

Delivering meaningful connection  
to our **Culturally and Linguistically  
Diverse communities**

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the *growth*  
d\_stillery

**TRA**

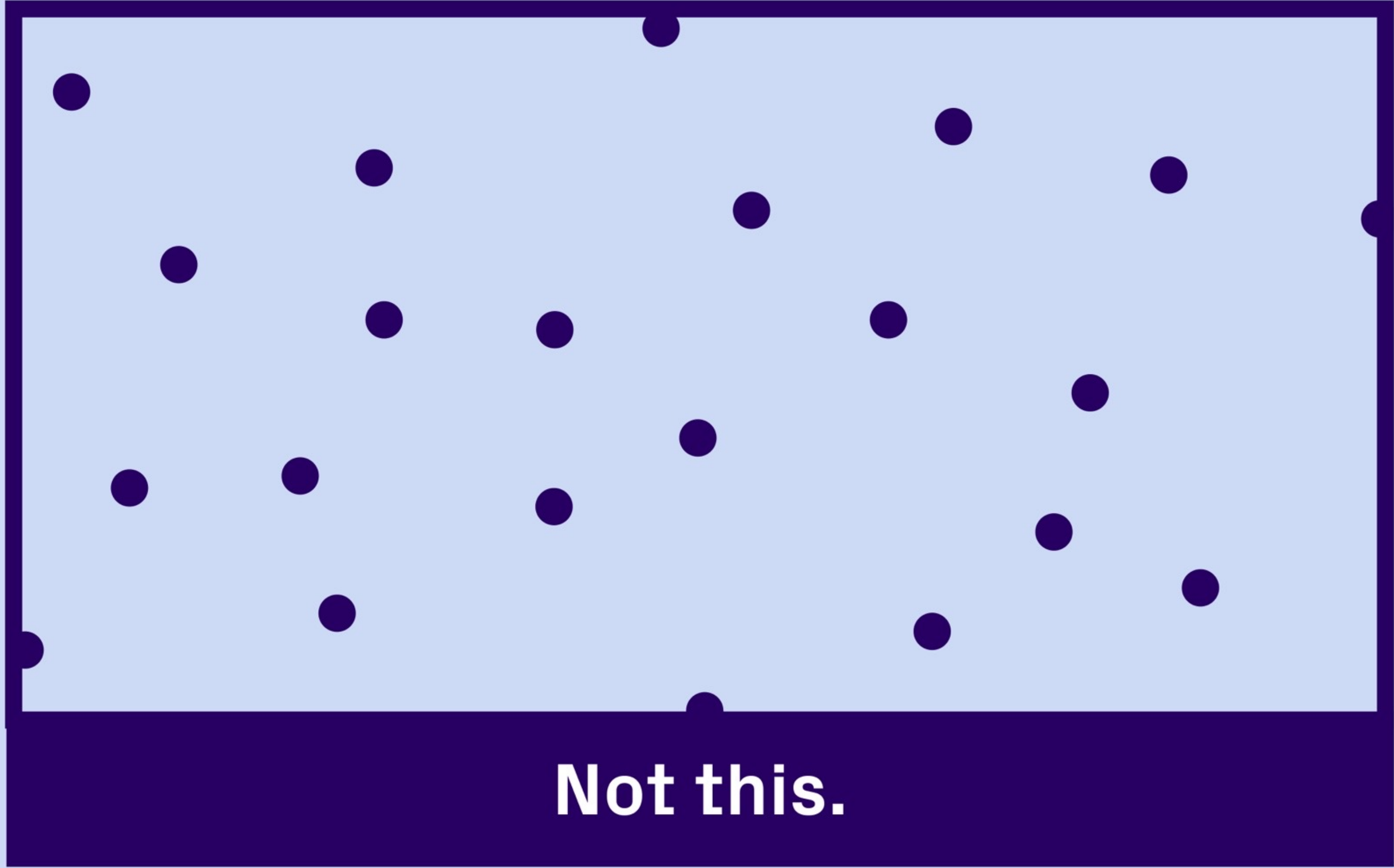
Hello.

néih hóu.

