

Ordinary Meeting of Council Agenda

**to be held on Tuesday 4 March 2014 at 7.00 pm
Fitzroy Town Hall**

Disability - Access and Inclusion to Committee and Council Meetings:

Facilities/services provided at the Richmond and Fitzroy Town Halls:

- Entrance ramps and lifts (off Moor Street at Fitzroy, entry foyer at Richmond)
- Hearing loop (Richmond only), the receiver accessory may be accessed by request to either the Chairperson or the Governance Officer at the commencement of the meeting, proposed resolutions are displayed on large screen and Auslan interpreting (*by arrangement, tel. 9205 5110*)
- Electronic sound system amplifies Councillors' debate
- Interpreting assistance (*by arrangement, tel. 9205 5110*)
- Disability accessible toilet facilities

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Order of business

- 1. Statement of recognition of Wurundjeri Land**
- 2. Attendance, apologies and requests for leave of absence**
- 3. Declarations of conflict of interest (Councillors and staff)**
- 4. Confidential business reports**
- 5. Confirmation of minutes**
- 6. Petitions and joint letters**
- 7. Public question time**
- 8. General business**
- 9. Delegates' reports**
- 10. Questions without notice**
- 11. Council business reports**
- 12. Notices of motion**
- 13. Urgent business**

1. Statement of Recognition of Wurundjeri Land

“Welcome to the City of Yarra. Council acknowledges the Wurundjeri community as the first owners of this country. Today, they are still the custodians of the cultural heritage of this land. Further to this, Council acknowledges there are other Aboriginal and Torres Strait Islander people who have lived, worked and contributed to the cultural heritage of Yarra.”

2. Attendance, apologies and requests for leave of absence

Anticipated attendees:

Councillors

- Cr Jackie Fristacky (Mayor)
- Cr Geoff Barbour
- Cr Roberto Colanzi
- Cr Misha Coleman
- Cr Sam Gaylard
- Cr Simon Huggins
- Cr Stephen Jolly
- Cr Amanda Stone
- Cr Phillip Vlahogiannis

Council officers

- Vijaya Vaidyanath (Chief Executive Officer)
- Jack Crawford (Director Corporate and Financial Services)
- Ivan Gilbert (Executive Manager Governance)
- Craig Kenny (Director Community Programs)
- Bruce Phillips (Director City Development)
- Guy Wilson-Browne (Director Infrastructure Services)
- Margaret Elvey (Governance Officer)
- Mel Nikou (Governance Officer)

3. Declarations of conflict of interest (Councillors and staff)

4. Confidential business reports

Item

- 4.1 Contractual matters
- 4.2 Contractual matters
- 4.3 Matters prejudicial to Council and/or any person
- 4.4 Matters prejudicial to Council and/or any person
- 4.5 Matter related to legal advice

The following items were deemed by the Chief Executive Officer to be suitable for consideration in closed session in accordance with section 89 (2) of the *Local Government Act 1989*. In accordance with that Act, Council may resolve to consider these issues in open or closed session.

RECOMMENDATION

1. That the meeting be closed to members of the public, in accordance with section 89 (2) of the *Local Government Act 1989*, to allow consideration of:
 - (a) contractual matters;
 - (b) matters prejudicial to Council and/or any person; and
 - (c) matter related to legal advice.
2. That all information contained within the Confidential Business Reports section of this agenda and reproduced as Council Minutes be treated as being and remaining strictly confidential in accordance with the provisions of sections 77 and 89 of the *Local Government Act 1989* until Council resolves otherwise.

5. Confirmation of minutes

RECOMMENDATION

That the minutes of the Ordinary Council Meeting held on Tuesday 18 February 2014 be confirmed.

6. Petitions and joint letters

7. Public question time

Yarra City Council welcomes questions from members of the community.

Public question time is an opportunity to ask questions, not to make statements or engage in debate.

