Workbook 2.2

**Person Centred Practice Across Cultures**

Making the Business Case –

Why diversity is good for business

July 2016

This workbook has been developed for National Disability Services by:

Barbel Winter, Managing Director, futures Upfront   
and Maria Katrivesis, Consultant and Trainer

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futures Upfront

email: [info@futuresupfront.com.au](mailto:info@futuresupfront.com.au)

web: [www.futuresupfront.com.au](http://www.futuresupfront.com.au)

**Produced by**

NDS NSW

Level 18, 1 Castlereagh St

Sydney, NSW 2000

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**Contact**

NDS

02 9256 3100

[ndsnsw@nds.org.au](mailto:ndsnsw@nds.org.au)

[www.nds.org.au](http://www.nds.org.au)

**About National Disability Services**

**National Disability Services** is the peak body for non-government disability services. Its purpose is to promote quality service provision and life opportunities for people with disability. NDS’s Australia-wide membership includes more than 1000 non-government organisations, which support people with all forms of disability. NDS provides information and networking opportunities to its members and policy advice to state, territory and federal governments.

Table of Contents

1. Preface 2

1.1 How to use this workbook? 3

1.2 What is this workbook about? 3

1.3 Outcomes 3

1.4 Who is this workbook for? 3

1.5 How long will it take to complete? 4

2. The Workbook 5

2.1 Who lives in the community? 5

2.2 Counting people – how to access the ABS census data? 5

2.3 Counting people: How to get the data you need? 6

2.4 Making the Business Case 9

2.4.1 Monetary benefits 9

2.4.2 Non-monetary benefits 11

3. Conclusion 12

# Preface

This workbook is part of a series of resources for the disability services sector designed by futures Upfront for NDS with funding provided by the NSW Department of Family and Community Services; Ageing, Disability and Home Care.

The workbooks in this series are:

**1. Individual Practices – working with people from CALD backgrounds with disability**

1.1 Empathy – a practice to connect across cultures

1.2 Active listening – unconditional positive regard across cultures

1.3 Choice making – cross-cultural differences and what can we learn from them

1.4 Reflective Practice – why different points of view matter

1.5 Working effectively with interpreters

**2. Organisational Practices – building a culturally responsive organisation**

2.1 Terminology and data – a guide to understanding cultural diversity and disability

2.2 Making the business case – why diversity is good for business

2.3 A culturally responsive person centred organisation – key elements

2.4 Leading towards cultural responsiveness – a practical guide for managers, team leaders and coaches

2.5 Building a diverse workforce – practical strategies

2.6 Valuing bilingual workers – strategies to recruit, train and retain

**3. Community Engagement – working alongside diverse communities**

3.1 1 Community @ a time – culturally responsive community engagement principles and elements

3.2 Making Links – networking with CALD Communities

3.3 Cross cultural story based marketing – 1 story @a time

This workbook is part of ‘Organisational Practices – building a culturally responsive organisation’.

## How to use this workbook?

This workbook can be used in many different ways, including:

* As a self-paced learning program by an individual
* As a self-paced learning program for a group
* As part of formal training organised by an organisation
* As part of coaching and mentoring

This workbook includes exercises and opportunities for reflections (when working by yourself) or discussions (when working with others).

There is plenty of room in your workbook to take notes and make comments.

## What is this workbook about?

This workbook is about applying the available data on cultural diversity to your own organisation. It builds on **Workbook 2.1 Terminology and data**. It sets out how to access and analyse the data you can use in your business case. We will also explore some non-monetary reasons for why providing services to people from CALD backgrounds with disability is good for your organisation.

## Outcomes

At the end of the workbook you will be able to:

* Apply the available online tools to work out how many people from CALD communities with disability live in your geographic area.
* Incorporate the data into a business case for your organisation to actively consider delivering services to people from CALD backgrounds with disability.
* Identify a range of non-monetary benefits to include in your business case.

# The Workbook

## Who is this workbook for?

* People in an organisation interested in looking for business opportunities
* People who want to convince their organisation to do more for people from CALD backgrounds with disability
* Anyone interested in making their organisation more responsive to the local community

## How long will it take to complete?

Reading through this workbook and reflecting on the content will take about 45 minutes. Working through and applying the data analysis for your own organisation will take significantly longer.

## Who lives in the community?

**Workbook 2.1 Terminology and data** showed that there is no easy answer to the question: How many people from CALD backgrounds with disability are there?

One of the key points from Workbook 2.1 was that both culture and language matter when counting people from CALD backgrounds with disability and that there are different ways of defining a person from CALD background with disability.