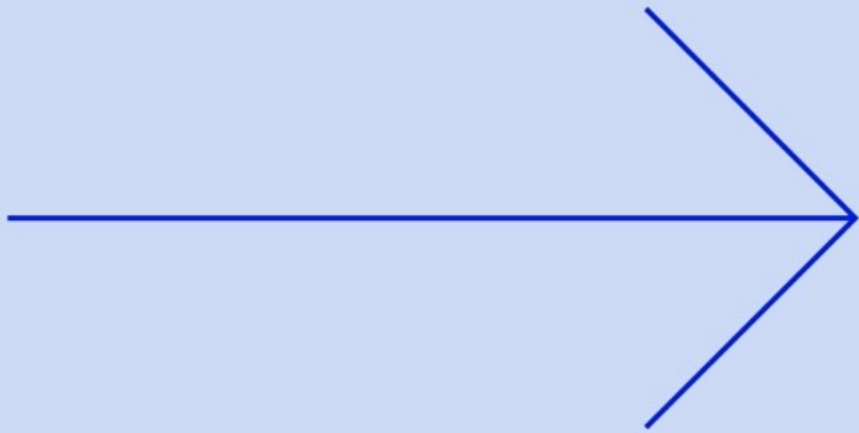
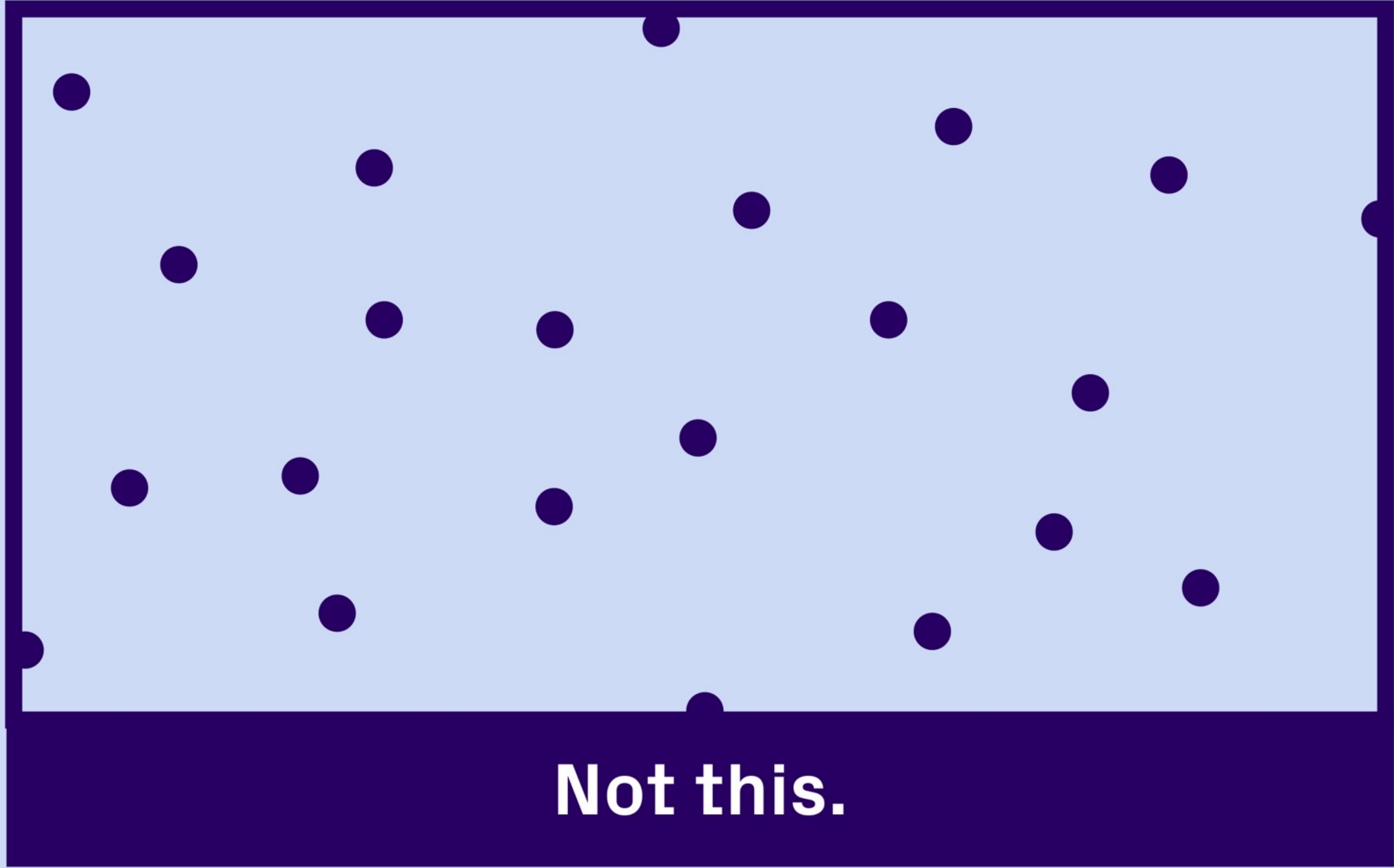
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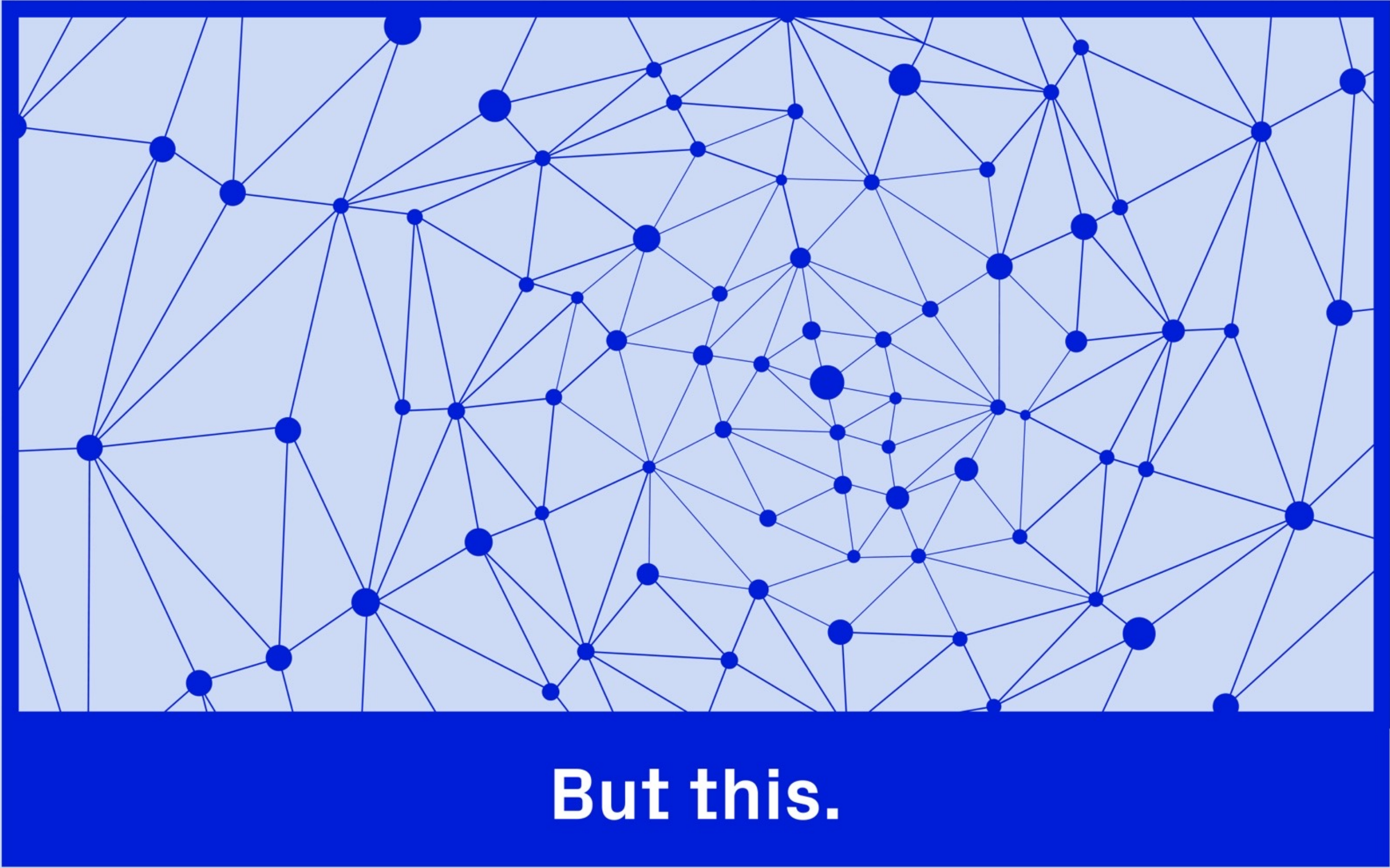
# Multicultural



# Multicultural



# Intercultural

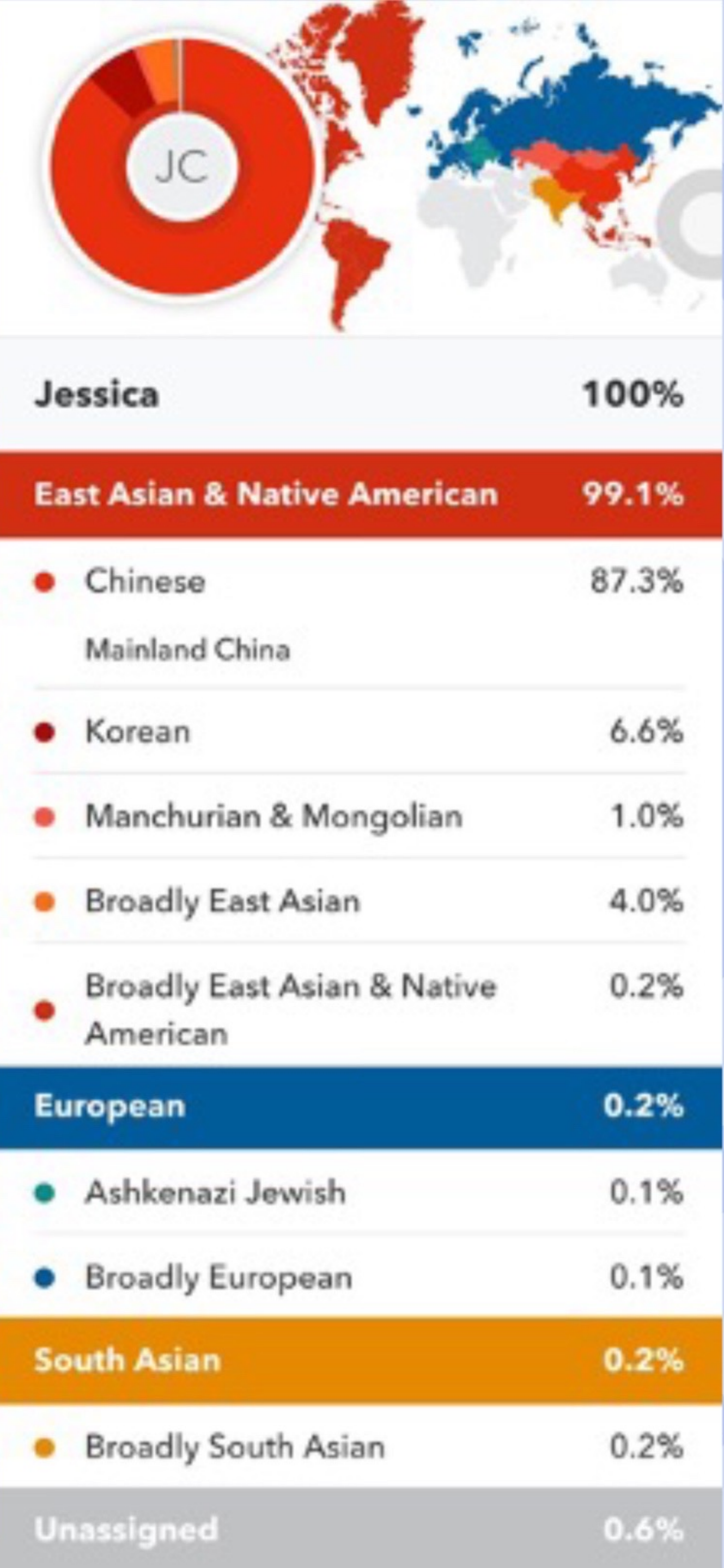


Cultural fingerprints are unique...