Questions should not relate to items listed on the agenda. (Council will consider submissions on these items separately.)

Members of the public who wish to participate are to:

- (a) state their name clearly for the record;
- (b) direct their questions to the chairperson;
- (c) ask a maximum of two questions;
- (d) speak for a maximum of five minutes;
- (e) refrain from repeating questions that have been asked previously by themselves or others; and
- (f) remain silent following their question unless called upon by the chairperson to make further comment.

8. General business

9. Delegates' reports

10. Questions without notice

11. Council business reports

Item		Page	Rec. Page	Report Presenter
11.1	Communication of Council Information in Key Languages	7	18	Joanne Mulcahy - Executive Manager Communications and Customer Service

Public submissions procedure

The public submission period is an opportunity to provide information to Council, not to ask questions or engage in debate.

When the chairperson invites verbal submissions from the gallery, members of the public who wish to participate are to:

- (a) state their name clearly for the record;
- (b) direct their submission to the chairperson;
- (c) speak for a maximum of five minutes;
- (d) confine their remarks to the matter under consideration;
- (e) refrain from repeating information already provided by previous submitters; and
- (f) remain silent following their submission unless called upon by the chairperson to make further comment.

12. Notices of motion

13. Urgent business

11.1 Communication of Council Information in Key Languages

Trim Record Number: D13/105548

Responsible Officer: Executive Manager Communications and Customer Service

Purpose

1. To consider Council's request to explore options for communicating important Council information in languages other than English.

Background

New Proposal

2. At its Ordinary Meeting of Tuesday 3 September 2013, Council resolved as follows:

"That Council requests officers to:

- (a) explore options for how Council could implement a process and/or system for residents, ratepayers and other usual recipients of Council written communications to register their preference to receive such communications in one of the key community languages;*
- (b) prepare a list of 50 (or such other number as officers consider appropriate) most commonly used standard form Council letters, notices or other written communications (used to provide and/or seek information to/from our community) that may be considered for translation into the key community languages in our municipality, giving preference to those written communications whose content usually remains unchanged except for variables (such as addressee details, contact officer details et cetera) which would be inserted in English;*
- (c) prepare separate, estimated costing for the initiative in paragraph (a) and the initiative in paragraph (b);*
- (d) identify possible sources of funding for the initiatives in paragraphs (a) and (b) above, including, for instance, Multicultural Affairs Victoria; and*
- (e) report back to Council in November 2013 in relation to the matters contained in paragraphs (a) to (d) above."*

Council's Linguistically Diverse Community

3. Yarra residents come from as far afield as the United Kingdom and Ireland, Italy, Greece, the former Federal Republic of Yugoslavia, Turkey, the United States of America, India, Thailand, Malaysia, Vietnam, the Philippines, East Timor, China and Hong Kong, Japan, South Africa, and other African nations such as Ethiopia, Somalia and the Sudan.
4. Census data from 2011 (the most recent survey) indicates that:
 - (a) 29.0% of Yarra's population were born overseas, and 19.2% were from a non-English speaking background (ABS Census 2011);
 - (b) 4,603 people or 6.2% of Yarra's population spoke English "not well or not at all" indicating a significant number of people whose first language is not English. While this was lower than the 2006 figure of 7.3%, it was still higher than the 2011 metropolitan average of 5%);
 - (c) over half of Yarra's non-English speaking population live in public housing (51%), largely concentrated in the three high-rise estates;
 - (d) almost half of those with low-English proficiency are 65 years of age or older (49%);
 - (e) most residents with low English proficiency are also likely to be long-term residents of Yarra, with 69% having arrived in Australia prior to 1997; and

- (f) the ten most commonly spoken languages (among residents who spoke English “not well or not at all”) in 2011 were:
 - (i) Vietnamese (1,370 speakers);
 - (ii) Greek (749);
 - (iii) Cantonese (468);
 - (iv) Mandarin (442);
 - (v) Arabic (587);
 - (vi) Italian (321);
 - (vii) Hakka (249);
 - (viii) Spanish (118);
 - (ix) Turkish (63);
 - (x) Somali (57).

