



TOOLKIT 2017



MULTICULTURAL
COUNCIL *of* *TASMANIA*

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What is Harmony Week?

The week-long celebration builds on the nationally celebrated Harmony Day, observed annually on 21 March and timed to coincide with the International Day for the Elimination of Racial Discrimination.

51 years ago in 1966 the United Nations declared the International Day, with an appeal to the international community to redouble its efforts to eliminate all forms of racial discrimination.

Harmony Week presents an opportunity for Tasmanians of all ages to participate in and acknowledge the benefits diversity brings to our community.

In 2017, events and activities will run from 20-26 March, with schools, workplaces, community organisations and all levels of government participating in fun and simple ways to celebrate who we are.

Did you know? The International Day for the Elimination of Racial Discrimination marks the anniversary of the Sharpeville massacre of 21 March, 1960, where police deliberately opened fire on an unarmed crowd that had gathered peacefully to protest against apartheid pass laws.

The significance of this day is marked each year on 21 March to remember those who lost their lives and those who continue to experience racism and racial discrimination.

Everyone Belongs

The theme of Harmony Week 2017 is 'everyone belongs'.

The theme is a reminder that Harmony Week is an opportunity for everyone in the community to engage and celebrate Australia's diversity; regardless of religious and cultural differences.

Wherever we are, in the workplace, at home or undertaking study we can play a role in promoting the benefits of a culturally rich and tolerant community.

Share your event photos [#harmonytasmania](#) [#everyonebelongs](#)



Key facts

- The aboriginal people are the original custodians of the land. The Tasmanian Aborigines first arrived in Tasmania over 35 000 years ago. British settlers arrived from 1803, followed by European and Asian settlers during the gold rush of the mid-1800s, and then further European migration after World War II. (1)
- Australia is one of the most culturally diverse countries in the world. Approximately 44% of Australia's population was either born overseas or has at least one parent who was born overseas. (2)
- More than 57 650 people or 11.6 per cent of the Tasmanian population were born overseas, while over 24 per cent of Tasmanians have one or both parents born overseas. (3)
- Overseas born Tasmanians comprise of migrants from 170 countries, of which approximately 155 are non-English speaking countries. (4)
- More than 22 000 people speak a language other than English in Tasmanian homes. (5)
- The most common languages spoken in Tasmanian homes, beside English, are Mandarin, German, Italian, Greek and Dutch. (6)
- Tasmania hosts over 3 000 international student annually from over 100 countries. (7)

[1] Tasmanian Government, Multicultural Policy 2014

[2] ABS 2011 4160.0 Perspective on Migrants

[3] Australian Bureau of Statistics, 2011 Census

[4] Ibid

[5] Ibid

[6] Ibid

[7] Tourism Tasmania data: accessed January 2016



Participating in Harmony Week

Workplaces

Inclusion and diversity in the workplace are key ingredients to innovation. Research conducted by the Diversity Council of Australia shows that inclusive workplaces and inclusive leaders are linked to greater creativity and innovation.

- Organise [A Taste of Harmony](#) event at your workplace, encouraging your fellow workers to share food and stories from their different cultural backgrounds.
- Harmony Week provides an opportunity to showcase our international trade partners and guests.
- Promote Harmony Week events on your work noticeboard or publication.
- As a workplace learn more about the Australian Human Rights Commission's [RACISM. IT STOPS WITH ME](#) campaign.
- Host a '[Managing Cultural Diversity Training Program](#)' with the resources available through the Australian Multicultural Foundation.

In the 12 months to June 2015, over 1.19 million visitors, including 228,500 international visitors came to Tasmania for travel, employment and business services. (1)



BIG W staff participating in *A Taste of Harmony* morning tea

[1] Tourism Tasmania www.tourismtasmania.com.au accessed 16 December 2016



Participating in Harmony Week

Schools

There are countless ways to introduce students to the concepts of diversity, being inclusive and preventing racism. Detailed [resources](#) are now available on the national Harmony Day website.

- Invite a community member to your school to speak about their culture and traditions.
- Invite a multicultural artist or musician to share with your students.
- Try incorporating the message of Harmony Week through art and music.
- Hold a poster competition using the Harmony Week theme.
- Promote local Harmony Week events in your school newsletter.
- Organise a world map for your classroom and invite class members and visitors to place a pin or star on the region where they have cultural connections.
- Design a multicultural flag for Tasmania.
- Ask students to contribute to and design a multicultural recipe book.