Nuanced.

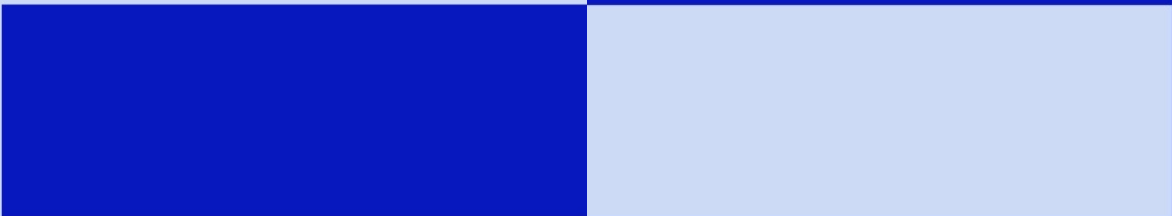
Complex.

Individual.



The balancing act...

**Culturally  
sensitive**



**Strategically  
pragmatic**

What is one thing they all have in

common?



A choice to travel and start a life a new

***“We came here for a better life”***

Ferdinand, New Migrant, Philippines

**With sacrifices felt, and acknowledged  
across generations**

***“I can’t imagine making a similar  
decision. The thought of having to  
even move across the other side of  
the city seems daunting already.”***

Darren, 2nd Gen, Phillippines

***“My parents cared so much  
for their children’s future”***

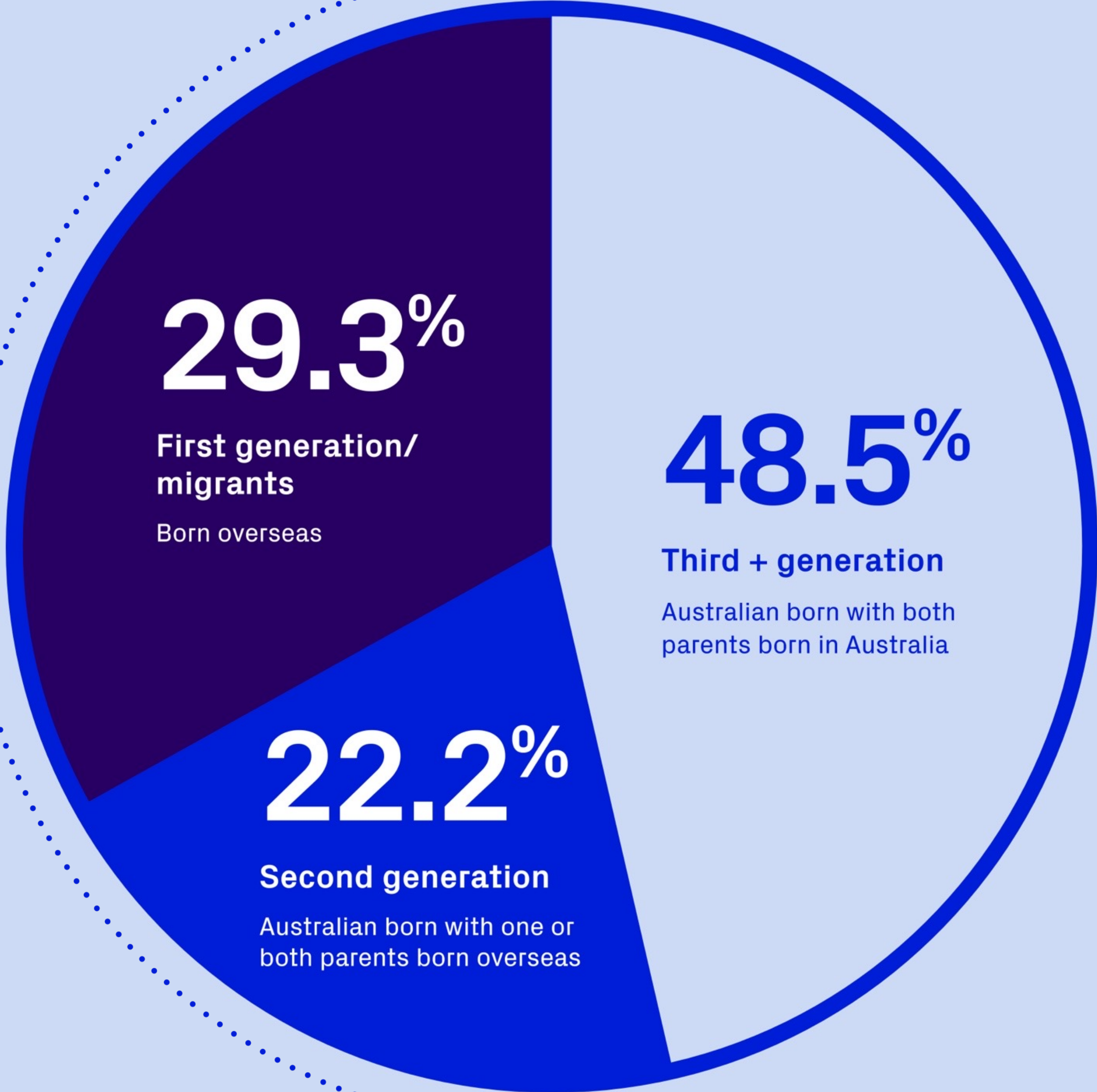
Luis, 2nd Gen, Phillippines



# An experience shared by many...

# 51.5%

Born overseas (first generation / migrants or have at least one parent born overseas (second generation))



# A significant opportunity...

More likely to be...

**EDUCATED**

49% more likely to have post grad qualifications

**AFFLUENT**

35% more likely

**EARLY ADOPTERS**

Auto, tech, household appliances, beauty

**\$330B**

Migrant contribution  
to Australia GDP

**10%**

Greater per capita  
economic contribution

**+8%**

LABOUR FORCE  
PARTICIPATION

# Culturally and Linguistically Diverse communities are driving this change.

communities are driving this change.

