

# Delivering meaningful connection

*to our CALD communities*

the *growth*  
d\_stillery

**TRA**

**Hello.**

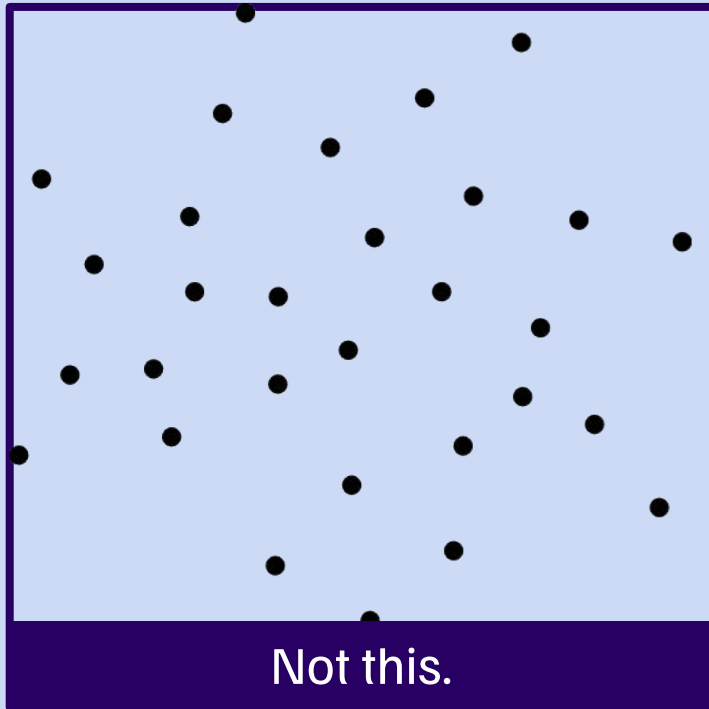
**néih hóu.**

**Konnichiwa.**

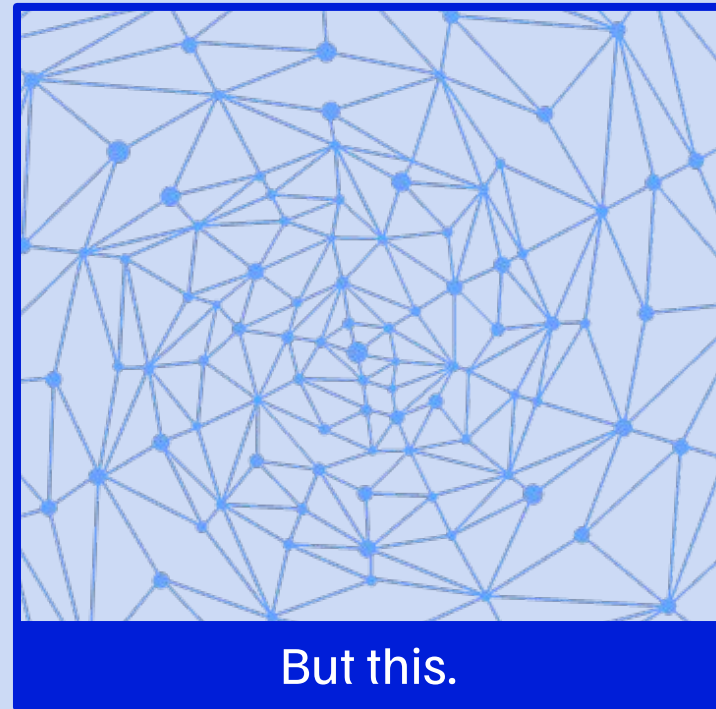
**Marhaba.**

What this study is about...

## Multicultural



## Intercultural



# What did we do...

## Listening Project

- Conducted over 10-days, 29 people across India, China, Philippines including key cultural advocates.
- Over 130 hours of listening.

## Quantitative Deep Dive

- Surveyed n=2,235 respondents, a cross section of CALD communities.
- Included a brand evaluation across different product categories (e.g. Grocery, Retail, Telecommunications, Banking/Insurance, QSR, Auto, Travel) for 30 brands.



Cultural fingerprints are unique...

