



Government of **Western Australia**
Office of **Multicultural Interests**

Western Australian *Multicultural Community* *Service Awards* **2009**

NOMINATION FORM AND GUIDELINES

“Recognising individuals and organisations who achieve excellence and innovation in advancing multiculturalism, inclusiveness and participation.”

**Nominations close:
5.00pm, Friday 30th October 2009**



Government of Western Australia
Small Business Development Corporation
State Migration Centre



Western Australian Multicultural Community Service Awards 2009

NOMINATION FORM AND GUIDELINES

The Western Australian Multicultural Community Service Awards recognise individuals and organisations who achieve excellence and innovation in advancing multiculturalism, inclusiveness and participation through substantive equality in the provision of services to culturally diverse communities.

It is important to recognise people in the community who are working to promote the ideals of multiculturalism, social inclusion and the right of every Western Australian to participate fully in our society regardless of different linguistic, religious, racial, and ethnic backgrounds.

Many individuals and organisations are working quietly behind the scenes to advance multiculturalism in this State. The Western Australian Multicultural Community Service Awards 2009 provide an opportunity to acknowledge the positive contributions in the areas of empowering culturally diverse groups, combating racism and promoting social justice.

A Business Migrant of the Year award is now available as part of the Western Australian Multicultural Community Service Awards. This new award acknowledges an outstanding business owned and operated by a person from a CaLD (Culturally and Linguistically Diverse) background.

The Western Australian Multicultural Community Service Awards are coordinated by the Office of Multicultural Interests, sponsored by the Small Business Development Corporation and supported by Lotterywest.

The Award Categories

The Award Categories

There are three Award categories:

1. **Individual** – nominations are open to all members of the Western Australian community. Up to five Awards are available.
2. **Organisational** – nominations are open to all organisations operating in the Western Australian community. Not-for-profit organisations and Local, State and Commonwealth agencies located in Western Australia are eligible. At the discretion of the Selection Panel one or more Awards are available.
3. **Business Migrant of the Year** – nominations are open to persons from culturally and linguistically diverse (CaLD) backgrounds who own and operate a local Western Australian registered business. One Award is available.

How to nominate

1. Complete the Nomination Form – pull out and fill in the Nomination Form found in this booklet or download the complete nomination form at www.omi.wa.gov.au
2. For nominations in the individual and organisational categories answer the following three key questions. Each question should be answered in no more than 250 words.
 - a. How has the individual or organisation contributed to advancing and promoting the principles of multiculturalism in Western Australia, including equality and full participation of culturally and linguistically diverse (CaLD) communities in social, economic and cultural life?
 - b. How has the individual or organisation helped individuals and groups to remove barriers to equity experienced by culturally and linguistically diverse (CaLD) communities, including racism and discrimination?

- c. Please describe the impact that the individual or organisation has had on achieving better outcomes and substantive equality in the provision of services to ethnic, religious or indigenous communities?

For the Business Migrant of the Year Award category answer the following three key questions. Each question should be answered in no more than 250 words.

- a. Briefly show in what ways the business is successful in developing the following:
- Business Model (Products/services; Marketing; Staffing; Vision)
 - Customer Care (Attracting/Retaining Customers; Customer satisfaction)
- b. How has the business expanded using:
- Innovative practices
 - Its knowledge of overseas and local markets
 - Its multicultural networks (eg. people to people links)
 - The skills of its diverse workforce
- c. How has the business contributed to and highlighted the economic and social benefits of cultural diversity and promoted multiculturalism as an economic asset for Western Australia?

3. Attach supporting documentation

- Copy of a current Curriculum Vitae/Resume (for Individual category only)
- Reference letter of support – a letter supporting the nomination (reference letter cannot be from the nominator).
- Contact details for a telephone referee who can be contacted for further information on the nomination (telephone referee can be nominator).
- Copy of Business Plan or equivalent outlining details of the business vision, direction, financial viability and product / service development. (for Business Migrant of the Year Category only)
- Any other supporting documentation e.g. media clippings, testimonials, brochures, advertising material (optional)

4. Please post or hand-deliver all nomination documentation including the Nomination Form, answers to key questions and supporting documentation to the Office of Multicultural Interests. Nominations are to be addressed as follows:

Western Australian Multicultural Community Service Awards 2009

Office of Multicultural Interests

Department of Local Government

Dumas House

2 Havelock Street

WEST PERTH WA 6005

Nominations close: **5.00pm, Friday 30th October 2009**

Completing the three key questions (selection criteria) – HINTS

The Awards Selection Panel can better assess the extent of the contribution and the value of the nominee's work when practical examples are given.

For each key question please identify at least one real situation that the nominee has been working in and describe:

- The situation or environment
- The nominee's role
- The aim of the activities
- The outcome of the activities
- The feedback from participants
- The positive impact on the target group/s or community/ies.

