



South Australian Public Transport

Multicultural Communities Action Plan (2021-2022)





Acknowledgement



The Department for Infrastructure and Transport (DIT) would like to acknowledge that the land Adelaide Metro operates on are the traditional lands of the Kaurna Peoples (Adelaide Plains Region) and the Peramangk Peoples (Adelaide Hills Region).

DIT would like to acknowledge the Kaurna People as the traditional owners and custodians of the Adelaide Plains Region and the Peramangk People as the traditional owners and custodians of the Adelaide Hills Region, and that their cultural practices and heritage beliefs are still as important to the living Kaurna and Peramangk Peoples today.

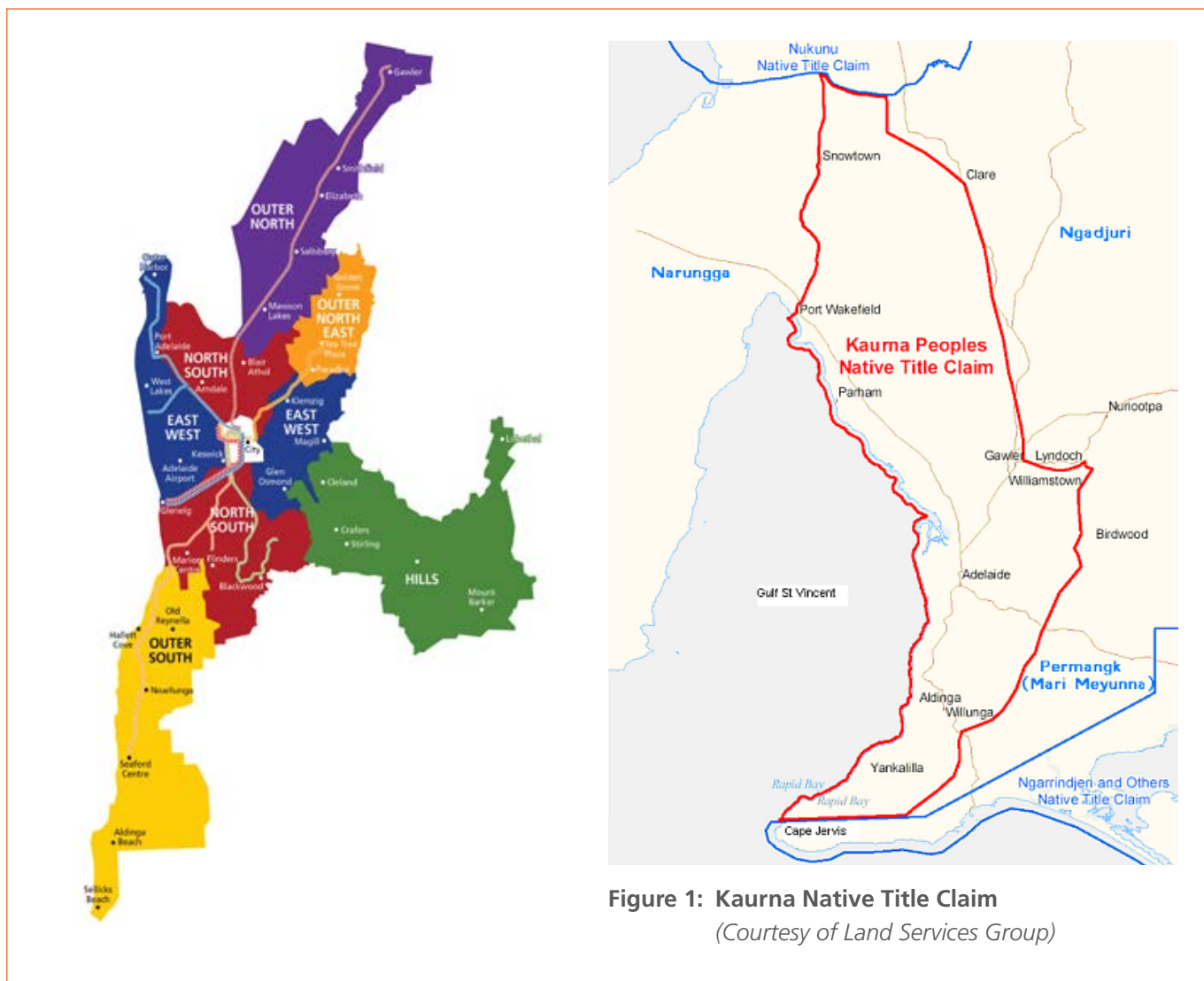


Figure 1: Kaurna Native Title Claim
(Courtesy of Land Services Group)

Action Plans

Under the South Australian Public Transport Diversity and Inclusion Framework (the Framework) this action plan has been developed to drive progress for multicultural communities as a priority group.