## Counting people – how to access the ABS census data?

To arrive at an answer or at least a close approximation of who lives in the community, we need to combine different data sets. The information in the table below gives you guidance on how to access the data.

|  | **How to access the ABS Census data** |
| --- | --- |
| **Step 1** | Put ‘Census Australia’ into your search engine and follow the link to the official ABS census website (<http://www.abs.gov.au/census>) |
| **Step 2** | From there, under Census data, click on the Community Profiles icon. (or go to <http://www.abs.gov.au/websitedbs/censushome.nsf/home/communityprofiles?opendocument&navpos=230>) |
| **Step 3** | On the right hand side of this webpage you can search specific geographic areas using the Community Profiles Search (make sure you search the most recent census data).  ***From here there are different options.*** You might have to play with this a bit and look at the map that opens up in the new page. This part may actually be the most time consuming part of working out who lives in the community. For many people whose service covers a range of locations, you might have to repeat the process several times to ensure you capture all of the data.  ***To explore the options further please use this webpage and try the following:*** |
| **3.1** | Enter ‘2204’ into the community profile search engine and you get the data for Marrickville Postcode 2204, |
| **3.2** | Go back to the previous page and enter ‘Wagga Wagga’ and you get to choose between 15 slightly different geographical areas, ranging from Local Government Area to State Electoral boundaries |
| **3.3** | Again go back to the previous page and enter ‘Sydney’ and again, you get to choose from a whole range of geographic areas pertaining to Sydney (ranging from City of Sydney to Significant Urban Area) |
| **Step 4** | Once you have the geography right for you, download and then open the excel spreadsheet called “Basic Community Profile”. Click on to ‘List of Tables’ at the bottom of the first page of the excel spreadsheet and you find a whole lot of data sets. |
| **4.1** | For our purpose here, the following tables are of particular interest:   * Ancestry (B08) * Country of Birth (B09 and B10) * Proficiency in Spoken English (B11 and B12) * Languages Spoken at Home (B13). |

Once you are familiar with the different data sets and what they actually mean you might want to use the data provided by Multicultural NSW (<http://multiculturalnsw.id.com.au>) based on Census data using Local Government Areas.

Now, using the example below, work through the available data. Once you have done it for the example, you can then do it for your geographic area.

## Counting people: How to get the data you need?

Pulling out the right data and using it so it makes sense is the next hurdle. Below we are using an example to take you through the steps you need to do.

|  | **Wagga Wagga, Postcode 2650** |
| --- | --- |
| **Step 1** | Download the Basic Community Profile for Postcode 2650 (as per “How to access the ABS census Data” 2.2 above) |
| **Step 2** | **Number of people living in Wagga Wagga**  Using the Basic Community Profile, **table B09** indicates that there are 53,973 people living in Wagga Wagga |
| **Step 3** | **Disability Data for Wagga Wagga:**  (Using the information in 2.2.1 in Workbook 2.1):  18.5% of all people in Australia have disability.  In Wagga Wagga, this means 10,795 people have disability  Of those, 10% or about 1079 people may be eligible for the NDIS. |
| **Step 4** | **Language Data for Wagga Wagga:**  Using **Table B13b** of the Basic Community Profile we can see that 2,527 people say they speak a language other than English at home. (With a further 1738 people not stating what language they speak at home).  **Table B11** of the Basic Community Profile identifies 339 people who said they do not speak English or do not speak English well. (Please note that almost 2000 people did not state their proficiency in English.) |
| **Step 5** | **CALD Data for Wagga Wagga:**  A total of 9,882 people who live in postcode 2650 are from CALD backgrounds. This number is made up of:  Using **Table B09** from the Basic Community Profile take the total number of people living in Wagga Wagga and subtract all people born in Australia, Canada, Ireland, New Zealand, South Africa, the United Kingdom and the United States. This leaves 4,941 people who were born overseas in a non-English speaking country (first generation migrants or refugees).  Multiply this number x 2 (based on the information on second generation migrants or refuges in 2.2.2 in Workbook 2.1) |
| **Step 6** | **Disability and CALD/ Language spoken for Wagga Wagga:**  **Based on the assumption that the incidence of disability** among CALD communities in Australia is approximately the same as it is for the general population (1 in 5 people) (see also 2.2.4 in Workbook 2.1); we can make the following estimates:  There are 1976 people from CALD backgrounds with disability, with 197 likely to be eligible for NDIS funding.  505 people with disability speak another language at home, with 50 likely to be eligible for NDIS funding.  60 people with disability speak little or no English, with 6 likely to be eligible for NDIS funding |

**Workbook Exercise**

**Now it is your turn to apply your new knowledge and skills in counting people from CALD backgrounds with disability. You might have to repeat this step several times to capture all of the data for all of the geographic areas in which your organisation provides services.**

