

name of project **ETHNIC COMMUNITY NETWORK**

award category **THE NEW ZEALAND POST  
COMMUNITY RELATIONSHIPS AWARD**



THE 2006 NEW ZEALAND POST MANAGEMENT EXCELLENCE AWARDS

# ETHNIC COMMUNITY NETWORK

Wellington City Council has established an Ethnic Forum as a mechanism for engaging with communities. This forum, which meets two to three times a year, provides a platform for ethnic communities to present their needs and aspirations to the Council. The forum is a visible commitment to building strong ethnic community relationships, as expressed by the lead role that both the Mayor and Chief Executive play in the lead-up and at the forum. Councillors, senior management and a number of other Council staff attend the forum demonstrating widespread commitment to engaging with ethnic communities throughout the Council. The Ethnic Forum has given rise to many projects which support the Council's strategic direction. The diagram below highlights the interaction stemming from the forum – note that the three highlighted areas are projects detailed in this submission.

## ETHNIC COMMUNITY NETWORK

### Council initiatives for the ethnic community



## The need for and expected benefits of the project and how it furthers the council's vision and strategic direction

Through the recently adopted Social strategy, the Council supports outcomes for greater social cohesion and values and celebrates cultural diversity. The Social strategy works towards strong, cohesive communities that are resilient and safe.

This strategic approach focuses activity on community engagement, in particular participation and access, which supports individual's efforts to develop potential, contribute to society and obtain employment. The Council serves the ethnic communities needs by:

- creating a healthy and sustainable relationship between the Council and ethnic communities
- committing to enabling ethnic communities to fully participate in Council's decision making
- creating a positive inter-cultural relationship approach to the way Council operates.

*The Ethnic Forum meetings held over recent years have identified many issues where the Council has provided support to meet the needs of communities. Themes of **employment, language and cultural expression** have been highlighted through the following three key projects which are leading-edge initiatives that fulfil the needs of our ethnic communities.*

### Migrant and Refugee Work Experience Programme (Employment)

This is a year-long, pilot programme that provides participants an opportunity to work for Wellington City Council in specially created positions, and to gain paid employment experience through work, tailored training and learning opportunities.

### Migrant Community Library Guide (Language)

The Migrant Community Library Guide holds information about the Wellington City library collection and services and has been translated into sixteen different languages. It can be easily accessed on the library's website at [www.wcl.govt.nz/languages/](http://www.wcl.govt.nz/languages/), and includes information about how to access non-English newspapers, books, world music CDs, and how to use the book reserve system. The Migrant Community Library Guide also features details of free children's story-times and holiday programmes, and how to find employment information.

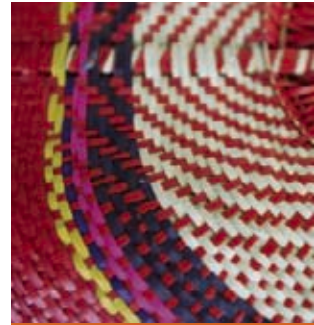
### CrossOver Project (Cultural expression)

This was an exhibition of 130 works from 95 artists from the city's many ethnic communities, aimed at telling the stories of Wellington's different peoples. It was held on the 18 March 2005 at the New Zealand Academy of Fine Arts. Many artists who participated in CrossOver had travelled widely before arriving in Wellington and, for some, their art holds enormous significance for their wellbeing and integration into New Zealand life.

## Effective project management techniques

### Ethnic Forum

The Ethnic Forum is carefully managed and monitored to ensure its effectiveness in meeting the Council's strategic objectives. The Chief Executive, as the master of ceremonies at each forum, provides a clear report-back on relevant council activities to the attendees and Council officers capture new issues at each forum (see supporting material, page 9 for an example of feedback from a recent Ethnic Forum).



ABOVE: CROSSOVER WAS AN EXHIBITION OF 130 WORKS FROM 95 ARTISTS FROM THE CITY'S MANY ETHNIC COMMUNITIES, AIMED AT TELLING THE STORIES OF WELLINGTON'S DIFFERENT PEOPLES.