**Nuanced.**

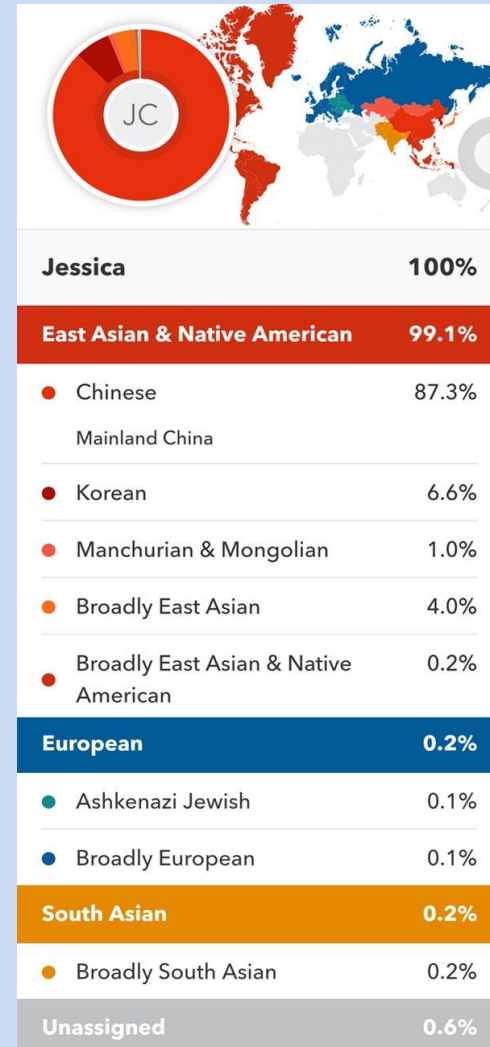
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**Complex.**

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**Individual.**

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The balancing act for brands...

**Being  
culturally  
sensitive**



**Yet  
strategically  
pragmatic**

What is one thing CALD's have in

**common?**

## A choice to travel and start a new life

***“We came here for a better life”***

(Male, New Migrant, Philippines)

**With these sacrifices felt and acknowledged across second and third generations as well.**

***“My parents cared so much for their children’s future.”***

(Female, 2nd Generation, Chinese)

***“I can’t imagine making a similar decision. The thought of having to even move across the other side of the city seems daunting already.”***

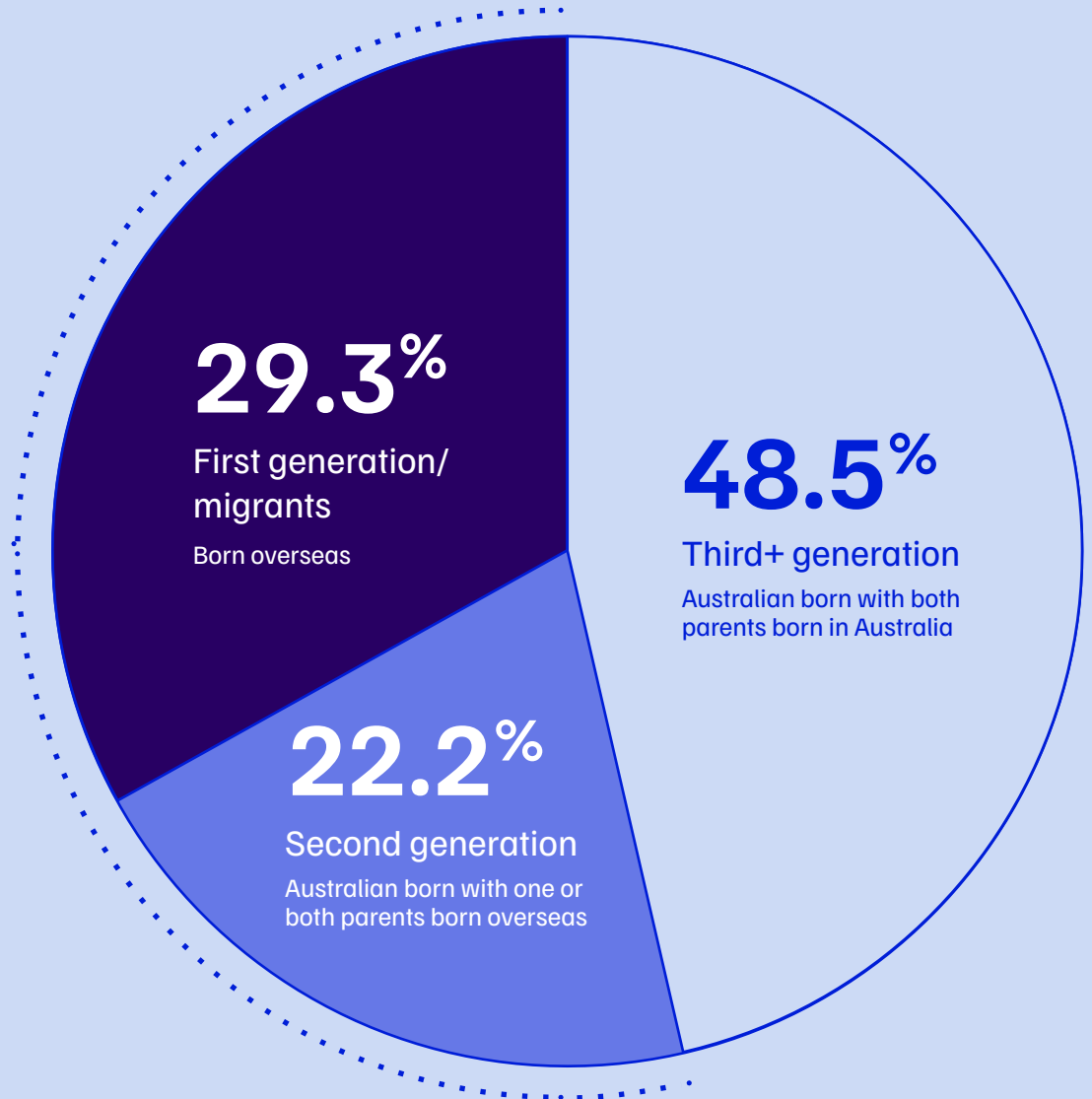
(Male, 2nd Generation, Philippines)