**+18%**

CALD communities\*\*

DRIVEN BY CHINA, INDIA, AND FILIPINO COMMUNITIES

**-2%**

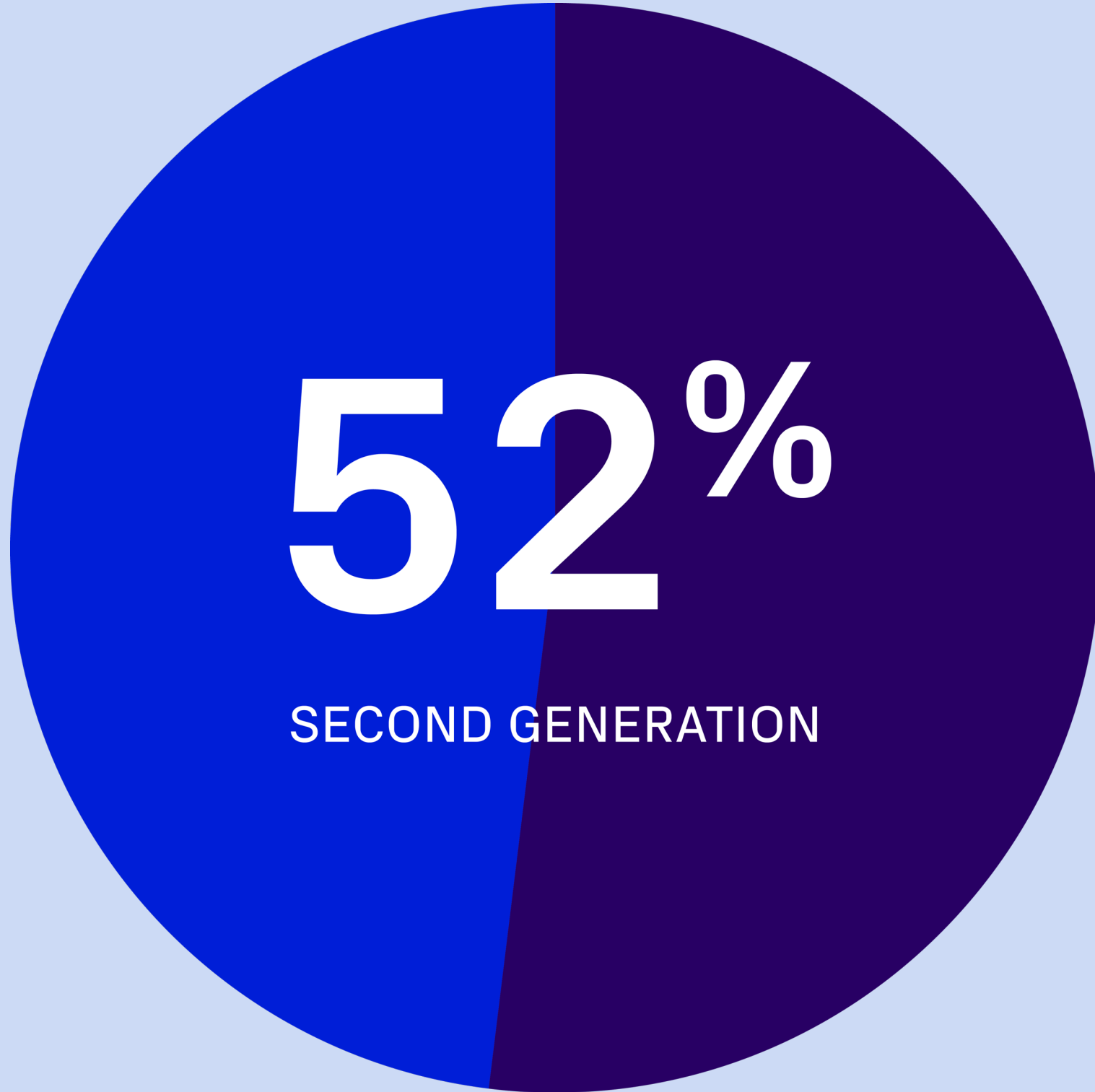
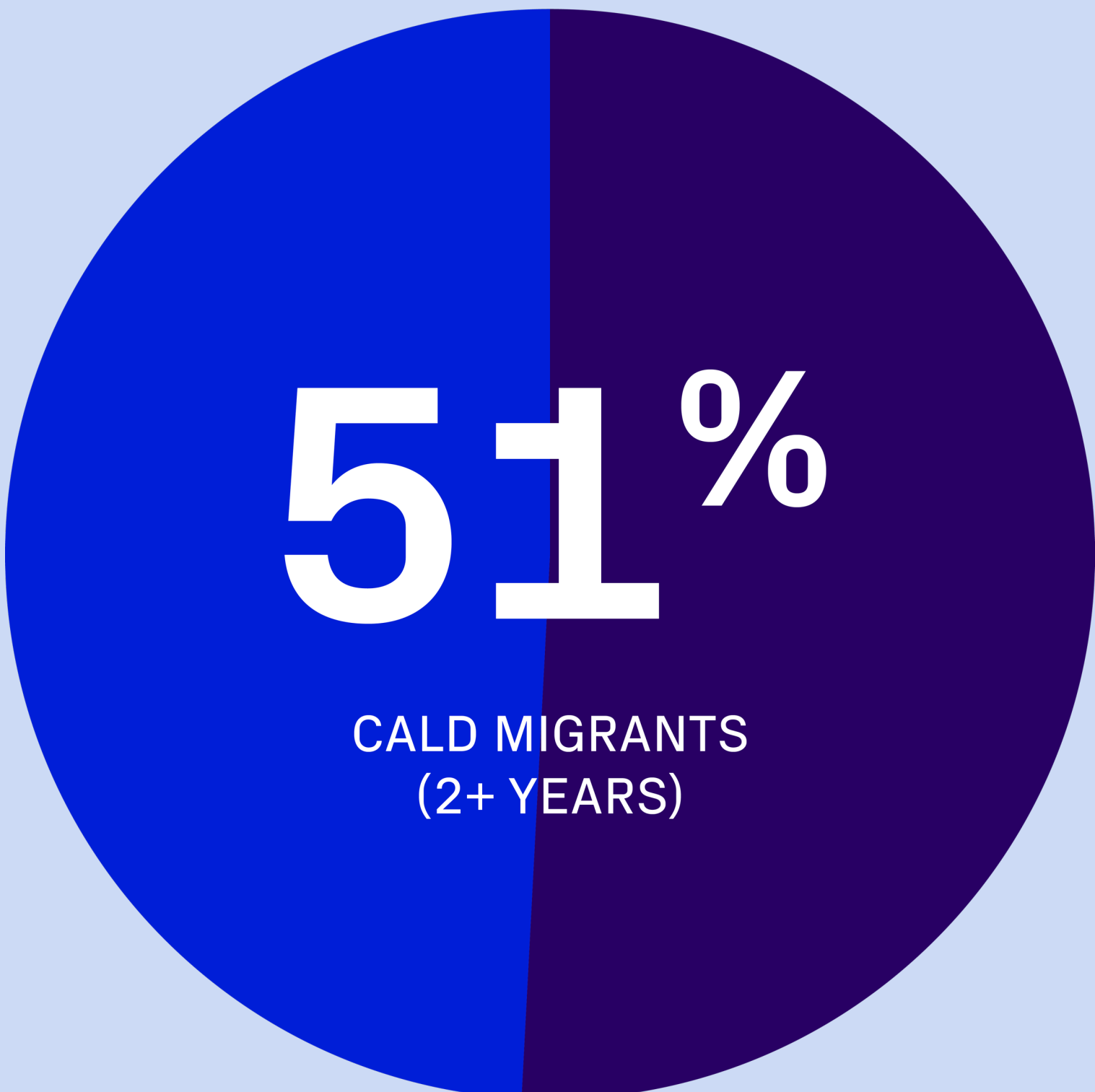
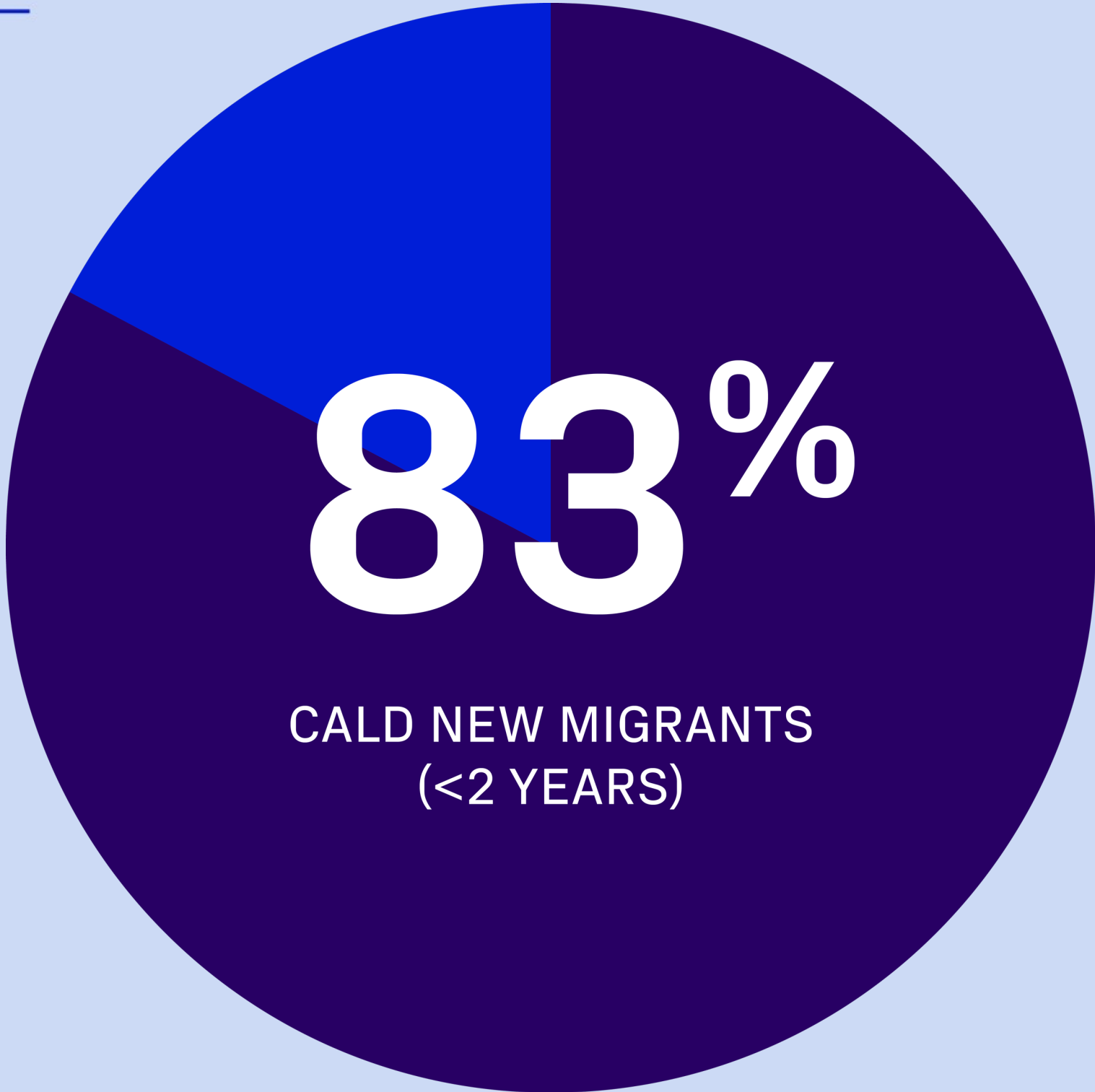
Non-CALD communities\*

