



## TOOLKIT 2016



**MULTICULTURAL**  
COUNCIL *of* *TASMANIA*

SUPPORTED BY



**Tasmanian**  
**Government**



## What is Harmony Week?

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2016 marks the launch of Harmony Week in Tasmania. 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.

50 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 2016, events and activities will run from 14-21 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.

## Our diversity in our strength

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The national Harmony Day theme for 2016 is 'our diversity is our strength'.

The theme reminds us that we come from many nations of the world and, as a state and as a nation, we are able to achieve more when we stand together. Our strength comes from embracing and celebrating our differences and living together in unity.

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](#) [#harmonyday](#)



## Key facts

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- 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 one in four of Australia's population was born overseas and around 44 per cent were either born overseas or have a 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

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### 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 1 146 000 visitors, including over 198 000 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](http://www.tourismtasmania.com.au) accessed 4 February 2016



## Participating in Harmony Week

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### 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.



## Planning your event

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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 14 to 21 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](http://www.harmonytasmania.com) to make sure your event or activity is included in the 2016 Harmony Week program.

## Media

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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 [info@harmonytasmania.com](mailto:info@harmonytasmania.com) or phone 6224 8838.



## Drafting your media release

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### Media Release

<b>Date</b>	The date should be included at the top of your release.
<b>Headline</b>	The headline should summarise your story.
<b>Paragraph 1</b>	This is the most important part of your release. It should include the basic information of who, what, when, where and why.
<b>Paragraph 2</b>	The second paragraph develops on the first and is a summary of the story.
<b>Body</b>	<p>This section allows you to build on why you are holding a Harmony Week event, the importance of the issues covered.</p> <p>You can put into context the event by providing direct quotes from a spokesperson relevant to the event.</p>
<b>End</b>	<p>The end paragraph summarises the key facts and background information.</p> <p>Always sign off with the contact details of the person the media should discuss the release with in more detail.</p>

### Newspapers

<b>The Examiner</b>		<b>www.examiner.com.au</b>
General news	(03) 6336 7355	editor@examiner.com.au
<b>The Mercury</b>		<b>www.themercury.com.au</b>
General news	(03) 6230 0732	mercury.news@themercury.com.au
<b>The Advocate</b>		<b>www.theadvocate.com.au</b>
General news/editor	(03) 6440 7409	news@theadvocate.com.au



## Further resources

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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](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](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/>