**This is an  
experience  
shared by many...**

**51.5%**

Born overseas (first generation / migrants) or have at least one parent born overseas (second generation)



# CALD Australians are an economic powerhouse

## More likely to be...

### EDUCATED

49% more likely to have post grad qualifications

### AFFLUENT

35% more likely

### EARLY ADOPTERS

Auto, tech, household appliances, beauty

**\$330bn**

Migrant contribution to  
Australia GDP

**+10%**

Greater per capita economic  
contribution (vs. residents)  
by 2050

**+8%**

Labour force  
participation

# Culturally and Linguistically Diverse communities are driving this change.



Source: Australian Bureau of Statistics; Estimated resident population, by country of birth – 2020 vs 2015

\*Non-CALD communities includes United Kingdom, Ireland, New Zealand and United States where English is typically their primary language \*\*CALD includes everywhere else

**AUSTRALIA'S OVERSEAS BORN  
POPULATION 2020 ESTIMATED  
CHANGE P5Y**

**CALD are deeply aspirational and optimistic for what Australia has to offer.**

## **Aspirational**

(% looking to get ahead in life)

**83%**

CALD New Migrants (<2 years)


**51%**

CALD Migrants (2+ years)

**52%**

Second Generation

There is clear business opportunity  
to engage.



Businesses are acting  
*with the right intention...*



Yet there

is still a

disconnect.

only

1 in 3

CALDS feel Australians see them as Australians.

“... seeing people like me in advertising is often a westernised version of what they understand my culture to be... If instead they involved me, or better understood me, they would have a more realistic connection with me.”

(Female, Second Generation, Indian)



# Brands are struggling to connect *meaningfully*.

Across 30 local and global brands from a mix of categories:





# So how can we do **better?**

How do we ***better understand the deeper realities and challenges*** our CALD communities face to turn good intentions into good outcomes?

What are the ***practical principles*** for brands to meaningfully connect and engage?



It's important for brands to listen and understand...

**Multiple voices.**

**Multiple stories.**

**Shared experiences.**

# The shared experiences include this passage from beginnings to belonging

THE BEGINNINGS

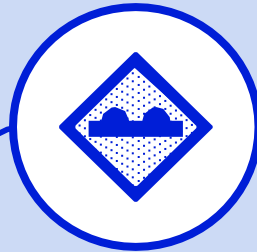
THE TURBULENCE

THE BELONGING

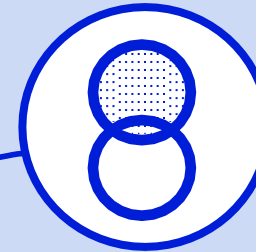


Riding the thrill  
of the dream

The reality  
check



The road  
bumps



Reaching  
equilibrium



1.