Council's Multicultural Policy

- 5. Council's Multicultural Policy 2010 - 2014 ensures that Council is accountable to its culturally diverse community and provides services that are accessible and culturally relevant. The policy is based on the vision that all residents in Yarra feel valued, included, respected and able to access the range of community services and facilities offered by Council.
- 6. To achieve this vision, the policy identifies six strategic objectives that will guide Council's work with the community over the following four years, focusing on communications and engagement, customer service, partnerships, celebrations and events, and advocacy and governance. Objective One: Communication and Engagement the Policy states: “Council will work to ensure that residents, businesses and visitors from diverse cultural backgrounds can communicate with Council effectively and engage in civic life and decision making.”
- 7. Council uses a range of methods to communicate with residents from culturally and linguistically diverse backgrounds in its consultations (see paragraphs 10-23).
- 8. An action in the existing Multicultural Strategy is to develop a Languages Services Policy. This work is currently underway. The Languages Services Policy will formally acknowledge that the way Council communicates with its community is vital to ensuring residents have full access to information and services which in turn facilitates an inclusive and connected community. People have varying communication needs, and it is the responsibility of Council to ensure these needs are considered when sharing information.
- 9. Council has commenced work on developing the new Multicultural Partnerships Strategy 2015-2018. This process will begin with consultations in March-May with a draft proposal available in July 2014 for community feedback. A final document will be available in the second half of 2014. A reference group has been established to guide the process and development of the policy. The group is comprised of community representatives, three Councillors and Council staff. Key considerations for the policy will focus on community participation in government processes, communication needs and capacity building.

Council's Existing Communications to CALD Communities

10. Council has a number of tools and processes that assist in communicating important Council information in languages other than English and ensure Council is complying with its own policy and the Victorian Human Rights Charter. These include the following.

Language Advisory Panel

11. A panel containing language advisory text is included on key Council information documents in eight languages: Vietnamese, Greek, Mandarin, Cantonese, Italian, Turkish, Arabic and Spanish.
12. Language advisory panels include a unique reference number. Residents who require interpreting assistance for a printed document are encouraged to quote the reference number ensuring that Council's interpreter service and Council Officers are able to quickly identify the document being discussed.

Use of Interpreters

13. Council uses professional and suitably qualified interpreters and translators (both via telephone, in person or via video conference) when requested or identified as a need. Council uses a number of providers for this service.
14. Council also engages interpreters to attend important 'in-person' meetings with non-English speaking clients. Council arranged 205 such meetings during 2012-13.
15. An example is our Aged and Disability Services home based assessments that always ensure an interpreter is available for meetings with community members with language difficulties.

Translating

16. Council has materials translated for specific needs. Examples of Council documents translated into key community languages include Aged and Disability Services Guide Booklet, Fee Increase Notification and After Hours Contact Information Sheet, Seniors Week and Willowview promotional material and Yarra News stories.
17. Council's public website now features Google Translate which supports automated translation of 7,000 pages of content into 70 languages. It should be noted that automated translation is not as accurate or nuanced as manual professional translation.

Media and Other

18. Council uses multicultural media to advertise or communicate key information when required. For example, weekly announcements from Yarra News are broadcast in several languages on local radio 3CR and 3ZZZ. Categories include:
 - (a) forms of communication which assist with addressing language barriers such as audio;
 - (b) dynamic screens with messages in the top 10 languages displayed in the foyer at Richmond Town Hall; and
 - (c) visual material, the use of plain English, pictograms and other forms of communication.
19. Council branches also have approaches customised to their particular clients, such as Aged and Disability Services, Library Services, Family, Children's and Youth Services, Venues and Events and many others.

