

AUSTRADE'S AGENCY MULTICULTURAL PLAN (AMP)

ENSURING MULTICULTURAL EQUITY AND
ACCESS FOR CULTURALLY AND
LINGUISTICALLY DIVERSE AUSTRALIAN
BUSINESSES



Australian Government

Australian Trade and Investment Commission



OUR AGENCY

The purpose of the Australian Trade and Investment Commission – Austrade – is to contribute to Australia’s economic prosperity by helping Australian businesses, education institutions, tourism operators, and governments to:

- › develop international markets
- › win productive foreign direct investment
- › promote international education, and
- › strengthen Australia’s tourism industry.

Austrade also helps Australian citizens by providing consular and passport services in designated overseas locations.

Austrade advances Australia's international trade, education, investment, and tourism interests by providing information, advice and services. We aim to create value for businesses and institutions in a way that represents a good investment for the taxpayer and meets or exceeds all appropriate standards of ethical behaviour.

OUR AGENCY MULTICULTURAL PLAN (AMP)

The Agency Multicultural Plan (AMP) provides a foundation for Austrade to promote awareness of its services and programs to Australia’s Culturally and Linguistically Diverse (CALD) businesses, in particular exporters, and to ensure all CALD businesses in Australia have the potential to access Austrade’s services when they are internationally ready.

Austrade is located in 83 overseas locations in 49 markets. It has strong multicultural credentials through its extensive international network and diverse Australian and foreign workforce, and is committed to multicultural equity and access for Australian CALD businesses that seek its services. Many Austrade staff speak more than one language and Austrade actively recruits across a number of priority languages.

Australian exporters from CALD backgrounds make up an important element of the Australian exporter community as they have a good understanding of the cultural aspects of doing business internationally and, at the same time, could benefit from access to Australian Government services and programs to assist them grow their businesses overseas.

Austrade is also committed to providing useful information to international students that are considering an Australian education. [Study in Australia](#) provides translated content in 12 languages to cover major source student countries including advice to students on living and working in Australia as an international student and the support services available. It is an ongoing resource for international students once they arrive in Australia.

Austrade is responsible for managing the Approved Destination Status (ADS) Scheme for Chinese visitors to Australia and engages closely with inbound tour operators and guides to Chinese tourists.

Austrade assists international businesses that invest in Australia, including local support to the Australian operations of those firms as they grow the business in Australia and the Asia-Pacific region. Foreign-owned businesses employ many thousands of Australians and contribute to Australia’s economic prosperity.

The AMP covers a number of principles that enable the agency to deliver on its multicultural objectives:

Leadership

Austrade's leadership is committed to promoting access and equity to its programs and services for all culturally and linguistically diverse (CALD) internationally-ready Australian firms.

- › Austrade appoints a Multicultural Champion at a senior level to provide executive oversight of Austrade's multicultural access and equity obligations to Australia's CALD communities.
- › Managers are responsible for ensuring all staff are familiar with Austrade's multicultural access and equity obligations.

Engagement

Austrade promotes awareness of its services and programs to CALD businesses in Australia.

- › Austrade engages with bilateral business chambers to support CALD businesses in Australia.
- › Where appropriate, Austrade publishes documents, reports, web and social media content in languages other than English.
- › Austrade promotes the use of TIS National (translation and interpreting services) to CALD businesses in Australia as a means to engaging with Austrade.
- › Austrade works with other Australian Government and state/territory agencies that provide services to the business community to enhance the overall effectiveness of government services for CALD businesses in Australia.
- › Austrade uses its feedback program to drive continuous improvements through its operations, including its engagement with CALD businesses in Australia where this is relevant.

Capability

Austrade invests in developing the cross-cultural competency and language capability of its people.

- › Cultural awareness is a core competency for all Austrade staff.
- › Austrade provides cultural awareness training as part of its induction program for new staff.
- › Austrade recruits staff with linguistic skills in priority languages including Arabic, Chinese (Cantonese, Mandarin), Hindi, Indonesian, Japanese and Spanish.

Other

Austrade also:

- › complies with any relevant whole-of-government standards to support CALD businesses
- › considers CALD business impacts in agency-related research and data collection, and shares CALD-based insights when available.

Further information

For further information on Austrade's Agency Multicultural Plan, contact services.manager@austrade.gov.au.

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