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Universal truths on how brands  
can provide utility at beginnings

# The Beginning is defined by a tension of:

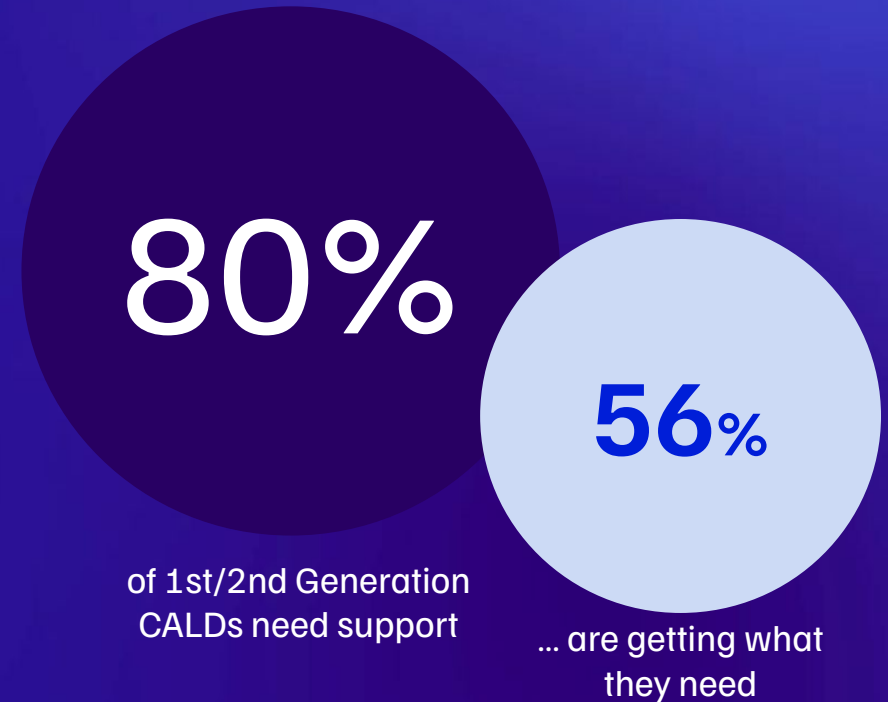
**DREAMING**

**SURVIVAL**

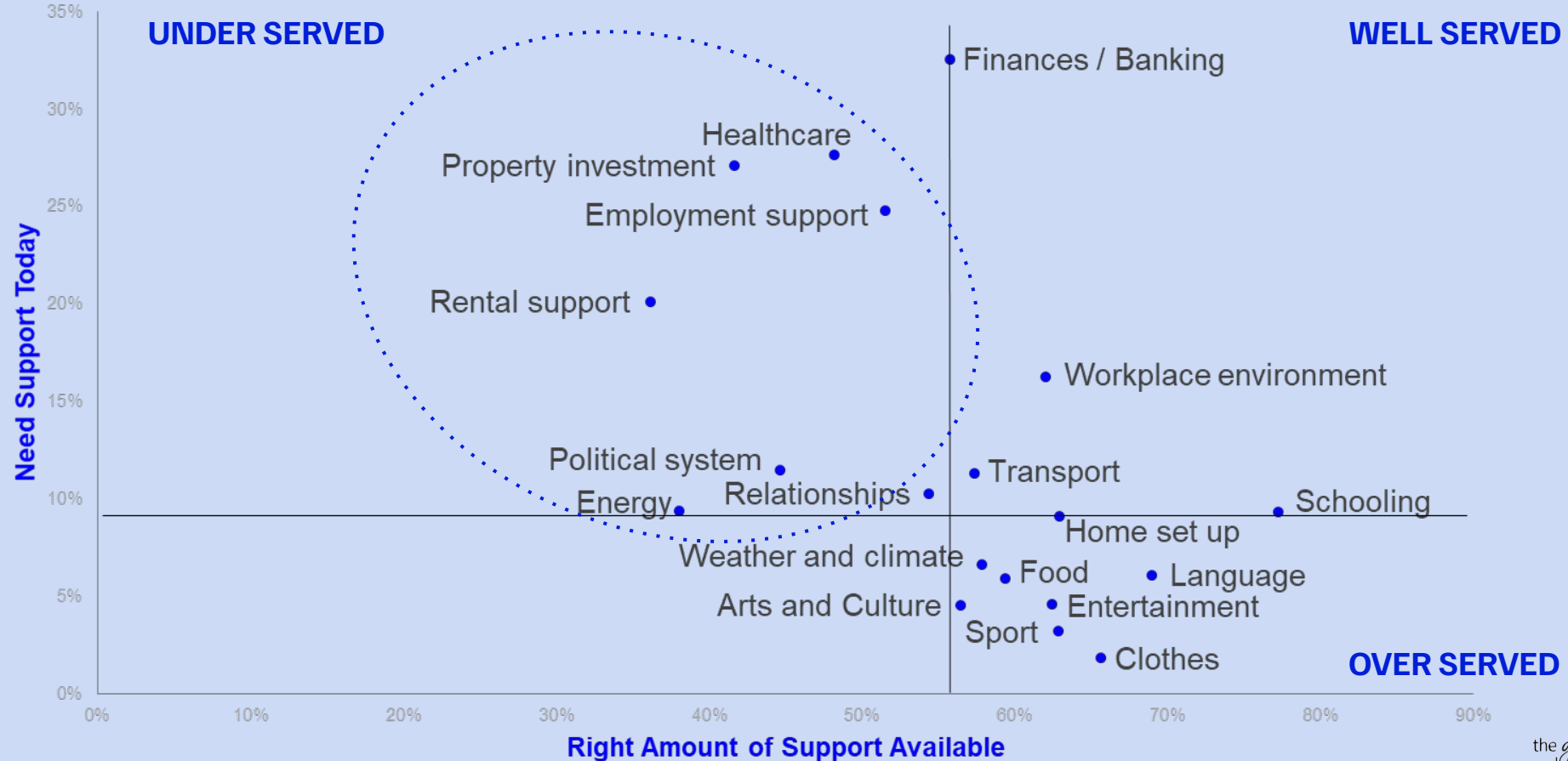
*“When I first arrived all things seemed rosy. But in a few weeks  
I realised the grass is not always greener on the other side.”*