Key question

How has the individual or organisation contributed to advancing and promoting the principles of multiculturalism in Western Australia, including equality and full participation of culturally and linguistically diverse (CaLD) communities in social, economic and cultural life?

HINTS:

Multiculturalism Defined

Multiculturalism recognises the cultural and ethnic diversity of Western Australians. As a public policy, multiculturalism promotes equality, mutual respect and full participation in political social and economic life, regardless of linguistic, religious, racial or ethnic background.

In Western Australia, multicultural policy is based on four key principles which are set out in the Western Australian Charter of Multiculturalism. These are:

Civic Values – commitment to Australia and the basic values and structures of Australian democracy and respect for individual freedom and dignity of all members of society.

Fairness – public policies free of prejudice, discrimination and exclusion on the basis of origins, perceived ‘race’, culture, religion, ethnicity and nationality.

Equality – equal opportunity for everyone to achieve their full potential.

Participation – equitable participation by all Western Australians in social and economic life, irrespective of origins, culture, religion, ethnicity or nationality.

Key Question

How has the individual or organisation helped individuals and groups to remove barriers to equity experienced by culturally and linguistically diverse (CaLD) communities, including racism and discrimination?

HINTS:

Culturally and Linguistically Diverse (CaLD)

Culturally and linguistically diverse refers to the wide range of cultural groups and individuals that make up the Australian population. It includes groups and individuals who differ according to religion, race, language and ethnicity. For ease, CaLD is commonly used as an abbreviation for culturally and linguistically diverse.

Racism

A belief or ideology that creates artificial social divisions on the basis of characteristics or abilities specific to a particular “race” which distinguishes it as being either superior or inferior to another “race” or “races”.

Discrimination

Discrimination occurs when a person, or a group of people, are treated less favourably than another person or group because of age; race; colour; national or ethnic origin; sex; pregnancy or marital status; disability; religion; sexual orientation; or some other central characteristic.

Discrimination happens when a person is denied the opportunity to participate freely and fully in normal day-to-day activities. It might include harassment or victimisation in the workplace; being unable to gain physical access to a building or facility; being denied goods and services; difficulty in obtaining appropriate accommodation and housing; or not being able to join a trade union.

Discrimination is characterised into two forms:

- Direct (overt) discrimination occurs when one person or group of people receive less favourable treatment than another person or group in the same position would

have received on the grounds of their age, race, colour, national or ethnic origin; sex, pregnancy or marital status; disability; religion; sexual orientation; or some other central characteristic.

- Indirect (covert) discrimination includes practices and policies that appear to be 'neutral' or 'fair' because they treat everyone in the same way but adversely affect a higher proportion of people of a group of people characterised by age, race, colour, national or ethnic origin; sex; pregnancy or marital status; disability; religion; sexual orientation; or some other central characteristic. It can occur even when there is no intention to discriminate.

Key Question

Please describe the impact that the individual or organisation has had on achieving better outcomes and substantive equality in the provision of services to ethnic and religious minorities or indigenous communities?

HINTS:

'Minority' communities

Everyone belongs to an 'ethnic group' of one sort or another. However, non-dominant ethnic groups are often referred to as 'minorities'. Minority groups can include ethnic, religious and linguistic minorities.

Equality

Formal Equality – prescribes equal treatment of all people regardless of circumstances, on the understanding that all have the same rights and entitlements. Its underlying logic is that by extending equal rights to all, inequality has been eliminated. Sameness of treatment is equated with fairness of treatment. Formal Equality does not take into account the accumulated disadvantage of generations of discrimination or the disadvantage faced by groups by a system that fails to recognise different needs.

Substantive Equality – involves achieving equitable outcomes as well as equal opportunity. It takes into account the effects of past discrimination. It recognises that rights, entitlements, opportunities and access are not equally distributed throughout society. Substantive Equality recognises that equal or the same application of rules to unequal groups can have unequal results.

Where service delivery agencies cater to the dominant, majority group, then people who are different may miss out on essential services. Hence, it is necessary to treat people differently because people have different needs.

Key Question

Briefly show in what ways the business is successful in developing the following:

1. Business Model (Products/services; Marketing; Staffing; Vision)
2. Customer Care (Attracting / Retaining Customers; Customer satisfaction)

HINTS:

Business Model - Products/Services: Does the business have innovative products/ services?

Business Model - Marketing: Does the business have a marketing strategy? What is it and is it effective?

Business Model - Staffing: What sort of strategies does the business employ for recruiting, training and retaining staff?

Business Model - Vision: Does the business have plans for growth? What are they?

Customer Care: How does the business respond to and cater for its culturally and linguistically diverse clients?

