

Multicultural Engagement Playbook



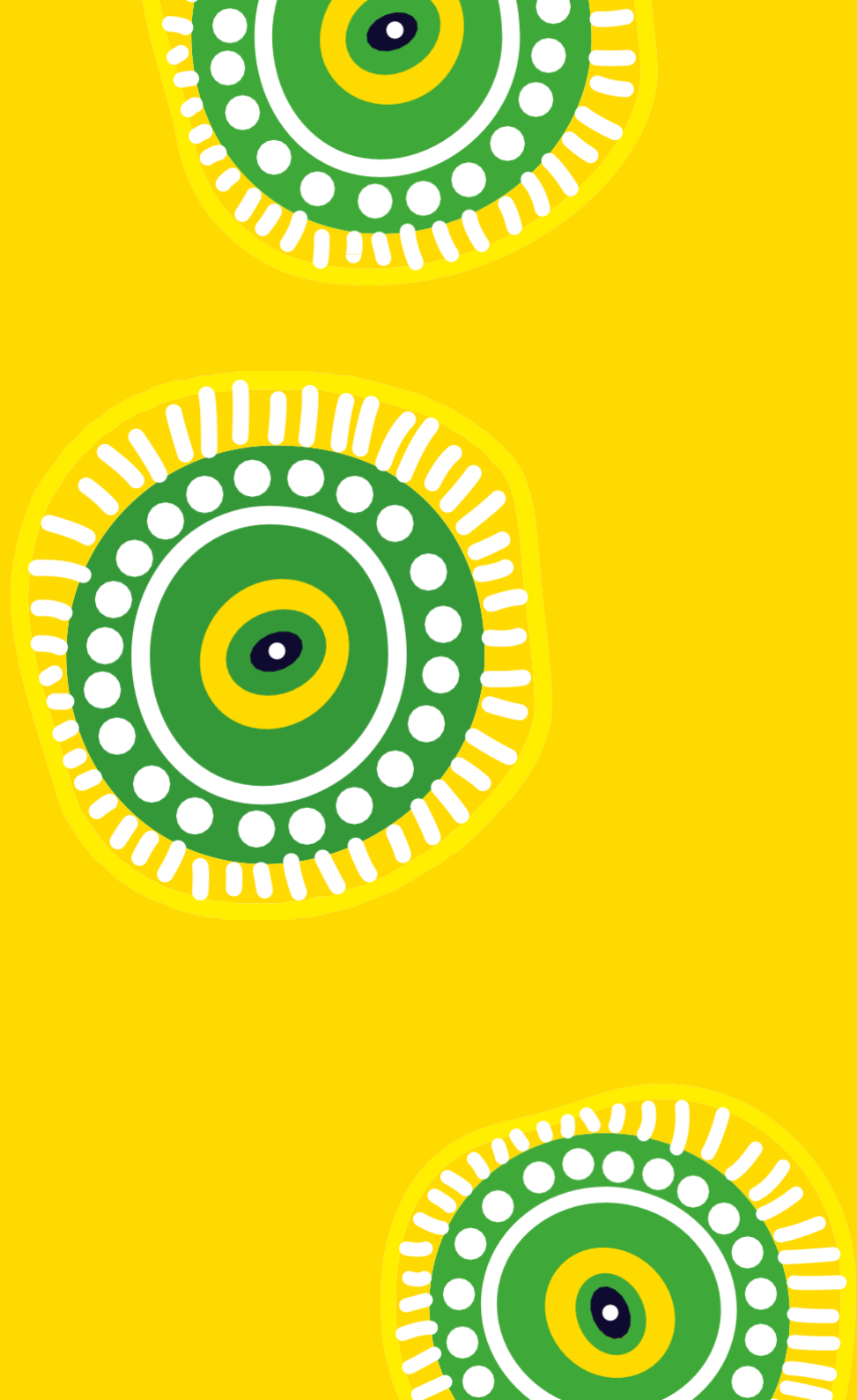
Australian Government
Australian Sports Commission



Acknowledgment of Country

In the spirit of reconciliation The Australian Sports Commission (ASC) acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

We recognise the outstanding contribution that Aboriginal and Torres Strait Islander peoples make to society and sport in Australia and celebrates the power of sport to promote reconciliation and reduce inequality.





