

**MULTICULTURAL ADVISORY COMMITTEE  
MINUTES**

Thursday 21 October 2021  
7pm – 8pm  
Via Zoom



**1. Welcome and Acknowledgement of Country**

Acknowledgement of Country was conducted by Councillor Masselos.

**Present**

| <b>Councillors</b>                    |  |
|---------------------------------------|--|
| Clr Paula Masselos                    | Councillor                                       |
| <b>Council Officers</b>               |  |
| Sharon Cassidy                        | Acting Director, Community Assets and Operations |
| Annette Trubenbach                    | Executive Manager, Community Programs            |
| Madly Bodin                           | Community Development Officer, Diversity         |
| Rebecca Rodwell                       | Manager, Community Planning & Partnerships       |
| <b>Community Member/Organisations</b> |  |
| Emily Bogue                           | Resident   |
| Linda Deutsch                         | Resident   |
| Ludovico Fabiano                      | Resident   |
| Margaret Teed                         | City East Community College                      |
| Patricia Jenkins                      | Expert   |
| Rachel Tanny                          | COA Sydney                                       |
| Raphael Crowe                         | Resident   |
| Robert Farotto                        | Resident   |
| Valentina Bau                         | Resident   |
| Rozy Dorias                           | Resident   |

**2. Apologies**

Clr Angela Burrell, Lana Kofman

**3. Acceptance of previous minutes & business arising**

**Moved: Rozy Seconded: Rachel Carried**

Business Arising

1. Council officers followed up on the antisemitic social media post made by a member of the local business community that was raised by a MAC member at the previous meeting. No further action was taken as the business owner had taken down the post and apologised.

Further discussions will be held with the Communications team to review how Council monitors and responds to online vilification on its own social media channels.

2. Council officers are yet to follow up on internship and work experience opportunities for people with international work experience and who cannot find work opportunities due to a lack of local work experience.

### 3. Action Plan Focus - Anti-Racism Campaign

Madly stepped through the key points raised in the report that had been distributed on the proposed anti-racism campaign to clarify recommendations for the campaign (please refer to the attached report for detail)

*Point 1 - Does the proposed purpose reflect what had previously been discussed with the MAC (Social norm, Dialogue and empathy, Action)?*

#### Feedback

- Well put and captures the input from previous meetings
- Happy with the articulation, important to get away from a 'them and us' and hope these three strategies will help. The best way to foster empathy is to reach people's hearts. Need to determine the best and most enduring ways to do this.
- Should we preface events with a statement/sentence about what we believe in – which then becomes the norm.
- Could we have something as people enter the Waverley area – i.e. 'Welcome to Waverley - we are a diverse and inclusive community'. Ensure we have positive messaging.

#### Action

- Dialogue and empathy goes beyond the implementation of the campaign – update the report to reflect this.
- We are testing a commitment to inclusion with the Arts and Culture team around events. Draft to be circulated to the MAC.
- Review the report to ensure 'positive messaging' is a priority for the campaign.

**Point 1 Moved:** Rozy      **Seconded:** Valentina

*Point 2 - Do the suggested activities and outputs match the level of ambition of the purpose and the constraints outlined above?*

#### Feedback

- Recommend organising an additional activity that is more visible and reaches more people
- Commitment to one storytelling workshop is not enough, a series could be offered?.
- How are the posters and videos going to be used, who will watch videos?
- The campaign should better articulate how Council will partner with local organisations, community groups, faith communities, and local businesses.
- What activities will be organised for staff within Council?

#### Action

- Media activity will also form part of the campaign, and possible events in the future to increase visibility.



WAVERLEY  
COUNCIL

- Number of storytelling workshops will depend on uptake by the community and Council's budgetary constraints.
- Posters and videos will be co-branded with the Australian Human Rights Commission will feature well known people who are role models and local leaders taking a stand against racism, which was discussed a previous meeting. Posters will be used on bus stops, and in Council facilities.
- There will be two community consultation sessions: one for the general public and one for local organisations including schools.
- Internal activities do not form part of the campaign. However, unconscious bias training is scheduled as part of the broader Cultural Diversity Strategy. Council officers will report back on the implementation of the strategy at the next meeting.
- The campaign planning report will be updated to reflect the feedback received.

**Point 2 Moved:** Linda      **Seconded:** Emily

*Point 3 - Do members of the MAC have any concerns with the proposed messaging of the campaign?*

#### **Feedback**

- The messaging section of the report reads like a list of slogans and requires more work, so it clearly relates to the objectives of the campaign.
- Questions were raised as to whether the 'Racism not Welcome' message, prompts people to reflect on their own attitudes and if a more positive message would be more effective.
- MAC members expressed their interest in being informed by evaluations undertaken by other Councils who have implemented the street sign campaign.

#### **Action**

- Provide more detail on the messages that will underpin the campaign including how these will be conveyed.
- Explore any feedback/evaluation from the 'Racism not Welcome' campaign from other Councils and present it at the next meeting.
- Keep the MAC informed on the progress of the broader campaign.

**Point 3 Moved:** Ludovico      **Seconded:** Patricia

*Point 4 - Are there any other risks that need to be identified and additional risk management strategies to be adopted?*

**Feedback – Nil**

**Point 4 Moved:** Raphael      **Seconded:** Ludovico

*Point 5 - Do you have any other suggestions on evaluation opportunities for the campaign?*

#### **Feedback**

- The evaluation section needs to be more explicit and intentional with clear links to the campaign purpose and objectives. The section that relates to change should be more comprehensive (survey, focus group, storytelling) and include perceptions and attitudes to change.
- Council also needs to outline how it will monitor any change related to incidents in the community.

- There may be opportunities to test evaluation questions by running some focus groups.

**Action**

- Consider pre and post survey – consult with evaluation experts
- Include the points above to report and expand the evaluation aspects of the campaign

**Point 5 Moved:** Ludovico    **Seconded:** Robert

**4. Other Business/correspondence**

Councillor Masselos reflected on her time as Chair of the MAC, thanked the committee for their time and shared knowledge and particularly noted the adoption of the Cultural Diversity Strategy. The Council Officers were also acknowledged for their work.

**5. Meetings in 2021**

**Feb, May, August, November**

**6. Meeting closed 8pm**