BELOW: THE MIGRANT AND REFUGEE WORK EXPERIENCE PROGRAMME IS A YEAR-LONG PILOT THAT PROVIDES PARTICIPANTS AN OPPORTUNITY TO WORK FOR WELLINGTON CITY COUNCIL IN SPECIALLY CREATED POSITIONS.



### Migrant and Refugee Work Experience Programme

The project required sound planning and monitoring procedures. The project coordinator managed monthly and fortnightly meetings with the participants to assess progress and needs of the migrants. The project coordinator reports quarterly to the Ministry of Social Development who are partners in the project.

### Migrant Community Library Guide

The project was carefully managed, including thorough consultation with stakeholders, risk analysis and reporting. It continues to be monitored as the feedback from the first year will be fed into a case for continuing the programme.

### CrossOver

Due to the size of the project, it was established at the start that dedicated project management resources were required and these were allocated to complete CrossOver successfully. Detailed timelines with key tasks and milestones were drawn up at the start of the project. With 95 artists and 130 artworks, there was a great need for accuracy to log entries and artworks and to complete necessary documentation. A detailed Communications and Marketing Plan was drawn up covering both the call-for-artists phase and for the exhibition phase itself. Attendance numbers and positive media coverage were a good indication of the success of this part of the project.

## A participatory approach to communicating with and getting the buy-in from stakeholders associated with the project

### Ethnic Forum

We believe that by directly responding to community needs and to the initiatives that come from public participation and engagement, the Council has achieved high-levels of involvement in the forum and developed excellent community relationships. The Forum is strongly supported by the Ethnic Council in Wellington.

The Ethnic Forum is open to all Wellington city residents but the target audience is the city's ethnic communities. Over 400 invitations are sent and between 100 and 150 participants attend the forum two to three times a year. Each of the identified projects resulted from intensive consultation with ethnic communities.

### Migrant and Refugee Work Experience Programme

- > Several levels of consultation including meetings with stakeholders, steering groups, interest groups and conducting tailored workshops.
- > 15 people were selected to participate in the programme. Of those, five are from China, two from the Philippines, and one each from Iraq, Bangladesh, Israel, India, Sri Lanka, Somali, Taiwan, Iran and Zimbabwe.
- > Within the Council nine units participated and a variety of roles were created in administration, research, library, engineering, archives, and IT positions.
- > Partnership with the Ministry of Social Development.

### Migrant Community Library Guide

- > The content of the pages were developed in consultation with migrant community organisations. While there were common themes, for example overseas newspapers, free children's services, employment resources, the sections were customised to each language group interests.



FEEDBACK FROM A SINHALESE COMMUNITY MEMBER, SEPTEMBER 2005.

"I AM SO HAPPY THIS WEB PAGE IS TRANSLATED AT HIGH STANDARDS. ... I AM SURE THIS WILL GAIN LOT OF PRAISE FROM SRILANKAN SINHALESE COMMUNITY AS IT IS CULTURALLY SENSITIVITY TO OUR NEEDS ..."

### CrossOver

- > Consultation and collaboration with the Council, the Ethnic Forum, local art community, a wide range of artists and the NZ Immigration Service was intrinsic to the success of CrossOver.
- > 200 expressions of interest and 130 entries were received.
- > The Council worked with arts institutions and organisations such as Creative New Zealand to spread the word among artists and identify links to communities. Vincent's Arts Workshop held the workshops for artists with limited resources and experience, and the City Gallery Wellington and Te Papa provided advice and support.

### Innovation and originality

*Wellington City Council's vision is 'Creative Wellington – Innovation Capital'. The Ethnic Forum was created out of an innovative idea to engage effectively with the ethnic community at a grass-roots level and deliver integrated and collaborative services across all Council business units. Unique and creative projects have been developed as a result of the Ethnic Forum.*

### Ethnic Forum

The Council demonstrates through a comprehensive network across its business units an effective way of meeting the needs of ethnic communities in the city. Projects are not undertaken in isolation but in a collaborative environment in which one project complements the other and directly answers the needs and issues identified from the Ethnic Forum. Key business units that have embraced this approach include City Communities, Human Resources, City Housing, Policy, Recreation Wellington, and Libraries. Projects such as the Refugee Holiday children's programme, Women's workshop, ethnic story-time for children at libraries, walk exchange and ethnic women's workshop are just a few other innovative Wellington City Council initiatives.