AUSTRALIA'S OVERSEAS BORN POPULATION 2020 ESTIMATED CHANGE P5Y

# CALD are deeply aspirational and optimistic for what Australia has to offer.

## Aspirational

(% looking to get ahead in life)



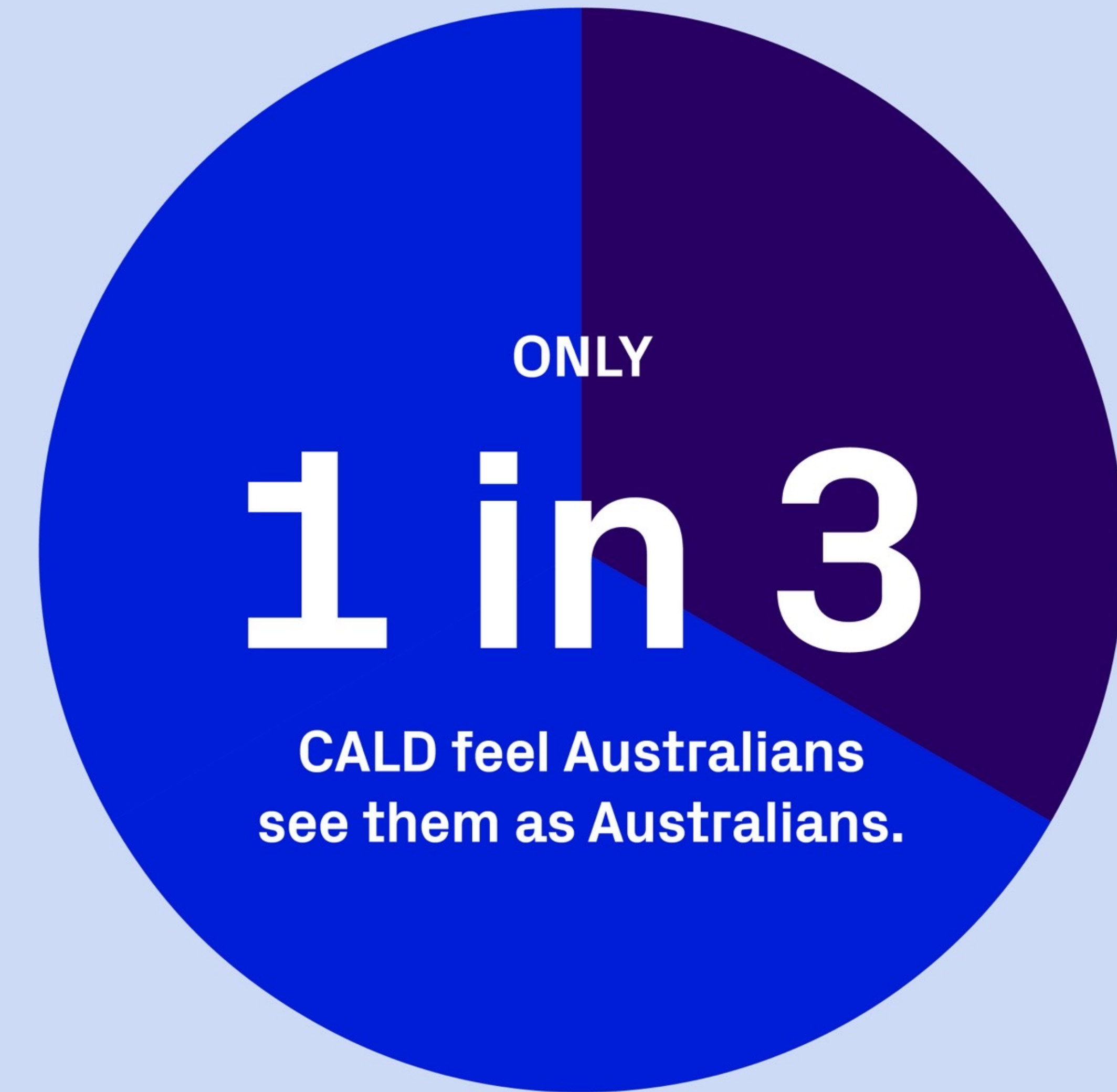
**There is clear business  
opportunity to engage.**

**Businesses are acting,  
*with the right intention...***

Yet there

is still a

disconnect.

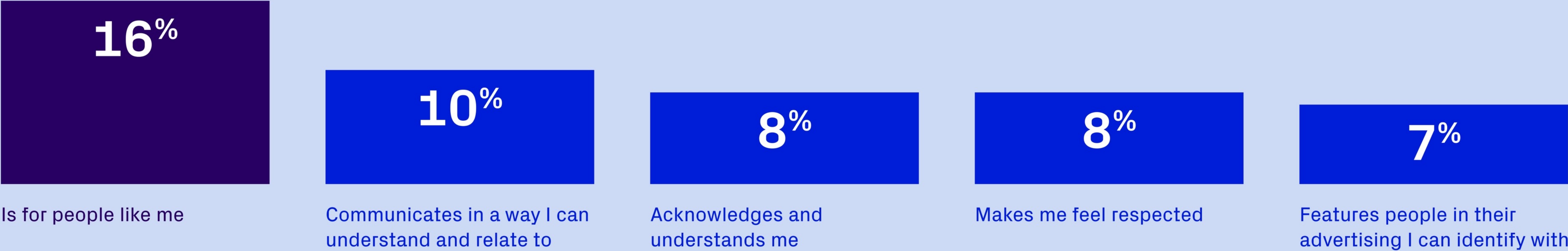


***“The truth is, seeing people like me in advertising is often a westernised version of what they understand my culture to be... If instead they involved me, or better understood me, they would have a more realistic connection with me.”***

Amanda, 2nd Gen, India

# Brands are struggling to *connect meaningfully.*

Across thirty local & global brands from a mix of categories:





So how can we do

# better?

How do we *better understand the deeper realities and challenges* our CALD communities face to turn good intentions into good outcomes?

What are the *practical principles* for brands to meaningfully connect and engage?



**Multiple voices.**

**Multiple stories.**

***A shared experience.***

# The shared passage from beginnings to belonging

## THE BEGINNINGS



Riding the thrill of the dream

The reality check

## THE TURBULENCE



The road bumps

## THE BELONGING



Reaching equilibrium



1.

