design of multilingual welcome messages to be displayed in council facilities.	Community Living Customer Service	2008	
2.6 Undertake inclusive consultations Expand the range of consultation techniques used across the City to ensure members of culturally and linguistically diverse communities can participate in public consultation processes	Using ethnic media to communicate major initiatives with residents	Communication and Media Community Living	2008	Within approved budget Also see resources in 2.1 and 2.2
	Where appropriate, provide interpreters at relevant consultation	Communication and Media	Ongoing	
	Promote upcoming forums and other City events in ethnic community media and networks Plan, promote and implement an annual calendar of consultations which specifically incorporate culturally and linguistically diverse stakeholders Work with the City's residents and community groups to enhance the participation of culturally and linguistically diverse communities	Community Engagement Community Living		

Initiative	Actions	Responsibility	Timeframe	Resources
2.7 Provide accessible venues and facilities Ensure the City's venues and facilities are accessible to culturally and linguistically diverse community groups and others promoting community harmony	<p>Promote the use or hiring of Council facilities by culturally and linguistically diverse community groups or others celebrating community harmony or cultural heritage</p> <p>Contain policy in the City's tendering document to request for proposals to ensuring that culturally and linguistically diverse communities have easy access to council's services and facilities</p> <p>Monitor and evaluate culturally and linguistically diverse communities' use of Council's facilities, identify and address access barriers</p>	Community Living	Ongoing	Within approved budget

Objective 3: Responsive Services and Support

Initiative	Actions	Responsibility	Timeframe	Resources
3.1 Provide grants and sponsorships that are inclusive of culturally and linguistically diverse communities The City's grants and sponsorships processes continue to encourage and support applications from culturally and linguistically diverse community members and organisations	Provide support and advice to culturally and linguistically diverse organisations or groups working with culturally and linguistically diverse community members to submit applications to the City's grants program.	Community Living (Cultural Development and Multicultural Development Officer)	Ongoing	Within approved budget
	Continue to advise and work with community groups to encourage grant applications which: <ul style="list-style-type: none"> ■ promote understanding and acceptance of culturally and linguistically diverse members of the community ■ improve communication and participation of culturally and linguistically diverse community members ■ provide support to culturally and linguistically diverse communities 	Community Living (Cultural Development and Multicultural Development Officer)	Ongoing	Within approved budget
	Continue to monitor and collate data on the proportion of grants and sponsorships which directly or indirectly support members of culturally and linguistically diverse communities Promote the City's Grants and Sponsorships Program in ethnic media and community networks in addition to mainstream media	Community Living (Cultural Development)	Ongoing	Within approved budget

Initiative	Actions	Responsibility	Timeframe	Resources
3.2 Provide culturally diverse community services programming Across all community services, provide culturally appropriate programming, support and activities that reflect the local community's cultural, linguistic and religious backgrounds.	Increase the number and range of culturally and linguistically diverse program themes and activities undertaken by the City's Aged, Children's, Youth and Community Services Cross-promote upcoming culturally diverse programming and activities in other City services and centres to increase participation	Community Living	Annual and ongoing	Within approved budget
	3.3 Deliver inclusive library services Implement a range of measures to increase the accessibility of the City's library network to culturally and linguistically diverse community members	Develop a Library Marketing Plan that includes strategies to promote library services to culturally and linguistically diverse community members and international students Continue to promote the City's multicultural collection Continue to provide services and resources in languages other than English to reflect local demographics and usage patterns Undertake a fresh promotion program of library services in general, and inter-library loans and home delivery services in particular, to the City's residents	Community Living (Library)	2008/9 and ongoing

Initiative	Actions	Responsibility	Timeframe	Resources
3.4 Enhance the inclusiveness of core services Ensure council information and services address the needs of the local culturally and linguistically diverse communities and clients.	<p>Continue to use the in-house expertise of the City's multicultural specialist staff to provide advice to all business units on best practice policies, procedures and communication strategies for culturally and linguistically diverse communities</p> <p>Provide cross-cultural awareness training to staff who deliver core customer services to ensure the City's services are meeting the needs of culturally and linguistically diverse communities</p>	Community Living Communication and Media Community Engagement Customer Service	Ongoing	Within approved budget
	<p>Encourage culturally and linguistically diverse communities to use the City's public noticeboards and website to promote community events and services</p>			Within approved budget
3.5 Enhance the inclusiveness of planning and design activities Where required, implement tailored consultative strategies to incorporate the views and needs of culturally and linguistically diverse communities in key planning	<p>Review Social Impact Assessment processes to ensure culturally and linguistically diverse community needs are appropriately reflected in the design, development and planning of major projects, facilities, services and programs</p>	Community Living (Social Policy and Programs) Community Living Community Engagement	Ongoing	Within approved budget
	<p>For major council developments and facility planning, particularly in the areas with high culturally and linguistically diverse populations, take measures to ensure culturally and linguistically diverse community members are being consulted</p>			Within approved budget