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Research Findings

The Australian Sports Commission (ASC) has engaged The LOTE Agency (LOTE) to conduct a comprehensive, multi-staged research process including a review of secondary source material, ASC discovery workshops, community consultation workshops, and sport sector interviews. This section includes the headline findings and insights from this research process were used to help develop the Multicultural Engagement Playbook.

Key research highlights: What we have learned



In Australia, sport holds a heightened significance compared to the country of origin, reflecting a culture that places a strong emphasis on athletic pursuits.



The sports culture in Australia is characterised by a focus on competition and a drive to win, this competitive spirit sometimes associated with a rough, aggressive, or even violent dimension in Australian sports.



Australia stands out for its greater acceptance of women in sports, fosters an environment that encourages increased freedom for female participation.



Motivations for participating in Australia differ from some conventional norms, as the primary drivers include social engagement, connections, physical health benefits, and mental wellbeing, with a lesser emphasis on winning or losing.



Sports engagement in Australia extends beyond the youth demographic, with older women actively involved in various sporting activities.

Key research highlights: Barriers



Cultural norms contribute to the negative perceptions, with prevailing attitudes and safety concerns limiting opportunities.



Time constraints, driven by family, employment, academic, and community responsibilities, pose additional hurdles.



Family expectations, patriarchal decisions, and religious considerations further impede involvement.



Language barriers, as English may not be the first language, limits access to information. Financial constraints, especially in lower socioeconomic circumstances can exacerbate these challenges.



Safety and accessibility challenges arise from a lack of knowledge and representation within the Australian sports system, coupled with racism and inadequate facilities.

Key research highlights: Challenges to overcome



Addressing the cultural barriers by respecting traditional cultural norms and communicating to community leaders, families and parents about the benefits of participating in sports.



Making sport more accessible through a series of important considerations; purpose, allocation of time to play, comfortable uniforms, safe and gender specific facilities and affordable cost.



Making sport more representative of the diverse Australian community by creating opportunities and providing education on all aspects of sport, participation and benefits.

Key research highlights: Opportunities



Two way education and training to give more support and information about the sport sector and the benefits of participating.



Incorporating an inclusive design by including the effort and voice of community.



Existing staff base within the sector require more support to understand how to effectively communicate and engage culturally diverse communities.



Taking a targeted approach.



Creating partnerships with organisations to strengthen the effort.



Evaluate and monitor change.

What the community had to say



Perceptions of sport in Australia and motivations to participate

“It is important to note that something that can be seen as a motivation for someone could be another task for someone else.”

— Focus group participant



Barriers to participation and overcoming challenges

“I would like to have the possibility to play sports without giving up being a mother. Sometimes, I have the perception that I can’t be a strong woman and be a mother at the same time. I’d like to be both.”

— Focus group participant



Cultural/safety/cost/language/time management

“Not knowing a language makes people insecure and feel inferior.”

— Focus group participant



Opportunities

“It cannot be as easy saying ‘we’re accepting humans from different cultures into sports and bang done, and then just sitting on the bench with the application form waiting for people to come.’”

— Focus group participant

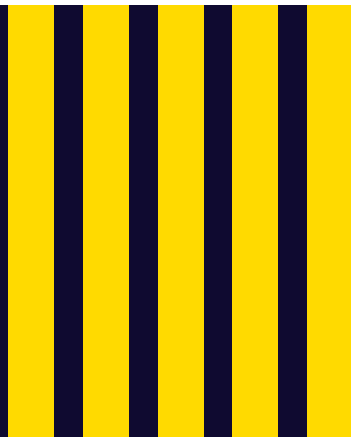


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