### Migrant and Refugee Work Experience Programme

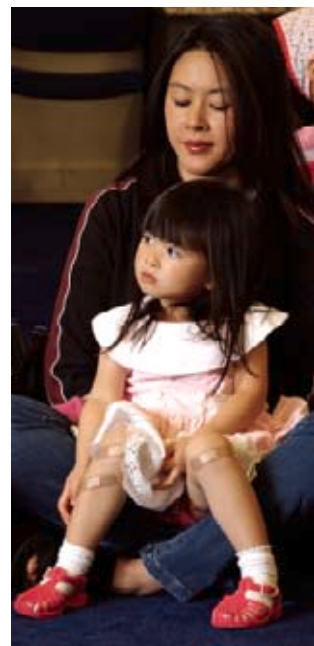
The Council, in partnership with the Ministry of Social Development, is one of the first local authorities to create positions specifically to give participants in the programme exposure and experience in the New Zealand work place.

### Migrant Community Library Guide

While translated information on how to become a member of the library is becoming standard, this guide represents the first New Zealand library initiative to present much fuller information on library services and the city's extensive library collection to local migrant communities. Currently there are 16 different language sections available. The Wellington City Library have also introduced a Chinese language interface to the online catalogue and non-English interfaces to the Libraries self-check machines.

### CrossOver

This project was the one of the largest ethnic art exhibitions held in New Zealand. A high-quality catalogue was developed to support the exhibition and the exhibition was launched with performance by local ethnic performers and speeches by contributing artists. Involving ethnic communities in every aspect of the exhibition and holding it in an established, highly regarded public art gallery demonstrated the Council's commitment to cultural expression through ethnic art.



UNIQUE AND CREATIVE PROJECTS HAVE BEEN DEVELOPED AS A RESULT OF THE ETHNIC FORUM ... SUCH AS THE REFUGEE HOLIDAY CHILDREN'S PROGRAMME, WOMEN'S WORKSHOP, ETHNIC STORY-TIME FOR CHILDREN AT LIBRARIES, WALK EXCHANGE AND ETHNIC WOMEN'S WORKSHOP.

## Successful results

### Migrant and Refugee Work Experience Programme

This project has resulted in 15 participants being offered work experience for a fixed period of 12 months. Two out of 15 participants have been able to find full-time employment before the end of the programme. The Council has provided a number of specialised training sessions for the group such as PC orientation, Plain English, First Aid, Marae stay over and individually tailored programmes. The Council recently received recognition from the Human Rights Commission on the success of the Migrant and Refugee Work Experience Programme.

### Migrant Community Library Guide

This new migrant service resulted in increased accessibility to core library services to ethnic communities. This has provided a signal to all communities that Wellington City Libraries welcomes them and respects diversity. The website section now regularly attracts over 3000 visitors every month (refer to supporting material, page 11 for details).

### CrossOver

95 artists from 35 nationalities participated, with 50% of artworks being by women. Over 3000 people visited the 10-day exhibition that was developed in partnership with a wide range of organisations and individuals. CrossOver raised and enhanced the awareness and tolerance of different ethnic communities in the city. Wellington's creative industries became aware of the diverse skills of ethnic communities available to them. CrossOver established connections between emerging artists, refugee groups, the Council and other stakeholders by organising workshops and presentations, with 20-30 artists attending respective workshops. From this opportunity to exhibit their art, 16 artists successfully sold their work at a value of around \$10,000.

## Project was a good, sensible and right thing to do

The Ethnic Forum continues to be a valuable platform to build community relationships, in particular for the Council to engage with ethnic communities. The Council is committed to identifying and meeting the needs of the communities and plays an important social role by leading by example and embracing diversity in our city.

### Migrant and Refugee Work Experience Programme

Participants to the programme have reported increased levels of self-confidence and self-esteem due to their involvement in the New Zealand work environment. They say that they have gained a working knowledge of what employers are looking for and of the role and responsibilities of being an employee. Social and work skills are being practiced and enhanced in a supportive environment (please refer to the enclosed participant profile).