Training

20. In partnership with City of Port Phillip, Yarra developed a DVD for use as a tool in Cross-Cultural Competency Training of Council staff.
21. Council has conducted tailored training and development for staff on how to engage, consult and communicate effectively with CALD communities using a variety of methods.
22. Council staff, for example Customer Service Officers, undertake training in how to help people with language difficulties.

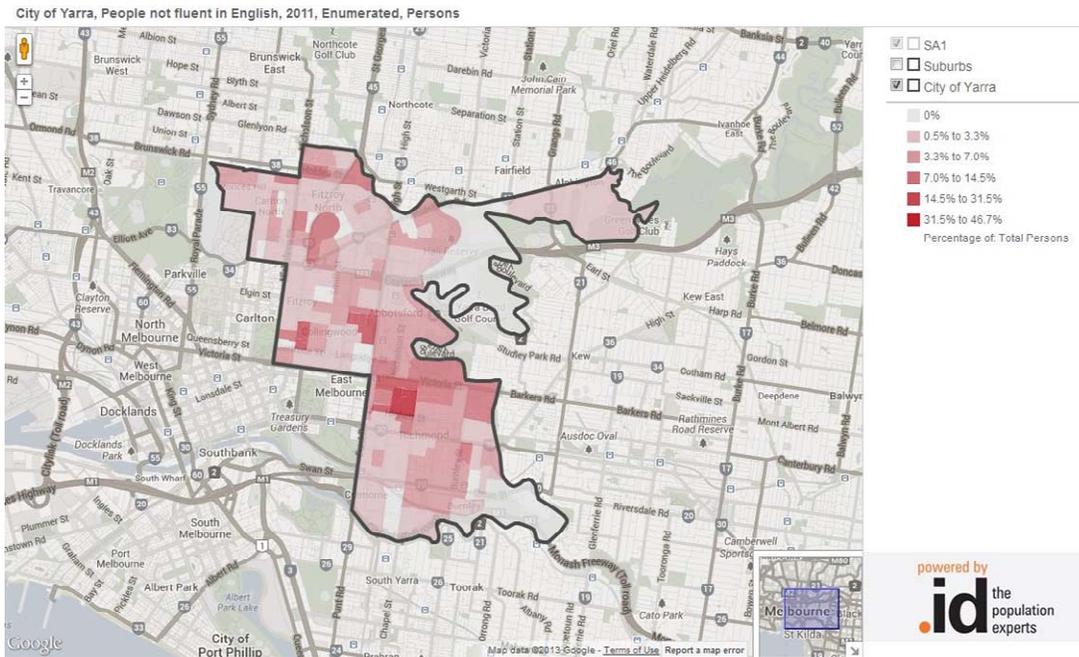
Support

23. Council employs a number of staff with diverse backgrounds who are able to support Yarra's CALD communities for example:
 - (a) a 1.1 EFT Multicultural Affairs Officer who work with CALD communities and service providers to strengthen capacity of Yarra's CALD communities;
 - (b) Yarra Libraries staff speak a total of 10 community languages which means that 24% of the library workforce is representative of CALD communities. The library employs six Multicultural Service Officers, which totals 4.11EFT who work across all five Yarra Library branches. The Multicultural Service Officers provide high level customer service to library users through the provision of interpreting services, resource acquisition and the delivery of a variety of programs and events; and
 - (c) Community Programs has staff fluent in a range of languages including Chinese, Mandarin, Greek and Italian.