Initiative	Actions	Responsibility	Timeframe	Resources
3.6 Undertake research into culturally and linguistically diverse community needs Undertake, commission and disseminate research on culturally and linguistically diverse community trends and needs to help in the planning and implementation of services and initiatives	Conduct detailed analysis of the 2006 Census data, including specific culturally and linguistically diverse community demographics and locations Widely distribute to internal and external stakeholders Census analysis to help inform service planning and long term investment Post and promote Census summaries on the City's website Conduct ongoing research to identify culturally and linguistically diverse communities needs and issues, including the needs of small and emerging communities and culturally and linguistically diverse individuals with special needs Implement recommendations from the Indonesian Research Project 2007 in partnership with Indonesian community organisations	Economic Development (Research) Community Living Communication and Media IT	2008	Within approved budget
	Through the City's services and its Grants and Sponsorship program, to support projects that provide training and mentoring opportunities to community groups and organisations to enhance effectiveness and competence That the City's services work in partnership with community groups and organisations to address the needs of the community	Community Living	Ongoing	Within approved budget
3.7 Assist building the capacity of multicultural communities to support and respond to their emerging needs and issues Provide training mentoring and partnership opportunities to community groups and organisations to enhance effectiveness and competence				

Initiative	Actions	Responsibility	Timeframe	Resources
<p>3.8 Identify, support and address the needs of small and emerging communities</p> <p>That the City conducts research on the needs and issues of small and emerging communities and identifies strategies to address community needs</p>	<p>That the City conducts research on the social and settlement needs and issues of international students, Korean, Thai and other small and emerging communities</p>	<p>Community Living</p>	<p>Ongoing</p>	<p>Within approved budget</p>

Objective 4: An Inclusive Council

Initiative	Actions	Responsibility	Timeframe	Resources
4.1 Ensure council decision-making is inclusive Implement procedures that ensure all City decisions reflect, and include the views of, its culturally and linguistically diverse community members	Review the City's report template to ensure it incorporates appropriate consideration of culturally and linguistically diverse community impacts	Community Living	Ongoing	Within approved budget
4.2 Employ multicultural specialist staff Employ specialist staff to advise on multicultural initiatives and act as a resource to both the community and the City	Continue to employ a full-time Multicultural Development Officer as a resource to council staff and the community in cultural diversity issues Continue to employ a full-time Multicultural Librarian to assist with strategies to increase the accessibility of the City's libraries	Community Living	Ongoing	Within approved budget
4.3 Establish a Multicultural Advisory Panel Establish a standing forum for providing the City with feedback from culturally and linguistically diverse communities	Establish a Multicultural Advisory Panel to assist the City to implement its vision and strategies in regard to cultural diversity	Community Living	2008 and ongoing	Within approved budget

Initiative	Actions	Responsibility	Timeframe	Resources
<p>4.4 Undertake culturally diverse recruitment</p> <p>Increase recruitment of bi-lingual staff into key service positions to reflect the community's specific language and cultural needs.</p>	<p>Ensure job advertisements encourage applications by people from culturally and linguistically diverse backgrounds such as 'a commitment to EEO' and 'people from culturally and linguistically diverse backgrounds are encouraged to apply'</p> <p>Introduce a standard desirable selection criterion for frontline or client service staff positions related to 'proficiency in a relevant community language' and 'demonstrated awareness of cultural diversity issues and sensitivities'</p> <p>Specifically recruit staff who speak a community language into relevant positions within the Corporate and Community Engagement, Customer Service, Community Living and other business units (in accordance with merit principles)</p> <p>Continue to recruit and value bi-lingual staff or staff with a demonstrated awareness of cultural diversity issues and sensitivities across all Council positions (in accordance with merit principles).</p>	<p>Human Resources</p> <p>Community Living</p> <p>Customer Service</p> <p>City Engagement</p>	<p>Ongoing</p>	<p>Within approved budget</p> <p>Also see resources in 2.1</p>
<p>4.5 Deliver cross-cultural awareness staff training</p> <p>Provide key staff with appropriate training so they can assist culturally and linguistically diverse customers</p>	<p>Develop, promote and run ongoing cross-cultural awareness training courses for front-line staff across the City</p> <p>Review existing cross-cultural information contained in the City's induction course and enhance as required</p>	<p>Human Resources</p> <p>Community Living (Multicultural Development Officer)</p>	<p>2008 and ongoing</p>	<p>Within approved budget</p>