Targeted action plans for this group are the first of their kind for transport in South Australia and have a strong focus on establishing two-way relationships with each of the identified priority groups. Planned research and engagement is the focus of this first year, with learnings informing further actions in the next five year plans.

The next five year action plans will have more specific actions and projects to address issues identified during this first year. These actions and projects will have a strong customer focus generated from grass roots engagement with the community.

Introduction

South Australia's first railway opened between Goolwa and Port Elliot on 18 May 1854, but it wasn't until these lines became a unified network with a focus on Adelaide, that rail dominated land transport until the mid-twentieth centuryⁱ. Since then, the network has expanded and evolved to include buses, trams, and trains. The network now connects people daily, providing more than 76 million trips annually.

South Australia is a great place to work, live and grow. And for continued success it must have the right economic and social infrastructure in the right places at the right time. This includes a public transport system that supports the needs of its diverse community.

South Australia's long history of migration, has shaped and complemented the composition of its population which comprises people from approximately 200 birthplace groups, who speak approximately 180 distinct languages at home and observe more than 95 religionsⁱⁱ.

Since the 1954 census, the migrant population in South Australia has grown from just over 100,000 people to almost 400,000 people in 2016. The migrant population in South Australia has comprised just under a quarter of the total population since the mid-1960s. The most recent published census, 2016, showed the highest ever proportion of migrants living in South Australia (24.3%)ⁱⁱⁱ.

Current Situation

There are approx. 1.3 million people living within the Adelaide Metro service area, of those there is a diversity of ages, languages, and religions practiced^{iv}. It is clear that South Australia's multicultural communities are active contributors to our state's social, cultural and economic life.

It is important that the voices and perspectives of Adelaide's multicultural communities are captured, valued and used to collaboratively design and improve public transport services. For many South Australians from multicultural communities public transport is their primary form of transportation, particularly in the early days of their migration to Australia.

Recently, Adelaide Metro has undertaken several research initiatives to better understand why people choose public transport as their mode of transportation. There were many insights drawn from these research initiatives however, in order to better support the needs of people from diverse cultural backgrounds, finer detailed information on those who choose to use public transport is needed.

A desktop audit of population data utilising Australian Bureau of Statistics (ABS) data¹ was conducted to better understand the diversity of the multicultural communities within the Adelaide Metro area.

Adelaide Metro has recruited a Community and Stakeholder Engagement Officer, specific to public transport, to engage with the diverse communities within Adelaide to better understand what barriers there may be and where improvements can be made. According to ABS data, across the network, approx. 34% of residents were born overseas, up from 32% for the previous census, with approx. 20% of those speaking a language other than English at home. In addition to the diversity in language, almost 100,000 people across the network practice a religion other than Christianity.

This plan outlines the key actions that Adelaide Metro will undertake, to establish a two way communication channel and address areas where improvements can be made. The specific actions in this plan are targeting outcomes for multicultural communities in Adelaide for 2021 - 2022.

Other documents associated with this action plan include:

- *The South Australian Public Transport Diversity and Inclusion Framework*

Documents and legislation that have informed this plan include:

- *Racial Discrimination Act 1975*
- *Passenger Transport Act 1994*
- *Multicultural Communities Council of South Australia 2019 – 2020 Annual Report*

¹ Noting that the census data has updated since 10 August 2021

Moving Forward

For the purposes of this plan, multicultural communities are defined as communities where the population were either born overseas, speak a language other than English at home, or both, this also includes the diverse religions practiced by those communities. This is because people within these multicultural communities make up almost 25 per cent of the South Australian population.

More research is required to understand specific barriers for multicultural communities engaging with the public transport system.

Adelaide Metro is committed to enabling and providing an accessible public transport system with appropriate information to enable people from multicultural communities, and communities where English is not their first language, to effectively navigate the public transport system and better facilitate connection to their communities, interests, employment, friends and family.

Engagement

Adelaide Metro is committed to capturing the voice of multicultural communities to iteratively improve service delivery for people from Culturally and Linguistically Diverse (CALD) backgrounds. Adelaide Metro is working with the Multicultural Communities Council of South Australia (MCCSA) to build upon current stakeholder networks.