Options Raised by Council for Exploration

Option 1 – Establish a languages register

24. It would be possible to implement a system whereby residents could self-nominate or identify friends, neighbours or family members to be listed on the register to receive Council information translated or interpreted in languages other than English.
25. This would provide Council with a targeted evidence-based, flexible and responsive approach to language services.
26. Council could promote the register to residents who are currently clients of community services. This promotion would be done for the 10 most commonly spoken languages (among residents who spoke English "not well or not at all") as identified in the Census 2011.
27. If Yarra were to implement this innovative system we would likely be one of the first local governments in Australia to do so.
28. The eligibility for receiving this service could, for example, be defined as residents who cannot read English well or at all.
29. Consideration would also be needed for expanding such a register to people who have literacy issues or visual impairments and require information in other formats.
30. The register could also be used by Officers in planning consultations to identify residents who require their information translated or interpreted. For example, before sending out communication about a consultation in a defined area, Officers could be required to check the register for people who have nominated to receive the information in another language.
31. The cost to translate or interpret materials sent out would need to be factored into the budgets of projects requiring consultation. Further costs would also be incurred where residents returned material in languages other than English.
32. Whilst Census data informs us as to the small areas where residents with low spoken-English proficiency live (see map below) the register would allow Council to know specifically where residents with language or other needs are, enabling Officers to tailor communications.



33. The costs to set up this register including staff time and promotion (advertising, translated posters, foyer screens, Yarra News translations) would be approximately \$20,000.
34. The cost for a staff member or community partner to manage this register (including regular correspondence to recipients to check if they still want to be on the register) and re-promotion each year is estimated to be about \$7-10,000. The register could be managed by either the Community Development or Communications teams.

Option 2 - Prepare a list of 50 key documents for translation

35. The process to determine 50 most commonly used standard form Council letters, notices or other written communications requires a significant body of work by Officers which is not currently budgeted for 2013-14.
36. The proposal would need to be considered as part of the 2014-15 or subsequent budgets.
37. The process would require:
 - (a) establishment of principles to guide decision making about which documents would be considered appropriate for inclusion on the list of translated documents;
 - (b) consultation across the organisation to determine priority documents and demand for these documents;
 - (c) appropriate quality assurance and document control systems to be implemented to manage version control and updating;
 - (d) legal advice as to whether or not certain documents can be translated into other languages (for example regulated forms); and
 - (e) a dedicated officer, or suitably qualified external agency, to manage the project and to maintain the accuracy and authenticity of documents at regular intervals (for example twice a year) and to market and promote the service to CALD communities.

38. The costs to establish and maintain this service would include:
- (a) approximately \$100,000 to translate 50 X 2-page standard documents / forms into the seven languages identified. This equates to approximately \$285 per document, per language. This is based on two quotes received from industry providers;
 - (b) a further unidentified but considerable sum would be required:
 - (i) formatting or graphic design;
 - (ii) printing and distribution;
 - (iii) reverse translation (for example materials returned to Council requiring Officers to further respond or process); and
 - (iv) officer costs to manage the process;
 - (c) as above, an annual review involving officers from throughout the organisation would be required. This process, along with the resultant amendments and new translations, could cost approximately \$15,000 per year (for a minimum five new or revised documents as well as a combined commitment of about 40 hours from Yarra officers); and
 - (d) all translations would need to be provided to a standard consistent with the accreditation level of 'Professional Translator' awarded by the National Accreditation Authority for Translators and Interpreters Ltd (NAATI).

Discussion

39. It is important for Council to continue to improve its communication with all residents including people from CALD backgrounds.
40. While translating documents into other languages is one traditional way to do so, experience has shown that it is better to have a range of solutions that are evidence based and tailored to the needs of CALD communities.
41. While there is a lot of information in the public sphere about how to translate, there appears to be very little research or guidance on “when” to translate.
42. An extract from Newcastle City Council, UK: “Information for All Policy” provides the following perspective:
- “In the past, we have translated documents into a set number of languages. But we know that in a city where over 100 languages are now spoken this is not the best way to decide who gets information translated. Although there are lots of languages spoken in the city, this doesn't justify translating into every language. We need evidence that translating information improves understanding, draws people together and is the best use of our time and money.*
- Some non-English speakers may not read their own language and some languages do not have a written form. For these, translation is no use and information would need to be provided differently; for example, by speaking or by demonstrating. Research has shown that some people, whose first language is not English, prefer spoken English to written translations. Audio tapes in English can reach a wide audience and our Translation Service can arrange for documents to be written out for audio tape.”*
43. Council's practice, as outlined in paragraphs 10-23, is to provide a range of targeted solutions to bridge the communication gap for people who do not speak English.