Selection Process

The Minister for Multicultural Interests and Citizenship will appoint an independent Awards Selection Panel to review each nomination. Selection Panel members are chosen for their expertise, knowledge and experience in multicultural issues and, in respect of the Business Migrant of the Year Award, understanding of business management.

The selection process may require further information and the Panel reserves the right to make additional inquiries. Up to five Multicultural Community Service Awards will be presented to individuals, one or more Multicultural Community Service Award/s to organisation/s and one Business Migrant of the Year Award to a business owner. The decision of the Panel is final. No further correspondence will be entered into.

In addition to the open nomination process the Awards selection panel reserves the right to hold a closed nomination process whereby Panel members can submit nominations directly for any of the Awards.

Selection Criteria

The Awards Selection Panel will use the following criteria in their assessment of each nomination.

The extent to which the nominee has:

1. Contributed to advancing and promoting the principles of multiculturalism in Western Australia.
2. Provided an information exchange between communities to enhance communication and understanding among culturally and linguistically diverse (CaLD) individuals and groups to facilitate in full participation in social, economic and cultural life.
3. Identified and removed barriers experienced by CaLD communities, including racism and discrimination.
4. Delivered initiatives that have enhanced the effectiveness of service delivery to CaLD communities. This includes developing capacity developing projects and modifying or expanding services to ensure they reach CaLD communities.
5. For the Business Migrant of the Year category the extent to which:
 - The business has highlighted the economic benefits of cultural diversity
 - Innovative practices, knowledge of overseas markets and the skills of its diverse workforce has been used to expand its business.

Prizes and Presentations

A Multicultural Community Services Award will be presented to each winner. Award winners will not receive cash prizes however they will be given the opportunity to nominate a not-for-profit or other charitable organisation of their choice who will receive \$1,000 (see Eligibility and Conditions of Entry)

All applicants will receive an invitation to attend the Western Australian Multicultural Community Service Awards Presentation evening on Tuesday 1 December, 2009.

Winners of the Western Australian Multicultural Community Service Awards will be acknowledged in different ways, including announcements in the media and other publicity associated with the event.

Eligibility and Conditions of Entry

- Award winners will not receive cash prizes however they will be given the opportunity to nominate a not-for-profit or other charitable organisation of their choice, who will receive \$1,000. The not-for-profit or other charitable organisation must provide services to people from culturally and linguistically diverse backgrounds.

- Award winners cannot nominate an organisation to receive the \$1,000 where there is a conflict of interest arising from a personal or other involvement. This includes but is not limited to the involvement of a family member, relative or friend in the nominated organisation. Award winners who are nominated by, or work for, a not-for-profit or other charitable organisation that provides services to people from culturally and linguistically diverse backgrounds, can however, nominate that organisation to receive the \$1,000.
- As the provider of the monetary component of the Award, Lotterywest will be required to establish that the Award winner's choice is a not-for-profit organisation prior to the award payment being made.
- Lotterywest will liaise with nominated organisations about other information they require to award the grant.
- Nominees or business owners must be Australian citizens and current or former residents of Western Australia (WA). Former residents must have resided in WA for more than five years.
- State and Federal politicians and Vice-Regal officers are not eligible.
- For nominations in the Business Migrant of the Year category, the business must have its primary office registered in Western Australia; is not a publicly listed company, a co-operative or non-profit organisation; the business is Australian owned and the owner(s) are responsible for all key management decisions. The business will have been in operation for at least 12 months at the time of entry into the Awards.
- Previous award winners are not eligible for nomination, however previous unsuccessful nominees can be re-nominated.
- The selection process may require further information from the nominee and the Awards Selection Panel reserves the right to make additional inquiries.
- The decision of the Awards Selection Panel is final, and no correspondence will be entered into.
- Nominations must be submitted with a completed Nomination Form, answers to the key questions and supporting documentation.
- The nominee must consent to the nomination by signing the Nomination Form.
- The names of two referees must be supplied. Both referees must be contacted and forwarded a copy of the completed Nomination Form, the addressed three key questions and supporting documentation.
- Nominees must agree to make themselves available as required (without fees) both before and after the Awards presentation and consent to their Resume / Curriculum Vitae and photographs to be available for media and publicity purposes.
- The Office of Multicultural Interests must receive the nominations by the closing date, which is 5.00pm, Friday 30th October 2009.

Personal information provided to OMI will be handled in accordance with the Privacy Act 1988.