|  | **My geographic area:** |
| --- | --- |
| **Step 1** | Download the Basic Community Profile for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (as per “How to access the ABS census Data” above) |
| **Step 2** | **Number of people living in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Using the Basic Community Profile, **table B09** indicates that there are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ people living in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Step 3** | **Disability Data for** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:**  18.5% of all people in have disability.  In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, this means \_\_\_\_\_\_\_\_\_ people.  Of those, 10% or about \_\_\_\_\_\_\_\_\_ people may be eligible for the NDIS. |
| **Step 4** | **Language Data for** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:**  Using **Table B13b** of the Basic Community Profile we can see that \_\_\_\_\_\_\_\_\_people say they speak a language other than English at home, (with a further \_\_\_\_\_\_\_\_\_ people not stating what language they speak at home).  **Table B11** of the Basic Community Profile identifies \_\_\_\_\_\_\_\_\_ people who said they do not speak English or do not speak English well. (please note that almost \_\_\_\_\_\_\_\_\_ people did not state their proficiency in English) |
| **Step 5** | **CALD Data for** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:**  A total of \_\_\_\_\_\_\_\_\_people who live in postcode 2650 are from CALD backgrounds.  This number is made up of:  Using **Table B09** from the Basic Community Profile taking the total number of people living in \_\_\_\_\_\_\_\_\_and subtracting people born in Australia, Canada, Ireland, New Zealand, South Africa, United Kingdom and United States. \_\_\_\_\_\_\_\_\_ people who were born overseas in a non-English speaking country.  X 2 \_\_\_\_\_\_\_\_\_ people who are second generation (based on the information provided in 2.2.2 Workbook 2.1) |
| **Step 6** | **Disability and CALD/ Language spoken for** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:**  **Based on the assumption that the incidence of disability** among CALD communities in Australia is approximately the same as it is for the general population (1 in 5 people) (see also 2.2.4 on page 6 in Workbook 1); we can make the following estimates:  \_\_\_\_\_\_\_\_\_ people from CALD backgrounds with disability, with \_\_\_\_\_\_\_\_\_ likely to be eligible for NDIS funding.  \_\_\_\_\_\_\_\_\_ people with disability speak another language at home, with \_\_\_\_\_\_\_\_\_ likely to be eligible for NDIS funding.  \_\_\_\_\_\_\_\_\_ people with disability speak little or no English, with \_\_\_\_\_\_\_\_\_ likely to be eligible for NDIS funding. |

## Making the Business Case

Monetary benefits

In 2013 the NDIA stated that the average individually funded package for a NDIA participant across the NDIA trial sites was $34,907 (excluding people who live in large residential settings).

To identify the potential business that people from CALD backgrounds with disability can bring to your organisation:

Identify the number of people from CALD backgrounds with disability eligible for the NDIS in a geographic area (Step 6 above).

\_\_\_\_\_\_ people  **x** $34,907 $\_\_\_\_\_\_ **=**

The resulting figure is the potential business derived from providing services to people from CALD backgrounds with disability eligible for the NDIS in a geographic area.

(Please note that this is the figure for organisations who provide a wide range of services to all people with all disability across all age groups. If your organisation provides services to a specific target audience, such as a particular age group, or people with a particular disability type, or specific disability service you will need to adjust the above figure accordingly)

For the example used here, Postcode 2650, this means:

|  | **Wagga Wagga, Postcode 2650** |
| --- | --- |
| **Step 1** | Number of people from CALD backgrounds with disability likely to be eligible for NDIS funding living in Postcode 2650:  197 |
| **Step 2** | Multiply by average individually funded package for a NDIA participant:  X $34,907 |
| **Step 3** | Equals the potential total business derived from providing services to people from CALD backgrounds with disability eligible for the NDIS in Postcode 2650  = $ 6.8 million |

**Workbook Exercise**

|  | **The potential business case for my geographic area is:** |
| --- | --- |
| ***Step 1*** | Number of people from CALD backgrounds with disability likely to be eligible for NDIS funding living in\_\_\_\_\_\_\_(geographic area): |
| ***Step 2*** | Multiply by average individually funded package for a NDIA participant:  X $34, 907 |
| ***Step 3*** | Equals the potential total business derived from providing services to people from CALD backgrounds with disability eligible for the NDIS in \_\_\_\_\_\_\_\_ (geographic area):  = $ |

Non-monetary benefits

There are also a range of non-monetary benefits for the organisation and the community if an organisation wants to support more people from CALD backgrounds with disability, including:

* Meeting organisational social justice and social responsibility agenda
* Contributing to all people with disability’s attainment of their human rights and supporting people to exercise more choice and control in the context of a person-centred, individually funded disability sector
* Meeting standards and complying with legislation (i.e National Disability Service Standards and the NSW Disability Inclusion Act)

Increasing and supporting the diversity of the organisation leads to:

* Greater exposure and respect of difference (everyone benefits),
* Attracting more diverse staff, potentially addressing current difficulties in increasing the workforce,
* More divergent (outside the box) thinking leading to greater adaptability.

**Workbook Exercise:**

What other, non- monetary reasons do you think matter to your organisation in relation to supporting more people from CALD backgrounds with disability?

# Conclusion

This workbook aimed to assist you in learning about how to identify the number of people from CALD backgrounds with disability in a specific geographic area to assist you to make the business case for your organisation to provide services to people from CALD backgrounds with disability.

**Reflection:**

**What are some of the take away messages from this workbook? Are there things you disagree with? Was there something that surprised you?**