44. Before embarking on Proposal 2 (translating 50 documents into key community languages) it would be beneficial for Council to undertake a detailed analysis of our CALD communities, to provide an evidence based, flexible and responsive approach to language services for CALD communities. This analysis would specifically identify and define:
 - (a) what CALD communities are located in Yarra and what do they expect from Council?
 - (b) how does each CALD community prefer to receive communication (it may be different for each and could include a mix of interpreters, translations, website, advertisements, community noticeboards, emails, etc);
 - (c) what information would they like to receive?
 - (d) in response to points (a) and (b), how can Council best tailor its provision of information to those communities?
 - (e) what would be the cost to Council (for budgeting and resourcing purposes)?
45. These points will also be key considerations for the development of the Consultation and Engagement Policy review, the new Multicultural Partnerships Strategy 2015-2018, the revised Positive Ageing Strategy and new Languages Services Policy.
46. Following the completion of the analysis, an organisational framework could be developed to guide Council's corporate communication with CALD communities. This framework would be aligned with all relevant strategies to ensure an integrated and consistent approach to Language Services.
47. The scope of the analysis and framework could potentially be expanded to help people who have literacy issues or visual impairments and require information in other formats.
48. The cost to undertake the analysis and develop a communications framework would be approximately \$25,000 which would need to be referred to the 2014-15 budget cycle.
49. This analysis would be undertaken by the Communications department in consultation with Community Development, Aged and Disability Care and other key branch partners.

Consultation

50. During the preparation of this report, discussions were held with:
 - (a) service providers in the translation and interpreting fields;
 - (b) Victorian Multicultural Commission as a potential State Government funding body; and
 - (c) key staff from the following Council branches:
 - (i) Communications and Customer Service;
 - (ii) Governance; and
 - (iii) Community and Corporate Planning.
51. Should Council elect to adopt the officer recommendation at the end of this report, further consultation will be undertaken with:
 - (a) non-English speaking residents; and
 - (b) experts in the field.

Financial Implications

52. Council allocated \$99,030 for translation and interpreting services in 2013-14, having expended \$87,287 in 2012-13. The measures described below would be in addition to the existing services and associated costs.
53. There is no scope within existing resources for either proposed projects in 2013-14.
54. Council would need to budget for all additional services over and above what is already provided. As detailed above, the estimated costs would be:
 - (a) \$20,000 for establishing the languages register in the first year and \$7-10,000 to manage and promote it in subsequent years; and
 - (b) \$100,000 for the 50 translated documents project in the first year and \$15,000 to manage the program in subsequent years. These figures do not include any graphic design, formatting, printing, reverse translations or officer costs to manage the process, all of which could be a significant added cost depending on what was required.
55. Alternatively Council could first embark on a detailed analysis of its CALD community's communications needs and the development of a communications framework to guide the organisation. This would enable Council to make more informed, evidence based, flexible and responsive choices about communicating to people who do not read English at all or very little. The costs for the analysis and framework would be \$25,000 in 2013-14 with additional funds required to implement any recommendations that may come from this (over and above what is currently being delivered).

Source of Funds

56. Officers have received advice from the Victorian Multicultural Commission indicating that translation services are not eligible for funding as the State Government considers such activities to be the 'core business' of Local Government.
57. There may be an opportunity to explore a new shared service model across a number of municipalities (for example Darebin, Moreland and Yarra) through a multicultural resource centre or other appropriate organisation.
58. Officers are not aware of any other suitable funding opportunities and consider any new translation services (including shared model services) would need to be fully funded by Council.