Further information

For further information on the *Western Australian Multicultural Community Service Awards 2009*, contact the Office of Multicultural Interests on telephone (08) 9217 1600 or go online to www.omi.wa.gov.au

Nomination checklist

Check that you have completed the following before submitting the nomination:

Individual

- Nominator and Nominee have completed and signed the Nomination Form
- Answered the key questions
- Included the contact details of both the referees on the Nomination Form
- Attached one reference letter of support (cannot be from the nominator)
- Attached a copy of the nominee's Resume/Curriculum Vitae (for Individual category only)
- Attached any other supporting documentation
- Provided copies of the completed Nomination Form, answered the key questions and supporting documentation, to both referees.
- Attached copy of Business Plan or equivalent (for Business Migrant of the Year category only)
- I have read and understood Eligibility and Conditions of Entry

Completed nomination forms must be delivered to:

Western Australian
Multicultural Community Service Awards 2009

Office of Multicultural Interests
Department of Local Government
Dumas House
2 Havelock Street
WEST PERTH WA 6005

By: 5.00pm (WST), Friday 30th October 2009





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NOMINATION FORM

Award categories

Please tick your nomination category

- Individual**
- Organisation** – please tick the appropriate box
- Not-for-profit or community
- Government (Local, State and Commonwealth)
- Business Migrant of the Year**

Individual category - nominee details

TITLE (please tick) MR <input type="checkbox"/> MRS <input type="checkbox"/> MS <input type="checkbox"/> DR <input type="checkbox"/> OTHER _____	
FIRST NAME	LAST NAME
POSITION	
ORGANISATION	
POSTAL ADDRESS	
SUBURB	POSTCODE
TELEPHONE (day)	(after-hours)
MOBILE	FAX
EMAIL	

Organisation/Business category - nominee details

ORGANISATION NAME	
TITLE (please tick) MR <input type="checkbox"/> MRS <input type="checkbox"/> MS <input type="checkbox"/> DR <input type="checkbox"/> OTHER _____	
FIRST NAME	LAST NAME
POSITION	
POSTAL ADDRESS	
SUBURB	POSTCODE
TELEPHONE (day)	(after-hours)
MOBILE	FAX
EMAIL	

Referee details

Please provide the name and contact details of two referees:

- 1) a referee who has written a reference letter of support (a letter supporting the nominee).
- 2) a referee who can be contacted by telephone for further information on the nomination.

Prior to submission, referees must be contacted and forwarded a copy of the completed Nomination Form, answers to the three key questions and supporting documentation. Referees should not be related to the nominee.

Referee 1 (reference letter of support - cannot be from the nominator)

TITLE (please tick) MR <input type="checkbox"/> MRS <input type="checkbox"/> MS <input type="checkbox"/> DR <input type="checkbox"/> OTHER _____	
FIRST NAME	LAST NAME
POSITION	
ORGANISATION	
POSTAL ADDRESS	
SUBURB	POSTCODE
TELEPHONE (day)	(after-hours)
MOBILE	FAX
EMAIL	

Referee 2 (telephone referee - can be nominator)

TITLE (please tick) MR <input type="checkbox"/> MRS <input type="checkbox"/> MS <input type="checkbox"/> DR <input type="checkbox"/> OTHER _____	
FIRST NAME	LAST NAME
POSITION	
ORGANISATION	
POSTAL ADDRESS	
SUBURB	POSTCODE
TELEPHONE (day)	(after-hours)
MOBILE	FAX
EMAIL	

Declaration by nominator (Person completing the nomination form)

I understand that the information contained in this nomination may be used to promote the Western Australian Multicultural Community Service Awards. For eligibility, I have enclosed the Nomination Form, answered the key questions, attached a business plan or equivalent (required for the Business Migrant of the Year Award only) and supporting documentation. To the best of my knowledge, this information is true and correct.

Signature: _____ Date: _____

Print name : _____

Address : _____

Suburb : _____ Postcode: _____

Contact telephone: _____ Mobile: _____

Declaration by nominee

(Person being nominated for an award)

I consent to being nominated for a *Multicultural Community Service Award* and I agree with the conditions of nomination. I understand that the information contained in this nomination may be used to promote the *Western Australian Multicultural Community Service Awards*.

Signature: _____ Date: _____

Print name : _____

Address : _____

Suburb : _____ Postcode: _____

Contact telephone: _____ Mobile: _____

Nomination checklist

Check that you have completed the following before submitting the nomination:

Individual

- Nominator and Nominee have completed and signed this Nomination Form
- Answered the three key questions
- Included the contact details of both the referees on the Nomination Form
- Attached one reference letter of support (cannot be from the nominator)
- Attached a copy of the nominee's Resume/Curriculum Vitae (for Individual category only)
- Attached any other supporting documentation
- Provided copies of the completed Nomination Form, answered the key questions and supporting documentation, to both referees.
- Attached copy of Business Plan or equivalent (for Business Migrant of the Year category only)
- I have read and understood Eligibility and Conditions of Entry

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And received by: 5.00pm (WST), Friday 30th October 2009

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