



ASIC

Australian Securities & Investments Commission

Humanitarian entrants and credit and debt education project (CALD project):

An update from ASIC's Credit Outreach Team

October 2011

Purpose and Background

This paper provides an update on the Credit Outreach Team's credit and debt education project for culturally and linguistically diverse (CALD) consumers. The CALD project aims to address the financial literacy needs of humanitarian entrants to Australia.

The CALD project **objectives** and **strategies** were informed by research and stakeholder consultation. Key findings included:

- The financial information and education needs of humanitarian entrants can differ greatly depending on their experiences in their country of origin. Some of the issues faced upon arrival in Australia are:
 - Limited money management knowledge and/or skills
 - Vulnerability to predatory lending and/or informal lending arrangements
 - Lack of understanding about rights and responsibilities in a contract situation
 - Unsure about where or how to seek help if they have a problem
- There are issues specific to women and families, in particular around receipt of income support from the Government.
- Key messages about money need to be consistent when communicated across different educational mediums.
- Visual and story based educational tools can be highly effective in reaching CALD consumers.

Objectives of the project

The **objectives** of the CALD project are to:

- Develop and maintain effective relationships with key external stakeholders, including the Department of Immigration and Citizenship (DIAC), Centrelink and the peak settlement bodies (the Refugee Council of Australia, the Settlement Council of Australia and the Federation of Ethnic Communities Councils of Australia).
- Develop and provide resources for targeted agencies which will enable them to inform clients who are humanitarian entrants about managing a range of financial literacy issues.
- Develop and provide educational resources and information which reach humanitarian entrants on financial literacy topics and issues through direct communication channels (including fact sheets and community radio)

Target Audience

Our **target audiences** are:

- DIAC funded Humanitarian Settlement Strategy (HSS) and Settlements Grant Program (SGP) community workers.
 - Community leaders, bi-lingual workers, settlement information officers, volunteers and other stakeholders engaged in asylum seeker support.
 - Adult Migrant English Program (AMEP) and Language, Literacy and Numeracy Program (LLNP) providers.
 - Humanitarian entrants who have arrived in Australia in the last five years (latest groups include people of Burmese, Karen, Iraqi, Afghan, Bhutanese and Sudanese backgrounds).
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Project components

Educational resource kit	
Activities	<ul style="list-style-type: none"> • DIAC's National Onshore Orientation Framework on money management topics is the basis for the kit content. • Educational resource kit to be provided in hard copy for HSS and SGP providers on ten money management topics in three different formats (introductory level photo stories, intermediate level learning activities and independent learner fact sheets). • Money management topics include: household budgets, saving money, paying bills, contracts, banking, credit, types of credit, debt, working in Australia and insurance. • ASIC held nine feedback sessions on draft kit content in July 2011 with stakeholders in cities across Australia. Participants included HSS and SGP workers, AMEP and LLNP representatives and other community stakeholders. Participants provided important feedback on the format and content of individual chapters. Their feedback has been used to make revisions to the kit. • Photo stories on the ten topics are currently in production. A photo story is a series of static photo images combined with a story that is read aloud to the listener when played from a DVD. It is a simple way of conveying what can be a complex message through using a story. • Audio stories on the ten topics will also be included in the resource kit on CD. • ASIC's Credit Outreach Team will roll out the resource kit in March 2012 using a Train the Trainer approach via DIAC's National Training Calendar. • The kit resources will also be made available on the ASIC MoneySmart web site for use by other agencies, e.g. Centrelink, State Government Multicultural offices, community legal centres supporting humanitarian entrants and various ethnic associations via networks including Ethnic Communities Councils.
Due	<ul style="list-style-type: none"> • March 2012

Translated fact sheets	
Activities	<ul style="list-style-type: none"> • Ten fact sheets for newly arrived communities on money management topics: household budgets, saving money, paying bills, contracts, banking, credit, types of credit, debt, working in Australia and insurance. • Information is being conveyed in simple wording with supporting imagery. • Fact sheets will be translated into 14 newly arrived languages (Arabic, Assyrian, Burmese, Dari, Dinka, Farsi, Hazaraji, Karen, Kirundi, Nepalese, Nuer, Sudanese Arabic, Swahili and Tamil). We have been guided by DIAC in choosing these languages and are advised that these are the languages most spoken by recent humanitarian entrants to Australia. • Eleven fact sheets for migrant settled communities on types of credit products in 10 languages including Arabic, Cantonese, Mandarin and Vietnamese. These fact sheets will be available for download from the MoneySmart website.
Due	<ul style="list-style-type: none"> • October 2011 (settled populations) • March 2012 (new and emerging)

Ethnic community radio messaging	
Activities	<ul style="list-style-type: none"> • Ethnic community radio campaign involving community service announcement/s to deliver key messages to humanitarian entrants on ten money management topics: household budgets, saving money, paying bills, contracts, banking, credit, types of credit, debt, working in Australia and insurance. • Each segment is scripted in conversational style and has key messages for the listener to understand. • Ten radio segments have been translated into 14 newly arrived languages (Arabic, Assyrian, Burmese, Dari, Dinka, Farsi, Hazaraji, Karen, Kirundi, Nepalese, Nuer, Sudanese Arabic, Swahili and Tamil). • Segments are being tested by consumers and community settlement workers for comprehension and cultural appropriateness. • Messaging will roll out in March 2012 on new and emerging radio programs across Australia.
Due	<ul style="list-style-type: none"> • March 2012

Local initiatives	
Activities	<ul style="list-style-type: none"> • ASIC Credit Outreach Team is partnering with settlement providers and other key stakeholders in States/Territories to develop and deliver locally based initiatives based on stakeholder needs. • Presentations about the project and credit have been delivered to stakeholders across the country. • ASIC has partnered with Centrelink to keep stakeholders informed of the project through Centrelink Multicultural Forums. • An information stall in partnership with local service providers was held at the Moon Festival in Sydney on September 4, outreaching to consumers from CALD backgrounds. • A Western Sydney Community Forum on financial health, reaching many CALD stakeholders, was held on September 28. • Comprehensive communications strategy includes promoting the campaign through materials produced by the Federation of Ethnic Communities Councils of Australia (FECCA), Refugee Council of Australia, Centrelink and DIAC. • Upcoming presentations: FECCA conference on November 17 and the Australian Cultural Orientation (AUSCO) Conference November 16 and 17. • Credit Outreach is working with other Government and non-government stakeholders to develop a consumer map on assistance pathways for CALD consumers.
Due	<ul style="list-style-type: none"> • March 2012

Adult Migrant English Program (AMEP) and Language Literacy and Numeracy Program (LLNP)

Activities	<ul style="list-style-type: none">• Educational resource kit material will be available for use in AMEP and LLNP curriculums.• ASIC has met with DIAC - AMEP Branch and the Department of Education Employment and Workplace Relations (DEEWR) at a national level. Both agencies are interested in opportunities to use kit materials for the AMEP and LLNP.• AMEP and LLNP instructors participated in July feedback sessions on the resource kit content and tested materials with their students.
Due	<ul style="list-style-type: none">• March 2012

Internal stakeholder component

Activities	<ul style="list-style-type: none">• Assist ASIC staff to identify needs in working with CALD consumers.• Roll out initiatives, including cultural awareness training.• Enhanced ASIC practices as identified, including increased accessibility to ASIC services (telephone interpreting service, MoneySmart consumer web site).
Due	<ul style="list-style-type: none">• March 2012

Project Team Details

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