**Universal truths on how brands  
can provide utility at beginnings**

# The Beginning is defined by a tension of:

**DREAMING**

**SURVIVAL**

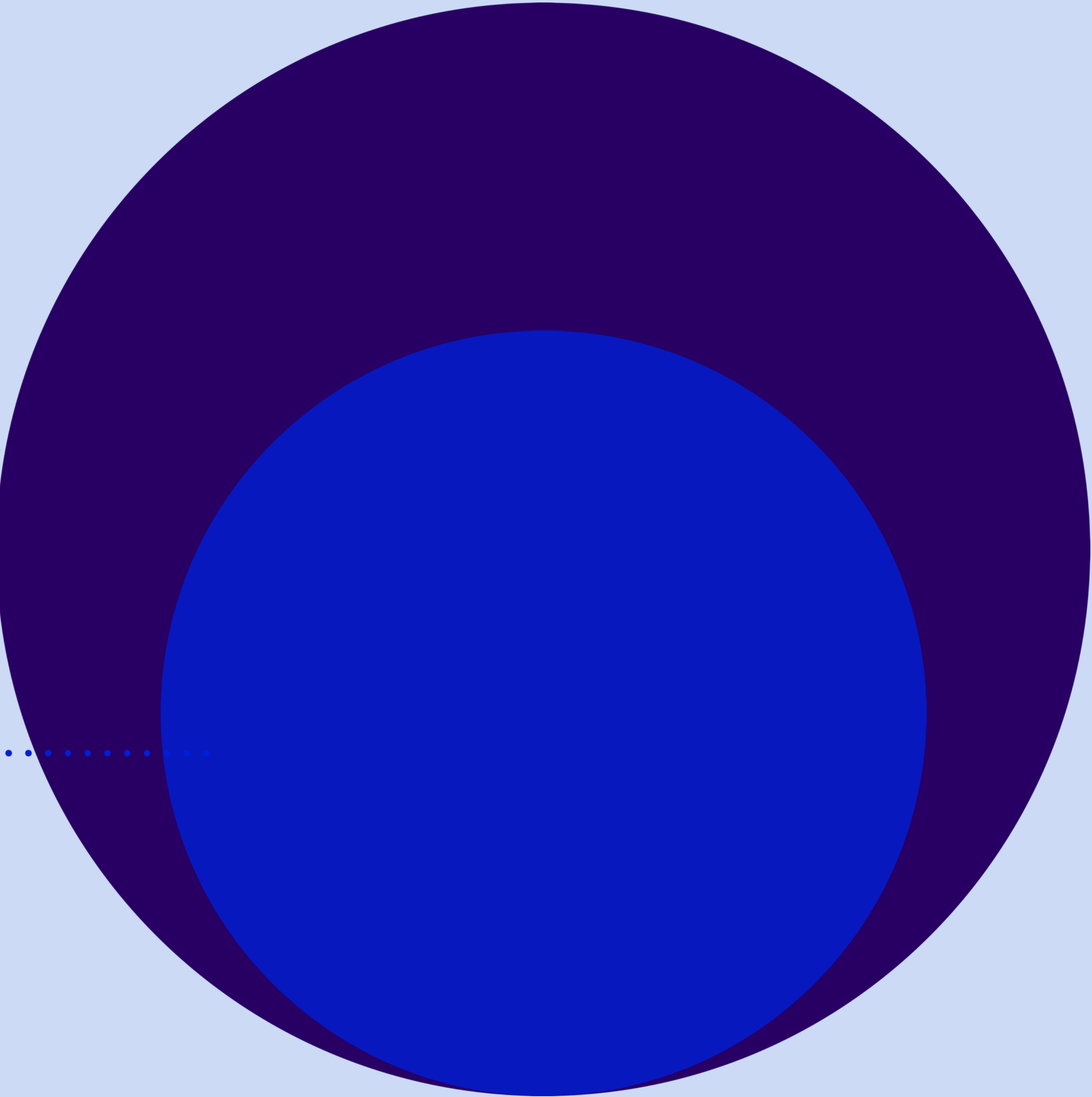
*“When I first arrived all things seemed rosy. But in a few weeks realised the grass is not always greener on the other side. Finding a job, facing racism, underlying discrimination.”*

Pearl, 1st Gen, India

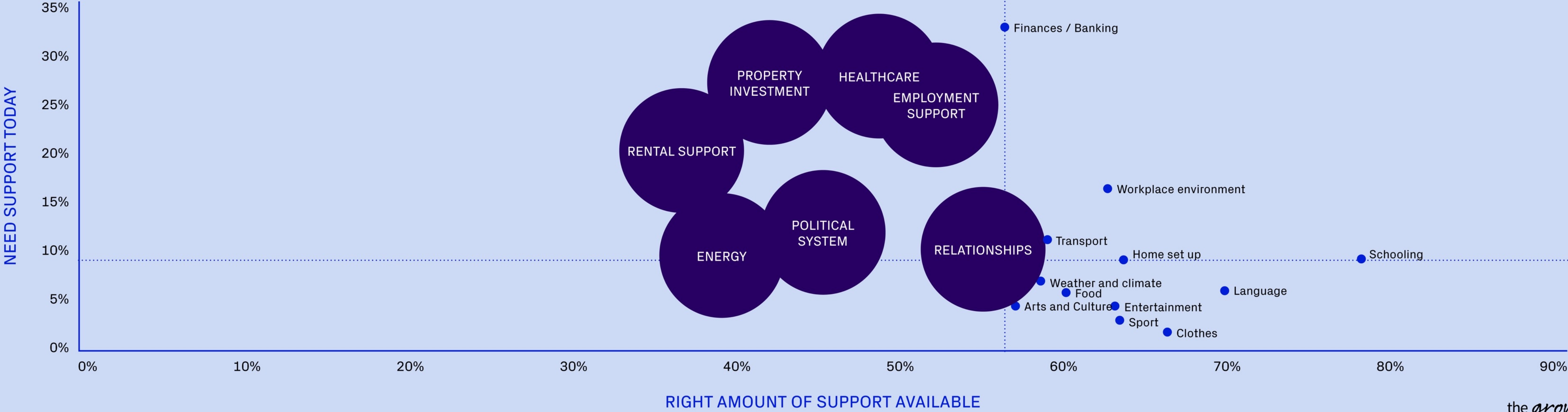
# They want and need help, but are not getting the level of *support they need*

**80%** of 1st/2nd Generation  
CALDs need support

**56%** ... are getting what they need



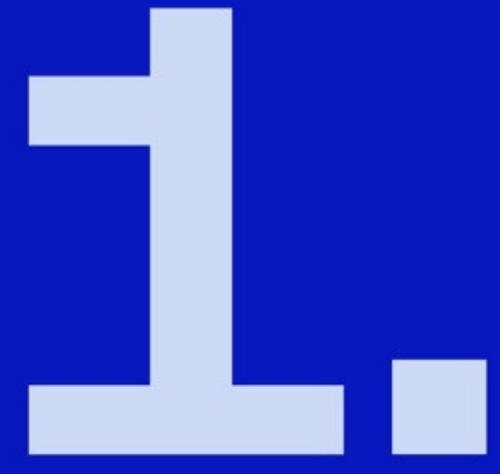
# There are immediate life needs in which CALD feel under served in both support and information available.



**But beyond this, there are some universal principles for brands to better connect at the Beginning**







## Demystify Aussie-isms.

*“Even though I used to work in an international bank and in a metro city, back in India and have a fluent English, it was difficult to understand the accents and jargons.”*

Supreet, 1st Gen, India

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**De-code Australian humour and slang –**  
let them in on the joke.

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**Don't assume they can read between the lines –**  
Give them the context behind the narrative.

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**Use visual cues –** support engagements with  
stories and voice.

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# 2.

## Support aspirations and drive.

*“I am able to work in a job that I like and earn a decent money which I am able to buy that things that I want. One of the best thing I would say is the healthcare system I can now afford to take care of my health both physical and mental.”*

Ferdinand, New Migrant, Philippines

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Inspire through stories they can relate to – share and celebrate the experiences of people who have ‘made it’.

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Open doors and enable their aspirations – Content that shortcuts their decision making.

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Connect them to the Australian culture through must-see and must-do lists.

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# 3.

## Use trusted peer networks as on-ramps.

*“It took my dad months to find a job in the 1992 recession. With limited cash saved up, we were helped by our friend group and also by organisations such as our church and Vinnies, providing items we didn’t initially have such as thicker blankets for the winter and some furniture etc.”*

Don, 1st Gen, Philippines

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**Harness the multiplier effect in CALD communities** – by improving shareability.

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**Stimulate conversation** and contribution where the natural inclination is to be an observer.

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# 2.