(Female, First generation, India)

They want and need help, but are not getting the level of *support they need*



# There are immediate life needs in which CALD feel under-served in both support and information available



But beyond this, there are some universal principles for brands to better connect at the Beginning





# 1.

## Demystify our Aussie-isms.

**“Even though I used to work in an international bank and in a metro city, back in India, and have fluent English, it was difficult to understand the accents and jargon”**

**(Male, 1st Generation, India)**

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**De-code Australian humour and slang - let them in on the joke**

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**Don't assume they can read between the lines - give them the context behind the narrative**

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**Use visual cues - support engagements with stories and voices**

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# 2.

## Support aspirations and drive.

**“I am able to work in a job that I like and earn a decent money which I am able to buy the things that I want. One of the best things I would say is the healthcare system I can now afford to take care of my health both physical and mental.”**

**(Male, New Migrant, Philippines)**

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**Inspire through stories they can relate to** - share and celebrate the experiences of people who have ‘made it’.

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**Open doors and enable their aspirations** - content that shortcuts their decision making

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**Connect them to Australian culture** - through must-see and to-do lists.

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# 3.

## Use trusted peer networks as on-ramps.

**“It took my dad months to find a job in the 1992 recession. With limited cash saved up, we were helped by our friend group and also by organisations such as our church and Vinnies, providing items we didn’t initially have such as thicker blankets for the winter and some furniture etc.”**

**(Male, 1st Gen, Philippines)**

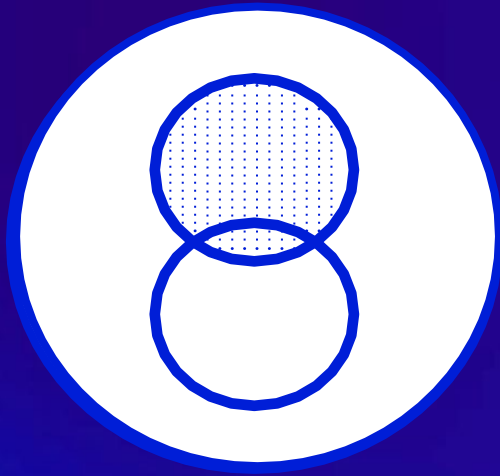
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**Harness the multiplier effect in CALD communities - by improving shareability**

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**Stimulate conversation and contribution where the natural inclination is to be an observer.**

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2.

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Nuanced opportunities brands can play to help people foster their belonging.