Economic Implications

59. Translation and interpretation services enable business owners from non-English speaking backgrounds to:
 - (a) undertake a range of financial and administrative transactions with Council; and
 - (b) continue to generate economic activity in Yarra.

Social Implications

60. Communicating with CALD communities:
 - (a) facilitates access to important social services;
 - (b) broadens participation in Council consultations; and
 - (c) confirms Council's commitment to diverse communities.

61. The development of a register for people requiring language services would help improve not only general communications but Yarra's consultation processes. It would require departments undertaking consultation to ensure all people on the register receive some form of communication about the consultation in the language of their choice (either via translations or interpreters).
62. The register could then be incorporated in the Consultation Strategy and the Customer Responsiveness Strategy when finalised.
63. The analysis and development of a framework would provide Council with an evidence based, flexible and responsive approach to language services that would benefit Yarra's CALD communities.

Human Rights Implications

64. The provision of translation services supports the Victorian Human Rights Charter which sets out the basic rights, freedoms and responsibilities of all people in Victoria, and requires public authorities, such as Victorian state and local government departments and agencies, to act consistently with the human rights in the Charter. It dictates that each "person in Victoria has the right, and is to have the opportunity, without discrimination, to participate in the conduct of public affairs, directly or through freely chosen representatives.
65. Legally, Council is required to ensure people have the right to fully participate in public life, which necessitates the provision of information which is accessible and appropriate. This does not necessarily mean that all documentation should be available in all languages.

Council Plan, Strategy and Policy Implications

Council Plan 2013-17

66. Translation and distribution of key materials is in keeping with the Council Plan 2013-17. Specifically:
 - (a) the first strategic objective ('Celebrate Yarra's Uniqueness') indicates that Council will:
 - (i) foster and promote diversity (strategy);
 - (ii) engage and strengthen connections with diverse groups (strategy); and
 - (iii) increase participation of linguistically diverse communities in consultations (initiative); and
 - (b) the fifth strategic objective ('Leading Local Government') notes that Council will enhance access to its information and services (strategy).

Multicultural Policy 2010-14 and Language Services Policy 2013-16

67. Refer to paragraphs 5-9.

Customer Service Guarantees

68. Council is committed to improving access to services for all Yarra residents who may require language assistance. As part of our commitment, Council has developed the Customer Service Guarantee outlining 64 measurable targets aimed at improving our responsiveness to the most frequently requested services and programs. These include:
 - (a) we will endeavour to optimise accessibility to all Council services and information; and
 - (b) we will ensure that all staff are trained in the use of the interpreter and translator services and offer these options to residents pro-actively.

Legal Implications

69. Previous legal advice sought by Council Officers in relation to translating planning forms was that it would not be appropriate to translate certain key Council documents or forms that feature technical, regulatory or statutory detail. Rather than translate these documents a more appropriate response would be providing interpreting services for people requiring these forms or multiple language explanatory notes.

Options

Option 1 – Establish a Languages Register

70. Under this option, Council would establish a languages services communications register for non English reading residents at a cost of \$20,000 for the first year and \$7-10,000 to manage it in subsequent years.

Pros

71. Implementation of expanded measures would strengthen Council's communication process and demonstrate a commitment to Yarra's linguistically diverse community.
72. The register would be one of the first in Australia in Local Government and would ensure people who cannot read printed material in English are able to receive vital information about works underway or being considered in their area (either via translated materials or interpreters).
73. The register would provide Council with an evidence based, flexible and responsive approach to communicating with people who do not speak English very well or at all.

Cons

74. The register would require ongoing dedicated resources to:
- (a) establish and maintain data integrity;
 - (b) promote to, and engage the community; and
 - (c) educate and train staff on how to use it.

This is all achievable provided funds are available in the budget.

75. Although Council could promote the register to people who are currently clients of community services, the register would largely rely on people self-nominating or relatives, friends and neighbours supporting residents to nominate.