**Nuanced opportunities brands  
can play to help people foster  
their belonging**

We need to better understand their fundamental ambition

to belong

***Belonging* is not about  
disappearing into  
Australian culture.**

It's about the ***bridging of  
cultures*** to help individuals  
find their own equilibrium

***“Life in Australia is like a home away from home. I actually feel like a child with two mothers, one gave me birth and the other one is sustaining me.”***

Supreet, 1st Gen, India

**So then, how can we help CALD Australians find a *balance between their two worlds.***

*“Moving to Australia and having that experience of bridging two cultures is extremely formative.*

*Anyone that does this ultimately makes a choice about which parts of which culture they choose to incorporate into the person they are.”*

Don, 1st Gen, Philippines





# Equilibrium comes from *tuning the balance* of different components of life

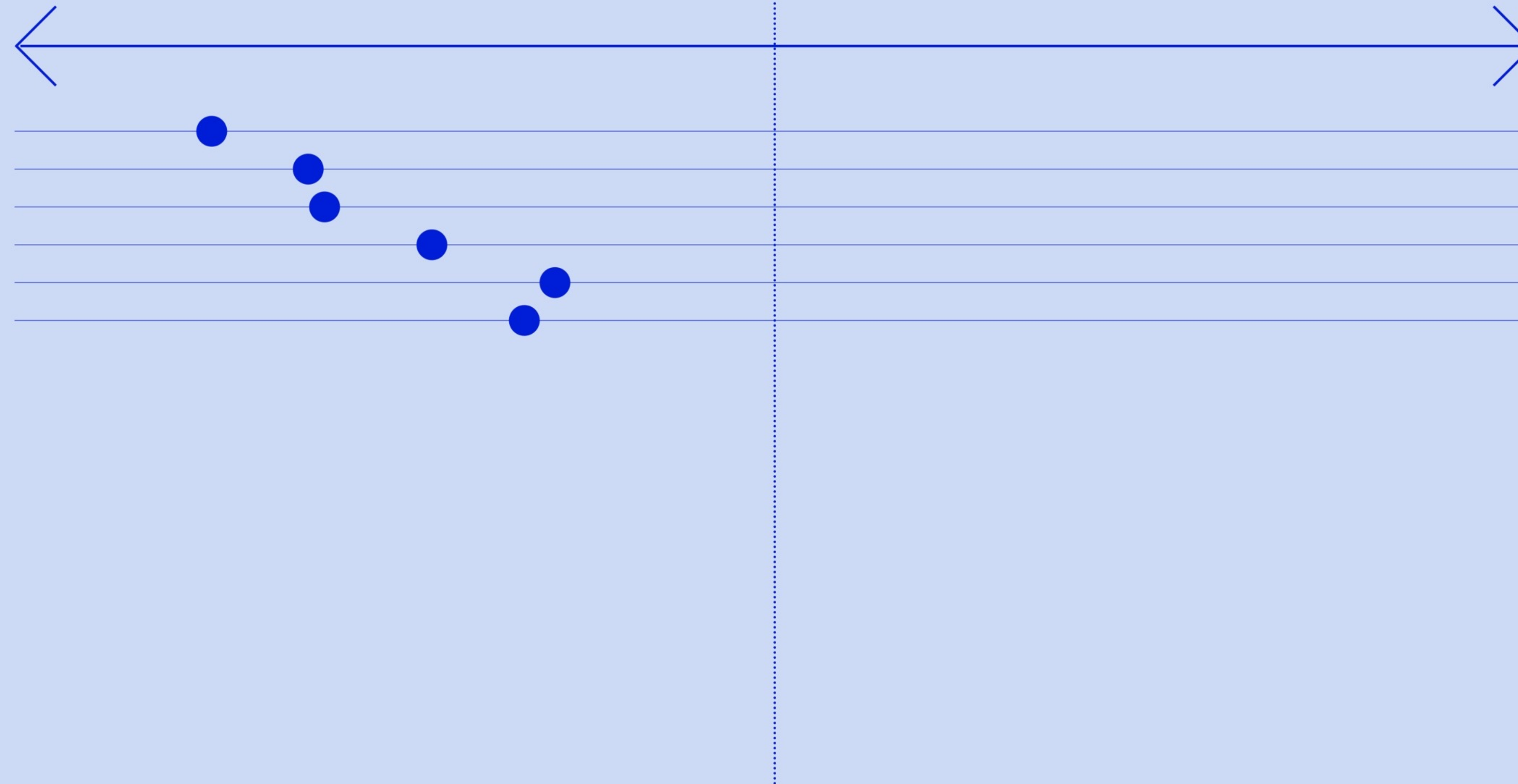


# The choices CALD Australians make around what to hold onto vs lean into have clear themes.



LEAN INTO FAMILY CULTURE / HERITAGE

- Family values
- Religion
- Food
- Spirituality
- Celebrations
- Sense of humour