Initiative	Actions	Responsibility	Timeframe	Resources
4.6 Undertake evidence-based decision-making Use all available data on our culturally and linguistically diverse residents and other users to ensure policies and services are responsive	Review established data gathering instruments used by council to identify where the addition of standardised culturally and linguistically diverse measures may be required	Human Resources Community Living Community Living Economic Development Community Living (Social Policy and Community Support)	Ongoing	Within approved budget
	Develop and promote internally, standardised culturally and linguistically diverse and 'language spoken' data gathering questions for use in research undertaken by the City			
	Commission detailed analysis of 2006 Census data regarding key cultural diversity issues and disseminate summaries to all relevant City staff and to the community including via the City's website			
	Through the Multicultural Development Officer and other staff, regularly provide culturally and linguistically diverse community feedback and updated culturally and linguistically diverse data to relevant council staff to inform service planning and delivery			
	Continue to monitor EEO data collection to include culturally and linguistically diverse specific information	Human Resources		

Objective 5: Leadership and Advocacy

Initiative	Actions	Responsibility	Timeframe	Resources
5.1 Promote the benefits of cultural diversity Advocate and collaborate through various forums, including the Council of Capital City Lord Mayors, to establish national policies and practices that support multiculturalism and enhance inclusion and community harmony	Encourage Councillors and staff to use all available opportunities to promote the benefits of cultural diversity and the success of Sydney as a multicultural, prosperous and harmonious community.	Council	Ongoing	Within approved budget
	Advocate to the Commonwealth Government for expansion of affordable English languages classes for new arrivals and those previously without access.	Council	Ongoing	Within approved budget
5.2 Support and advocate for refugees and asylum seekers Advocate and collaborate through various forums, including the Council of Capital City Lord Mayors, for expanding government and community compassion and support for refugees and asylum seekers.	Advocate to the Commonwealth Government for more compassionate and inclusive approaches to refugees and asylum seekers	Council	Ongoing	Within approved budget
	Subject to a successful evaluation, continue to provide asylum seekers on bridging visas and refugees with free access to the City's pools, gyms, libraries, computer training and Meals on Wheels services Support and encourage acceptance of refugees and asylum seekers in our community through the City's Grants and Sponsorship program.	Community Living		Pending outcome of project annual evaluation

Initiative	Actions	Responsibility	Timeframe	Resources
5.3 Encourage skilled migrant and multicultural volunteer initiatives Promote opportunities for culturally and linguistically diverse community members and skilled migrants to participate in the workforce, including via volunteering	Investigate a Skilled Migrants Work Placement and Employment Strategy that includes all business units and professional groups within the City of Sydney Council	Community Living	2008/9	Within approved budget
	Through grants, sponsorships and in-kind advice, support projects that research and support skilled migrants gaining work experience	Community Living	Ongoing	Within approved budget
	Continue to coordinate and support the Super V Multicultural Volunteer program and work with community groups and organisations to support volunteering in general			Within approved budget
5.4 Partner with different levels of government Actively participate in government decision-making processes regarding city life and advocate for the interests and needs of various culturally and linguistically diverse stakeholders	Collaborate and partner with other councils and levels of government to improve the quantity and quality of essential community information available in community languages	Community Living Council	Ongoing	Within approved budget
	Investigate opportunities to partner with government agencies, on ways to promote community harmony and cross-cultural awareness in the community, including amongst school aged children			
5.5 Engage with the community Actively engage and participate in community forums focused on improved services and outcomes for culturally and linguistically diverse communities	Advocate for and incorporate the needs of culturally and linguistically diverse communities in the NSW Affordable Housing Strategy			
	Collaborate and partner with community and business organisations on initiatives aimed at improved quality of life and service access for members of cultural and linguistically diverse communities	Community Living	Ongoing	Within approved budget Also see resources listed in 2.1
	Actively participate in key community forums focused on culturally and linguistically diverse issues			

Initiative	Actions	Responsibility	Timeframe	Resources
<p>5.6 Promote the Cultural Diversity Strategy Widely promote this Cultural Diversity Strategy with both internal and external stakeholders</p>	<p>Initiate a staff briefing program on the Cultural Diversity Strategy, with tailored information on specific impacts and implications of the initiatives and actions Undertake a major promotion of the Cultural Diversity Strategy in the City's community forums, newsletter and website</p>	<p>Community Living</p>	<p>Ongoing</p>	<p>Within approved budget</p>