### Migrant Community Library Guide

The Migrant Community Library Guide represents the Council's strong ongoing commitment to developing Wellington as a dynamic, multicultural city where cultural diversity is respected and celebrated. It promotes dialogue and exchange between people of different views, cultures and faiths. It also strives to include and encourage as many people from as many backgrounds as possible to become part of the library network and to use the libraries' resources for both education and recreation.

### CrossOver

Through this exhibition of their unique art, the city valued and celebrated the artists and their stories of new beginnings, and welcomed the diversity of their cultures. It was a tangible way for the Council to say to ethnic communities that they are a vital part of the city.



ABOVE: THE COUNCIL RECENTLY RECEIVED RECOGNITION FROM THE HUMAN RIGHTS COMMISSION ON THE SUCCESS OF THE MIGRANT AND REFUGEE WORK EXPERIENCE PROGRAMME.

BELOW: THE MIGRANT COMMUNITY LIBRARY GUIDE ... PROMOTES DIALOGUE AND EXCHANGE BETWEEN PEOPLE OF DIFFERENT VIEWS, CULTURES AND FAITHS



# APPENDICES



The following material supports the three key projects of *employment*, *language* and *cultural expression*.

# ETHNIC FORUM AGENDA



## Ethnic Forum

### *Diversity in the workplace*

6pm–8.30pm

Civic Suite, Wellington Town Hall

Tuesday 2 May 2006

### Agenda

- 6.00–6.30pm** Tea, coffee and finger food as people arrive and network.
- 6.30–6.35** Mayor Kerry Prendergast to open the forum, welcome guests and introduce the theme *Diversity in the Workplace* and guest speakers.
- 6.35–6.40** Wellington City Council CEO Garry Poole to act as MC and update the community on actions since the last forum.
- 6.40–6.45** Ethnic Council of Wellington President Prem Singh to report to the community.
- 6.45–7.10** Deputy Mayor Alick Shaw to present the Council's Draft Long Term Plan and take questions.
- 7.10–7.20** Charles Finny, Chief Executive of Wellington Chambers of Commerce  
*"An overview of NZ/Wellington cultural diversity in the workplace"*.
- 7.20–7.40** Dr Astrid Podsiadlowski, lecturer in Cross-Cultural Psychology, and affiliate of Centre for Applied Cross-Cultural Research, Victoria University  
*"Cultural Diversity in New Zealand Organisations: Experiences in the Wellington Region"*.
- 7.40–7.50** Winnie Chang, Managing Director, Bananaworks – Cross Cultural Communication,  
*"Successful Business: a Cross-Cultural Perspective"*.
- 7.50–8.25** Open forum discussion.
- 8.25–8.30** Garry Poole to wrap-up and close forum.

# ETHNIC FORUM FEEDBACK REPORT



## Ethnic Forum 2006

### Community Report Date?

Follow up on comments/ concerns expressed at the Ethnic Forum 2005  
For further information:

Comments/concerns raised at the October 2005 Forum	Actions	Outcomes
<p><b>Elderly Migrants</b> How does Wellington City Council recognise and understand the needs of elderly migrants and refugees?</p>	<p>In September 2005 Wellington City Council adopted the Older Persons Policy. This policy explains how Wellington City Council will contribute to these eight goals:</p> <ul style="list-style-type: none"> <li>Housing: Affordable and appropriate housing options for older people.</li> <li>Transport: Affordable and accessible transport options for older people.</li> <li>Opportunities and Information: Increasing opportunities for personal growth and community participation.</li> <li>Health: Equitable, timely, affordable and accessible health services for older people.</li> <li>Ageing in Place (safety): Older people feel safe and secure and can "age in place".</li> <li>Attitudes: People of all ages have positive attitudes to ageing and older people.</li> <li>Cultural diversity: A range of culturally appropriate services allow choices for older people.</li> <li>Employment: Elimination of ageism and the promotion of flexible work options.</li> <li>November 2005 the Council employed Helen Young as Positive Aging Advisor to implement the Older Persons Policy.</li> </ul> <p>Helen's contacts are; Helen.young@wcc.govt.nz, phone: 801 3764.</p> <p>One of the key roles of the Positive Aging Advisor is to work across the Council and the community to address issues relating to the aged communities. This means working in collaboration with the :</p> <p>Intercultural Relationships Officer, Nadia Fawzi, nadia.fawzi@wcc.govt.nz, phone: 801 3055.</p> <p>Settlement Support Coordinator, Foreman Foto, foreman.foto@wcc.govt.nz, phone: 801 3530.</p> <p>Social Advisor City Housing, Suzanne Phoenix, suzanne.phoenix@wcc.govt.nz phone: 801 3780.</p>	<p><b>Housing</b> Current City Housing policy identifies the fit elderly and refugees as priority groups for social housing. Careful consideration is given to placement to ensure that tenants' cultural and social needs are met and there is support with accessing social and support services.</p> <p>The Social Housing Advisor (City Housing) is working with:</p> <ul style="list-style-type: none"> <li>tenancy managers to ensure the needs of the elderly are met.</li> <li>social and medical service providers to deliver on-site services, e.g. space is provided for health providers at the various housing complexes.</li> </ul> <p><b>Ageing in Place (and Safety)</b> The Positive Aging Advisor is working with Wellington City Council's Rates business unit, Work and Income NZ, and social support agencies to ensure the elderly understand all the options that will support them to stay in their own home. These include:</p> <ul style="list-style-type: none"> <li>determining eligibility for a rates rebate</li> <li>eligibility for the accommodation allowance from Work and Income NZ</li> <li>facilitating care agencies to deliver culturally appropriate support.</li> </ul> <p>The Council's City Safety, City Communities, City Housing and Urban Strategy business units are working together to ensure older people feel safe in their community. This has included:</p> <ul style="list-style-type: none"> <li>Safety audits at housing complexes with a view to improving safety for all Council tenants. Initiatives being trialled include swipe card access, WalkWise patrols, use of security cameras, closing off potential entrapment areas, lighting, and vegetation management plans that enhance safety. The Council will also be working closely with Police to support the introduction of the Neighbourhood Support programme into its complexes.</li> <li>Identifying and encouraging the use of safe easy?? - what does this mean? routes within local communities.</li> </ul> <p><b>Opportunities and Information</b></p> <ul style="list-style-type: none"> <li>The Positive Aging Advisor is considering a brochure on all activities, events and services that give discounts or offer special arrangements for senior citizens. This would be translated and presented to various ethnic groups.</li> <li>City Communities continues to support community groups who provide valuable support and advocacy to their senior citizens. This includes: NZ Charitable Trust, Russian community, Ethiopian community and the multi-ethnic group Capital Seniors.</li> <li>The Council is supporting the Ethnic Council of Wellington to run workshops on issues facing refugee and migrant women of different age groups.</li> <li>The Council is working closely with and supporting the ChangeMakers Forum in their initiatives to support refugee communities in Wellington.</li> </ul> <p><b>Health</b></p> <ul style="list-style-type: none"> <li>Newtown Union Health piloted a successful project to support Assyrian women. This resulted in:             <ul style="list-style-type: none"> <li>a reduction in the number of visits to doctors relating to stress and depression</li> <li>an extension to other refugee groups and in particular, Iraqi and Somali women.</li> </ul> </li> <li>The Positive Aging Advisor and the Settlement Support Coordinator are working to ensure aged communities understand the benefits of joining Primary Health Organisations (PHOs).</li> <li>Most community centres offer a range of activities that include participation by elderly e.g. social trips at minimal cost, drop-in sessions for older people, various physical exercise groups and walking groups, and educational groups. Community groups and/or individuals can also initiate activities for their groups. For more information about community centres see the attached contact list.</li> </ul> <p><b>Exercise/leisure</b> Passport to Leisure promotes a healthy lifestyle and including those on low incomes is a key element behind the initiative. The Council has translated the Passport to Leisure brochures into several languages (including Maori, Samoan, Somali and Arabic). The Passport to Leisure Coordinator Mallika Krishnamurthy would like to hear from different ethnic groups about what recreational activities they would like to have access to but that they currently find unaffordable.</p> <p>For more information about the Passport to Leisure programme contact Mallika on 801 3564, mallika.krishnamurthy@wcc.govt.nz</p> <p>The Council is currently working with tenants and tenancy managers at City Housing to develop recreational initiatives such as:</p> <ul style="list-style-type: none"> <li>planning and developing murals</li> <li>walking groups</li> <li>computer classes.</li> </ul> <p>Tenants are encouraged to share other ideas about what kind of recreation opportunities they might like.</p> <p><b>Cultural diversity:</b> The Settlement Support Coordinator is developing information around culturally appropriate services to allow choices for ethnic groups and that will include information for older people.</p>