The first action of this plan is the establishment of a network of people from (CALD) backgrounds, who will be empowered to co-design and consult on matters that are important to them. This network will assist in identifying barriers and generate ideas to eliminate those barriers, while informing the long-term action of a future five year plan.

Key Outcomes and Objectives

This action plan is designed to drive progress under the Adelaide Metro Diversity and Inclusion Framework 2021 - 2026. These actions aim to ensure services support people from multicultural communities to feel empowered, seen, heard, included, valued, equal and welcome when engaging with the public transport system.

The actions listed under each of the below objectives are based on the Adelaide Metro principles of; engagement, empowerment, celebration, and learning and aim to establish networks and empower people from multicultural communities to feel included and increase usage of the public transport system.

The following objectives are targeted to identify and lower barriers and support empowerment and inclusion:

- 1** Establish a mechanism to meaningfully engage multicultural communities (including people with disability) to improve services
 - a. Ensure members from multicultural communities have a voice in the decisions that affect them
- 2** Identify and reduce barriers for people from multicultural communities when engaging with public transport
 - a. Reduce barriers to accessing public transport are reduced
 - b. Ensure access to information (including digital) is not a barrier

Monitoring and Reporting

A high-level progress report on the status of all action plans will be developed and monitor internally bi-annually for measurement and benchmarking purposes. A holistic action plan progress report, inclusive of all action plans, will report on an annual financial year basis.

Actions

Objective	Holistic Domain(s)	Person Centred Outcome	Action	Timeline
Meaningfully Engage Empower Reduce Barriers	Satisfaction Empowerment Accessibility	"I feel heard, I can have an input into decisions that affect me"	1 Enable the opportunity for new migrants and people from Culturally and Linguistically Diverse (CALD) backgrounds to co-design and contribute on matters that are important to them. a. Establish a network of multicultural community stakeholders / community groups (including people with disability) to consult, co-design, and refine policies, practices and procedures within Adelaide Metro and identify barriers or concerns for new migrants and people from culturally and linguistically diverse backgrounds using public transport. b. Conduct regular stakeholder meetings and opportunities to generate ideas, provide information, gather feedback and ensure that for new migrants and people from culturally and linguistically diverse backgrounds, their views are being captured and included in the consultation processes. c. Utilise a Community and Stakeholder Engagement Officer to engage and manage the co-design consultation process d. Offer opportunity to collect more specific demographic information on the Adelaide Metro website when providing feedback (optional) e. Co-develop a five year action plan in partnership with culturally and linguistically diverse communities of South Australia	a. Late 2021 b. Ongoing c. Late 2021 d. Late 2022 e. Late 2022

Objective	Holistic Domain(s)	Person Centred Outcome	Action	Timeline
Empower Reduce Barriers	Accessibility Convenience Comfort Empowerment Satisfaction Safety	<i>"I'm not discriminated against because of my race, in fact my local station represents my community, and I can even get journey plans in my language"</i>	2 Reduce barriers for new migrants and people from culturally and linguistically diverse backgrounds - Conduct an audit utilising ABS data to identify the most spoken languages other than English across the Adelaide Metro network. - Provide access to information in the top 5 most used languages across the network, in written, visual and audible options - Develop training sessions and information packs for new migrants, by partnering with the Multicultural Communities Council of South Australia and utilising their established networks - Ensure that all customer facing staff have undertaken cultural awareness training - Ensure training levels are maintained, and that cultural awareness training is added as part of the induction process for new staff - Strengthen and proactively communicate processes for reporting incidents of racism / prejudice on public transport - Partner with the community and rail care, to undertake a series of bus stop art projects to reflect the diversity within the community	- Late 2021 - Ongoing - Late 2021 - Late 2022 - Late 2022 - Mid 2022 - Early 2022
Meaningfully Engage Empower Reduce Barriers	Comfort Empowerment Satisfaction Safety	<i>"Adelaide Metro recognises my significant events"</i>	3 Celebrate the diversity of the South Australian community - Establish a calendar of recognised events - Recognise and celebrate culturally significant events, both internal (to build staff awareness) and externally to build public relations	- Early 2021 - Late 2021

Endnotes

- i Peter Donovan, 'Transport', SA History Hub, History Trust of South Australia, <http://sahistoryhub.history.sa.gov.au/subjects/transport>, accessed 27 May 2021
- ii South Australia's Multicultural Story (arcgis.com)
- iii South Australia's Multicultural Story (arcgis.com)
- iv Greater Adelaide (abs.gov.au)