Objective 6: Sustaining the Global City

Initiative	Actions	Responsibility	Timeframe	Resources
<p>6.1 Sustain our global city status</p> <p>Continue to capitalise and build on Sydney's status as Australia's premier global city</p>	<p>Continue to promote cultural, economic exchanges and goodwill with the City's sister cities across the world</p> <p>Through the <i>Sydney 2030</i> initiative, develop and implement policies and initiatives that recognise and value cultural diversity as an integral part of a sustainable, global city</p> <p>Advocate and work with all levels of government and the business community to strengthen Sydney's place as a global city</p>	<p>Office of the Lord Mayor (Protocol) Council</p>	<p>Ongoing</p> <p>2008 and ongoing</p>	<p>Within approved budget</p> <p>Within approved budget</p>
<p>6.2 Improve our social and urban planning</p> <p>Through the City's Social Plan and other initiatives, improve the City's overall amenity, safety and appeal for the benefit of all residents, workers and visitors including those of culturally and linguistically diverse backgrounds</p>	<p>Continue to improve the overall quality of life in the City to maintain its appeal to all individuals, regardless of their cultural, linguistic or religious backgrounds, through implementing the City's:</p> <ul style="list-style-type: none"> ■ Social Plan ■ Urban planning processes ■ <i>Sydney 2030</i> initiatives ■ Grants and Sponsorship Programs 	<p>Council</p> <p>Community Living Council</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Within approved budget</p> <p>Within approved budget</p>
<p>6.3 Encourage culturally diverse business communities</p> <p>Support and encourage culturally and linguistically diverse businesses and business precincts to be prosperous and inclusive</p>	<p>Continue to sponsor and work with local Chambers of Commerce to promote the economic opportunities and marketing potential of local culturally diverse businesses</p>	<p>Economic Development Marketing</p>	<p>Ongoing</p>	<p>Within approved budget</p>

Initiative	Actions	Responsibility	Timeframe	Resources
6.4 Encourage international students Promote, encourage and support international students' involvement in the life of the City	Investigate sponsorship or provision of support to existing website hosts such as Welcome to Sydney to: <ul style="list-style-type: none"> ■ showcase the City as a desirable, culturally diverse educational destination ■ provide links to key City information of relevance to international students and other young people 	Community Living Communication and Media Marketing	2008/9	
	Continue to promote <i>Student Safe</i> in community languages and through international student support services and activities	Community Living (Safe City)		
	Continue to advocate to state and commonwealth government agencies to encourage the promotion of Sydney as the preferred international student destination, and to provide appropriate support services	Economic Development Council		
6.5 Promote tourism Promote Sydney as a premier tourist destination including promoting its rich cultural diversity assets and events	Continue to support the <i>Official Visitors Guide to Sydney</i>	Marketing Economic Development Community Living	Ongoing	Within approved budget
	Continue to work with State and Commonwealth tourism bodies to showcase Sydney as a premier Australian tourist destination			
	Work with other levels of government to support the World Youth Day 2008 and other major international events hosted by Sydney in the coming years			

Initiative	Actions	Responsibility	Timeframe	Resources
6.6 Advocate for the economic benefits of cultural diversity Widely advocate and demonstrate the benefits of cultural diversity in terms of economic prosperity and employment opportunities	<p>Make greater use of its skilled migrants and multilingual workforce as part of the Sydney 2030 and other initiatives promoting Sydney's economic potential</p> <p>Advocate to the state and commonwealth governments undertake further research on ways to better promote and harness Sydney's economic potential through promoting its skilled migrant workforce and other strengths associated with its linguistically and culturally diverse population and heritage</p>	Economic Development	Ongoing	Within approved budget



Tale from a Suitcase by Natasha Borisovna Hammond,
I am very proud of my family heritage. Arriving by boat with a couple of suitcases in the 1960's, my relatives came from war torn China and previously Russia. With an array of skills, culture and dedication to make a better life, they are now sewn into the fabric of multicultural Sydney. This artwork is my tribute to their sacrifices and successes.

Third prize winner of the City of Sydney Multicultural Art Competition 2008

welcome

Waramai

أهلاً وسهلاً

歡迎

欢迎

Dobro došli

Welkom

Mabuhay

Bienvenue

Willkommen

Καλώς ήλθατε

स्वागत

Isten Hozott

Selamat Datang

خوش آمدید

Benvenuti

ようこそ

ស្វាគមន៍

어서 오십시오

Добредојде

Merhba

Witamy Was

Bem-Vindo

Добро пожаловать

Afio mai

Добродошли

ආඥාචා

Bienvenido

Maligayang Pagdating

நல்வரவராகுக

Hoşgeldiniz

Chào mừng

CITY OF SYDNEY 

city of villages