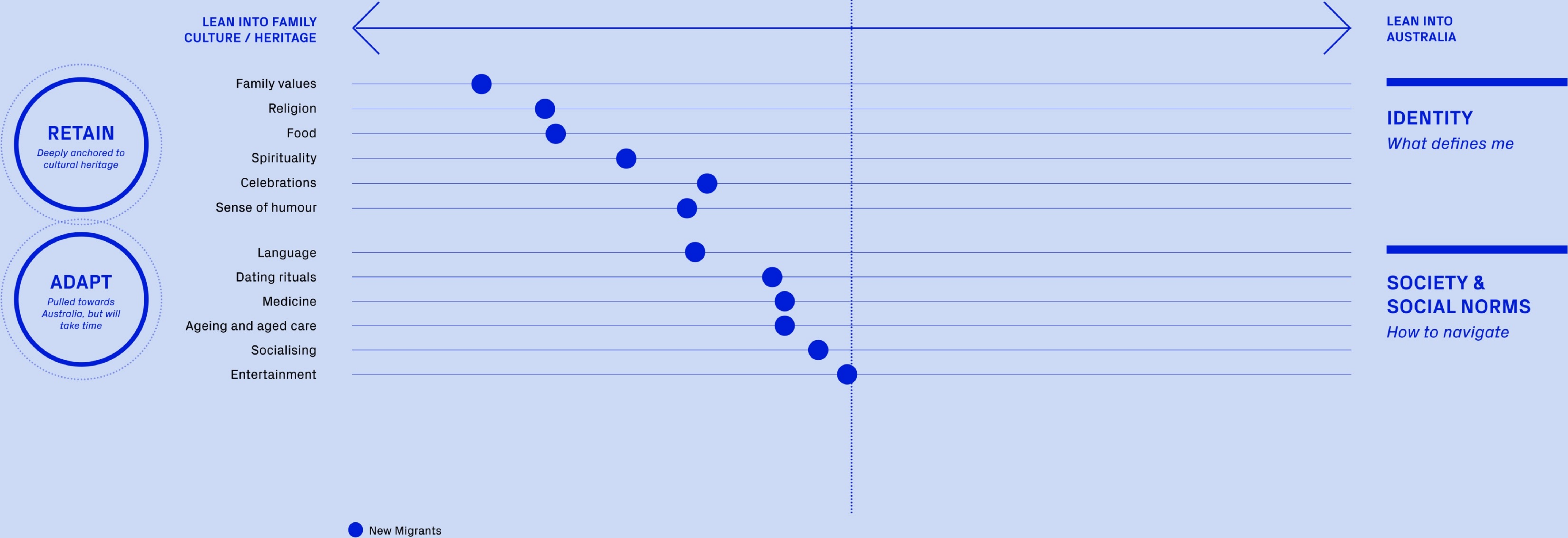
LEAN INTO AUSTRALIA

**IDENTITY**

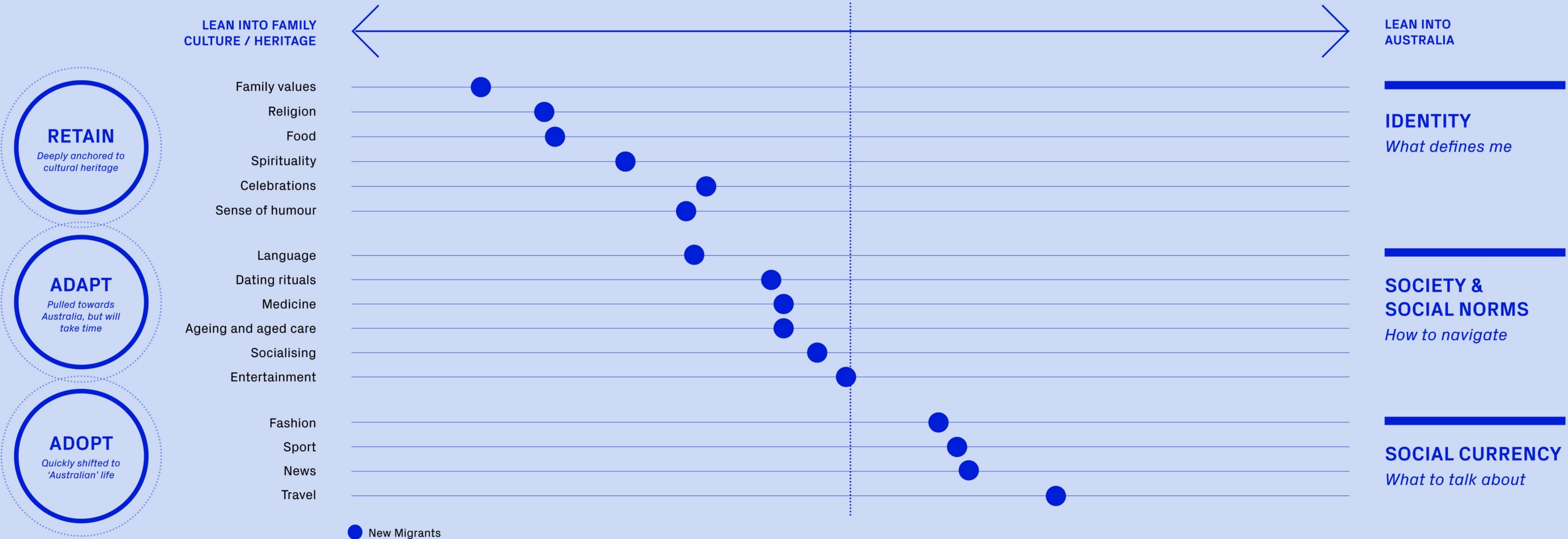
*What defines me*

● New Migrants

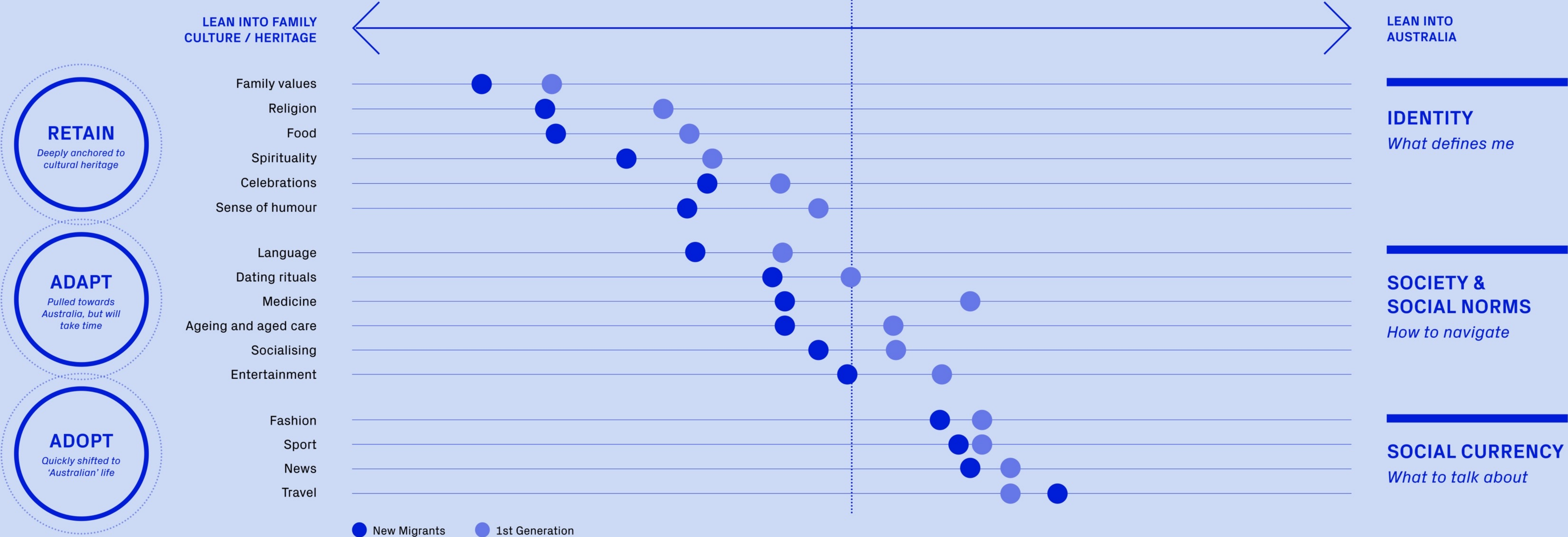
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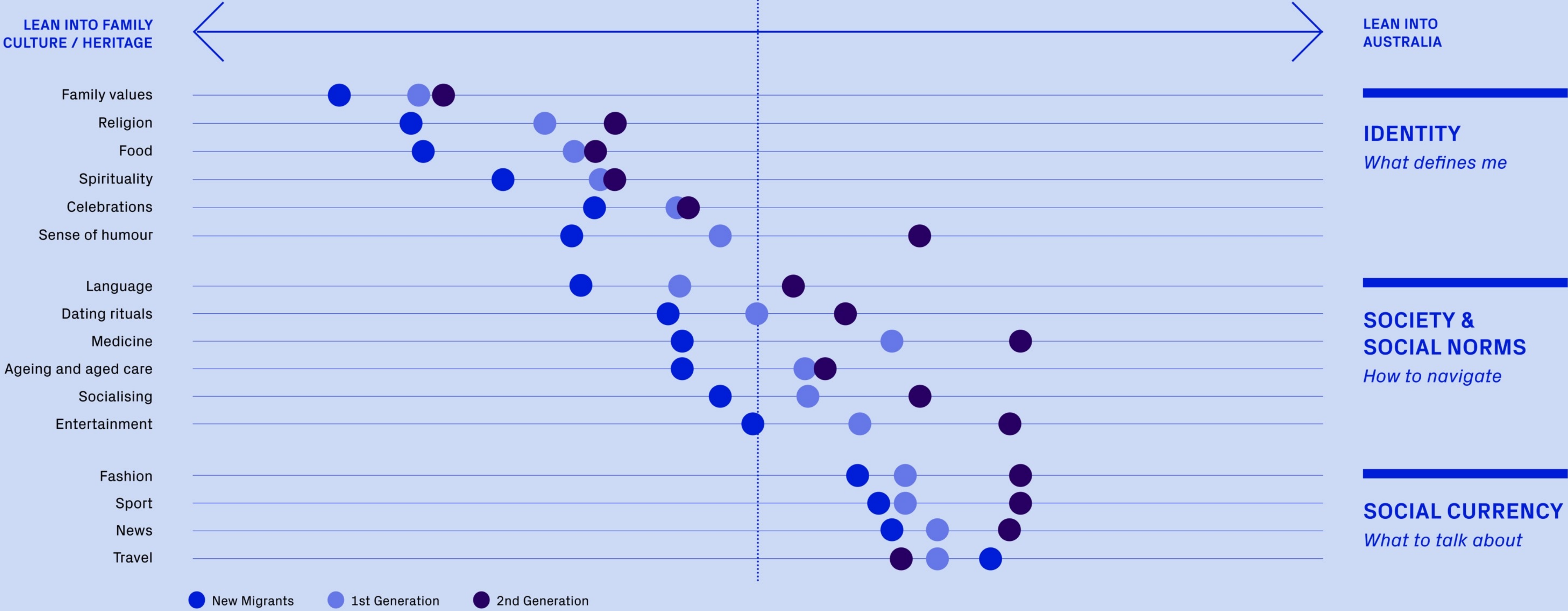
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# And over time, some components shift more than others



# And over time, some components shift more than others



**IDENTITY**  
*What defines me*

**SOCIETY & SOCIAL NORMS**  
*How to navigate*

**SOCIAL CURRENCY**  
*What to talk about*

so what can we do?



# RETAIN

*Deeply anchored to own  
cultural heritage*

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***Acknowledge***  
Champion the rituals

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***Celebrate***  
Make it special by sharing

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***Immerse***  
Accomodate without marking

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# ADAPT

*If you are part of the  
infrastructure of daily  
life, help enable*

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***Inform***

No assumptions

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***Support***

Check in

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***Empower***

Provide the map

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# ADOPT

*If you want to attract  
and build relationships  
early, invite them in*

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## *Show*

Be the shop window

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## *Invite*

Put them in the picture

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## *Engage*

Be the dream

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Parting thoughts...

**How effectively are you engaging and unlocking the potential of this audience?**

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**How consistent are you in delivering utility at The Beginnings?**

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**What role do you play in their pursuit of Belonging?**