



Ethnic Communities
Council of Queensland



Increasing CALD participation and winning clients

Presented by
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Acknowledgement

I would like to show my respect and Acknowledge the Traditional Custodians of the Land, of Elders past and present, on which this meeting takes place.

PICAC – Partners in Culturally Appropriate Care

- ▶ Funded by the Commonwealth Dept. of Health
- ▶ Australia-wide program
- ▶ Over 25% of the Australian population was born overseas
- ▶ CALD consumers have a considerably lower rate of participation
- ▶ The PICAC program works to close that gap by:
 - Working with communities to raise awareness of aged care and related services
 - Working with organisations by helping them to become better equipped to service multicultural communities and more attractive to CALD clients

Panel Discussion - Aims

- ▶ Discuss the specific needs of multicultural communities
- ▶ Discuss what organisations can do to become more competitive in a consumer-oriented marketplace

Community Projects and Partnerships

Two years ago, Outcomes Plus in partnership with PICAC ran a series of workshops aiming at increasing participation of CALD communities in service provision.

Stages of the project:

- Demographic analysis
- Community Consultation
- Identification of barriers
- Production of manual
- Workshops