Option 2 – Translate Key Documents

76. Under this option, Council would arrange for the translation of 50 (or such other number as officers consider appropriate) most commonly used standard form Council letters, notices or other written communications (used to provide and/or seek information to/from our community). The cost would be \$100,000 in the first year and an estimated \$15,000 in subsequent years (not including any formatting, design, printing, reverse translations or officer costs to manage the process).

Pros

77. Implementation of expanded measures would strengthen Council's communication process, make translated materials more accessible and demonstrate a commitment to Yarra's linguistically diverse community.

Cons

78. This is not an evidence based approach to language services. Council has received only very infrequent anecdotal evidence to suggest that there is:
- (a) any dissatisfaction with existing services; or
 - (b) significant demand for expanded services.
79. There is a high cost associated with translating 50 documents in seven languages, and maintaining them so they remain current, particularly when there is no evidence to suggest this approach is required or requested by people who cannot read English.
80. There is also a high cost to format, design, print and reverse translate materials which has not been costed.
81. Experience has shown that it is better to have a range of solutions that are more targeted to the needs of the diversity of people with low-English proficiency.

82. A range of key documents, including some applications forms, would need to be excluded from the translation program for the reasons outlined in paragraph 69.
83. Council would be committing to a more expensive program before fully analysing the communications needs and requirements of people who cannot read English well or at all.

Option 3 – Further Analysis

84. Under this alternative proposal, Council would undertake an analysis of the communications needs of the CALD community, develop a communications framework to guide Council's efforts and budget for any recommendations that come out this appropriately. The cost for this would be \$25,000. It is possible there will be initiatives identified in this process which may require funding going forward.
85. Council would:
 - (a) retain its existing arrangements;
 - (b) undertake an analysis of the communications needs of the CALD community and develop a framework to guide Council's corporate communications efforts; and
 - (c) provide a notional amount of \$50,000 in the 2014-15 Budget to enable recommendations from the analysis and development of the framework to be implemented in the first year (for example, depending on the results of the analysis, the money could go towards translating key documents as suggested in Proposal 2).
86. The analysis would:
 - (a) identify clearly whether or not Option 2 (translating 50 documents into seven languages) is the preferred method of communication for residents who cannot read English well or at all;
 - (b) help us better understand who our CALD communities are (other than what we already know via Census data), what information they need and require and how they want to receive it and from where?
 - (c) enable Council to be more targeted in its approach to CALD communications rather than adopting a blanket approach;
 - (d) identify thoroughly assess the effectiveness of the existing system;
 - (e) fully consider the impacts of expanded services;
 - (f) seek and consider the views of non-English speaking residents; and
 - (g) involve further consultation with experts in the field;before Council committed further funds to translation services.
87. Such a review would also allow consideration of the issue to be integrated into the development of related policies and strategies each of which is designed to improve communications with non-English language speaking communities.

Cons

88. The analysis and development of a framework will take a minimum three months to complete given there will be a range of consultation required with CALD communities, Councillors and Officers.
89. The notional amount of \$50,000 may need to be reviewed once the Communications framework is adopted.

RECOMMENDATION

1. That Council:
 - (a) refer the introduction of a languages services communications register for non English reading residents (Option 1), at a cost of \$20,000 to the 2014-15 budget process for consideration;
 - (b) refer the alternate proposal to undertake an analysis of the communications needs of the CALD community and develop a framework to guide Council's corporate communications actions and resources (Option 3), at a cost of \$25,000 to the 2014-15 budget process for consideration;
 - (c) refer a notional amount of \$50,000 (as outlined in Option 3) to the 2014-15 budget process to implement any recommendations that may come out of the analysis and development of a communications framework; and
 - (d) reconsider the proposal to translate 50 key documents (Option 2) at the conclusion of the analysis and development of a communications framework (Option 3).

CONTACT OFFICER: Joanne Mulcahy
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TEL: 9205 5142

Attachments

There are no attachments for this report.