# MIGRANT AND REFUGEE WORK EXPERIENCE PROGRAMME

## Debbie Hu's story

### Background:

*Debbie came to New Zealand in 2005. She was a psychiatrist in a Taiwanese hospital and was involved in various service and training programmes in the schools and communities there. She enjoys working with the public and meeting people from different community groups.*

### Joined the programme:

Debbie joined the programme in October 2005

### Job:

Traffic Support Officer, Infrastructure Unit

### Expectations:

*"Kiwi working experience is vital and the best way to learn is to put myself into it!"*

*"I am always curious and keen to learn new things. It is an absolutely fantastic opportunity to work for the Wellington City Council. I can build up my interpersonal network, improve my language skill and get confidence."*

### Challenges:

*"It was not so difficult to write business letters for me but talking in the phone was really a big challenge in the beginning especially in such a multicultural city. I remember the experience of trying to get the correct address from an applicant via the phone. The right address was Wai-iti crescent, but I spelled it 'YET Cr' instead!"*

*"The Migrant Refugee and Work Experience Programme has supported many training programmes for us – Plain English, Telephone Skills, Public Speaking, First Aid, Health and Safety and many more. I have been well-equipped for the further employment challenges in the future."*

### Benefits:

*"Except huge improvement in oral and writing communication skills, I have found my place in this society and always feel confident and being accepted."*

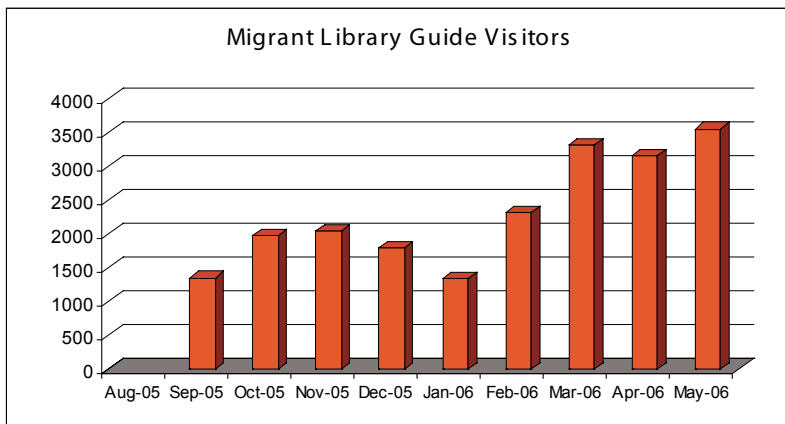
*"I look forward to contributing my abilities to my new country."*

*"KIWI WORKING EXPERIENCE IS VITAL AND THE BEST WAY TO LEARN IS TO PUT MYSELF INTO IT!" – DEBBIE HU*



# MIGRANT COMMUNITY LIBRARY GUIDE

The website section regularly attracts over 3000 visitors every month.



The most popular pages are:

<i>Translated page description</i>	<i># times viewed, May 2006</i>
Business resources help in Arabic language	2781
General adult collection resources in Chinese	2212
Hindi home index page	1422
General adult collection resources in Japanese	1083
General adult collection resources in Arabic	744
Gujarati home index page	733
General adult collection resources in Samoan	580
Sinhalese home index page	514
Farsi home index page	497
General adult collection resources in Cook Island	432



# CROSSOVER EXHIBITION

## 2005

### Examples of work from the CrossOver exhibition