Students can create their own reports by using the [Australian Government's Settlement Reporting Facility](#). Reports help to provide statistical data on permanent arrivals to Australia.



Participating in Harmony Week

Youth and Community Groups

Promoting inclusion and diversity is an important part of ensuring our communities are vibrant, positive places for people to live. All members of the community, including young people, and in particular those who are culturally and linguistically diverse (CALD), can play a vital role in being active leaders in this area.

Harmony Week presents a wonderful opportunity to engage people in informal spaces outside of the school and workplace, and while doing so, build stronger, more resilient communities.

- Organise a pot luck meal for your group or community, encouraging everyone to bring a dish that reflects an aspect of their cultural identity, or just a dish they love! There are some wonderful [recipe](#) ideas available online.
- Plan a workshop for young people or community members exploring the origins of Harmony Day or aspects of culture and diversity.
- Organise a creative community based performance or event that celebrates diversity using dance, music, art or other mediums to engage people.
- Promote local harmony week events to your group or community members.

Use social media to spread the word with your youth or community group. Share images from Harmony Week on Twitter and Facebook using the [#everyonebelongs](#) and [#harmonytasmania](#).





Planning your event

Organising an event can be fun but also challenging. Some things you may want to consider include:

- Who might be able to assist with the planning? Locally there are many groups who have a common objective. You may find they want to assist with your Harmony Week event.
- When is a good time to host an event? Make contact with the Multicultural Council of Tasmania to discuss the calendar of events. Harmony Week is taking place from 20 to 26 March with different areas participating at different times.
- What are you trying to achieve? Is there a target audience you are hoping to attract to your event? It might be worthwhile contacting your local council and discussing how you can reach residents in the area.
- Make sure you have a budget laid out clearly in advance. There may be local businesses that are willing to support your activity and provide sponsorship or a donation towards your costs.
- Promote your event through www.harmonytasmania.com to make sure your event or activity is included in the 2017 Harmony Week program.

Media

Harmony Week provides an opportunity for Tasmanian stories to be told in the media. If you are organising an event or activity during Harmony Week you may want to engage with your local media.

It is worthwhile thinking about what details the media may want to know about your story or event. The basics of who, what, where, why and when are useful information for any media organisation.



Often the media is working to a tight deadline so having your information readily available and concise will help get your story told.

If you require help getting in contact with your local media office please contact harmony@mcot.org.au or phone 6285 9907.

Drafting your media release

Media Release

Date

The date should be included at the top of your release.

Headline

The headline should summarise your story.

Paragraph 1

This is the most important part of your release. It should include the basic information of who, what, when, where and why.

Paragraph 2

The second paragraph develops on the first and is a summary of the story.

Body

This section allows you to build on why you are holding a Harmony Week event, the importance of the issues covered.

You can put into context the event by providing direct quotes from a spokesperson relevant to the event.

End

The end paragraph summarises the key facts and background information.

Always sign off with the contact details of the person the media should discuss the release with in more detail.



Newspapers

The Examiner

www.examiner.com.au

General news

(03) 6336 7355

editor@examiner.com.au

The Mercury

www.themercury.com.au

General news

(03) 6230 0732

mercury.news@themercury.com.au

The Advocate

www.theadvocate.com.au

General news/editor

(03) 6440 7409

news@theadvocate.com.au

Further resources

The People of Tasmania 2011, Australian Bureau of Statistics

http://www.dpac.tas.gov.au/divisions/csr/information_and_resources/migrant_and_multicultural_communities/people_of_tasmania_report?a=223455

Community Profiles, Australian Government, Department of Social Services

<https://www.dss.gov.au/our-responsibilities/settlement-services/community-profiles>

National Harmony Day

<http://www.harmony.gov.au/>

Department of Premier and Cabinet, Migrant and Multicultural Communities

http://www.dpac.tas.gov.au/divisions/csr/for_and_about/migrant_and_multicultural_communities

RACISM. IT STOPS WITH ME, Australian Human Rights Commission

<http://itstopswithme.humanrights.gov.au/>

A Taste of Harmony

<http://www.tasteofharmony.org.au/>

Diversity Council of Australia

<http://www.dca.org.au/>



Scanlon Foundation Mapping Social Cohesion Surveys

<http://scanlonfoundation.org.au/research/surveys/>