We need to better understand their fundamental ambition

to belong

***Belonging*** is not about  
disappearing into  
Australian culture.

It's about the ***bridging of  
cultures*** to help individuals  
find their own equilibrium.

***“Life in Australia is like a home away from home. I actually feel like a child with two mothers, one gave me birth and the other one is sustaining me.”***

(Male , 1st Generation, India)

## The Push and Pull of Two Worlds...

88%

want to deepen their connection to their family's culture and heritage

60%

do not feel they have a strong connection to Australia.



**So then, how can we help CALD's find a balance *between their two worlds.***

“Moving to Australia and having that experience of bridging two cultures is extremely formative.

Anyone that does this ultimately makes a choice about which parts of which culture they choose to incorporate into the person they are.”

(Male, 1st Generation, Philippines)



# Equilibrium comes from *tuning the balance* of different components of life

## RETAIN

*Deeply anchored to cultural heritage*

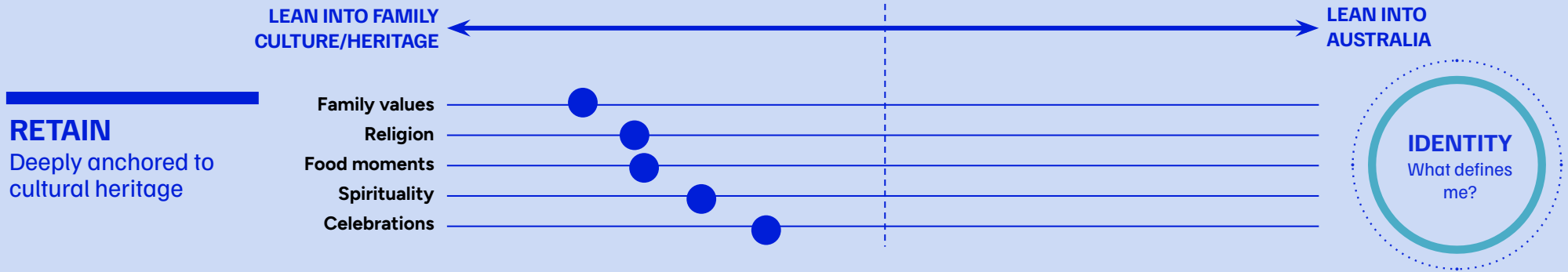
## ADAPT

*Pulled towards Australia, but will take time*

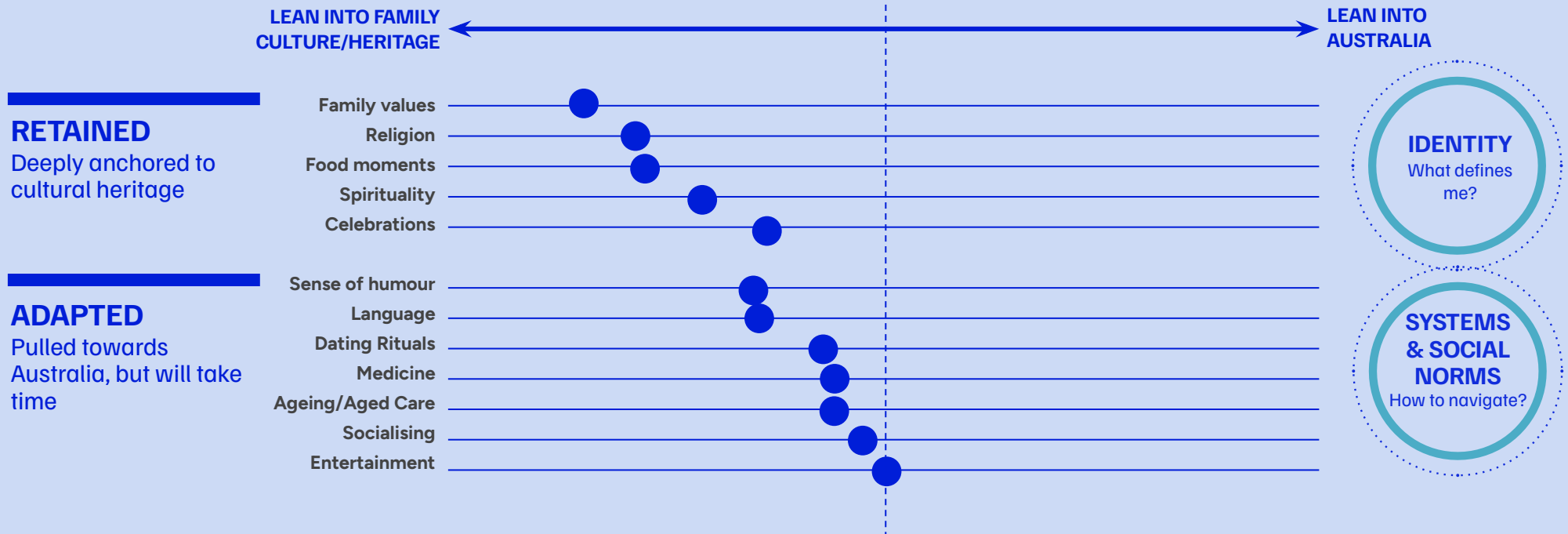
## ADOPT

*Quickly shifted to 'Australian' life*

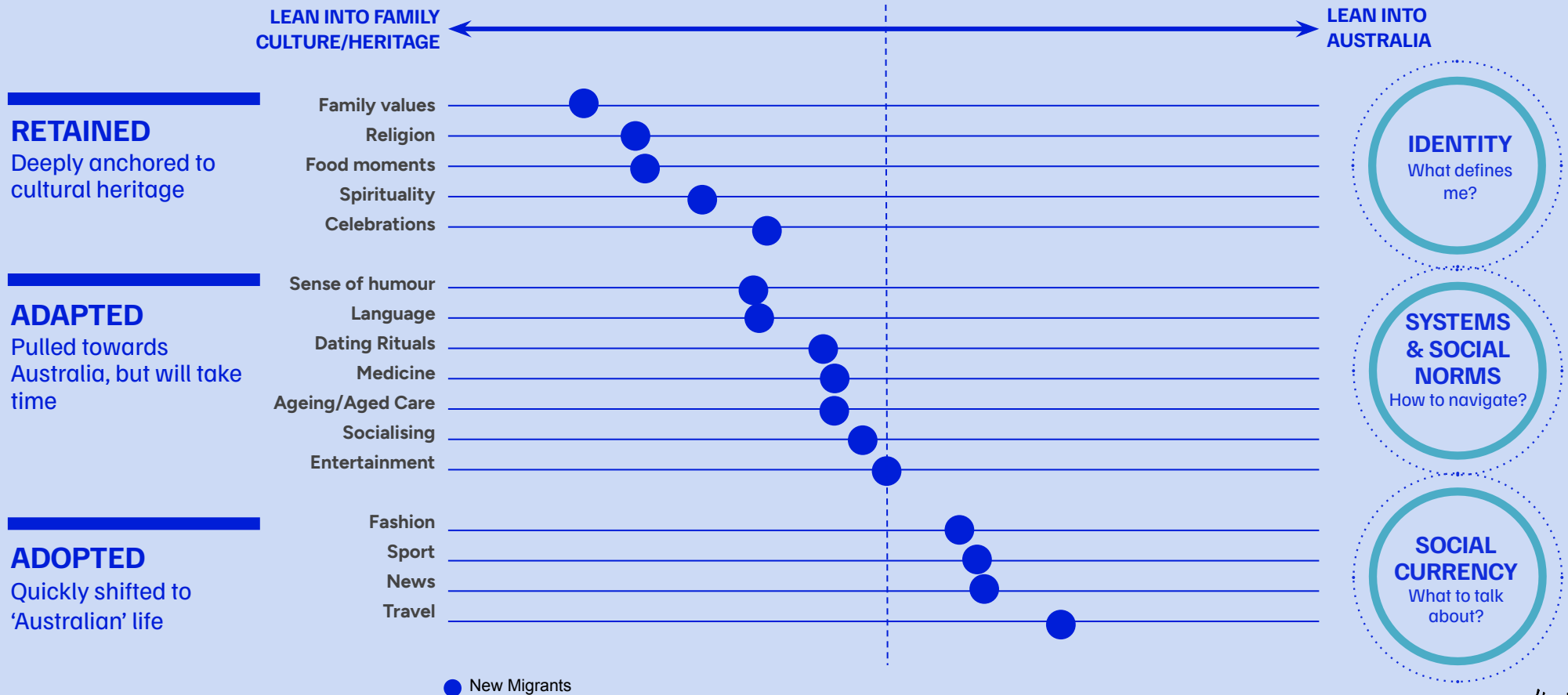
# The choices CALD Australians make around what to hold onto vs lean into have clear themes.



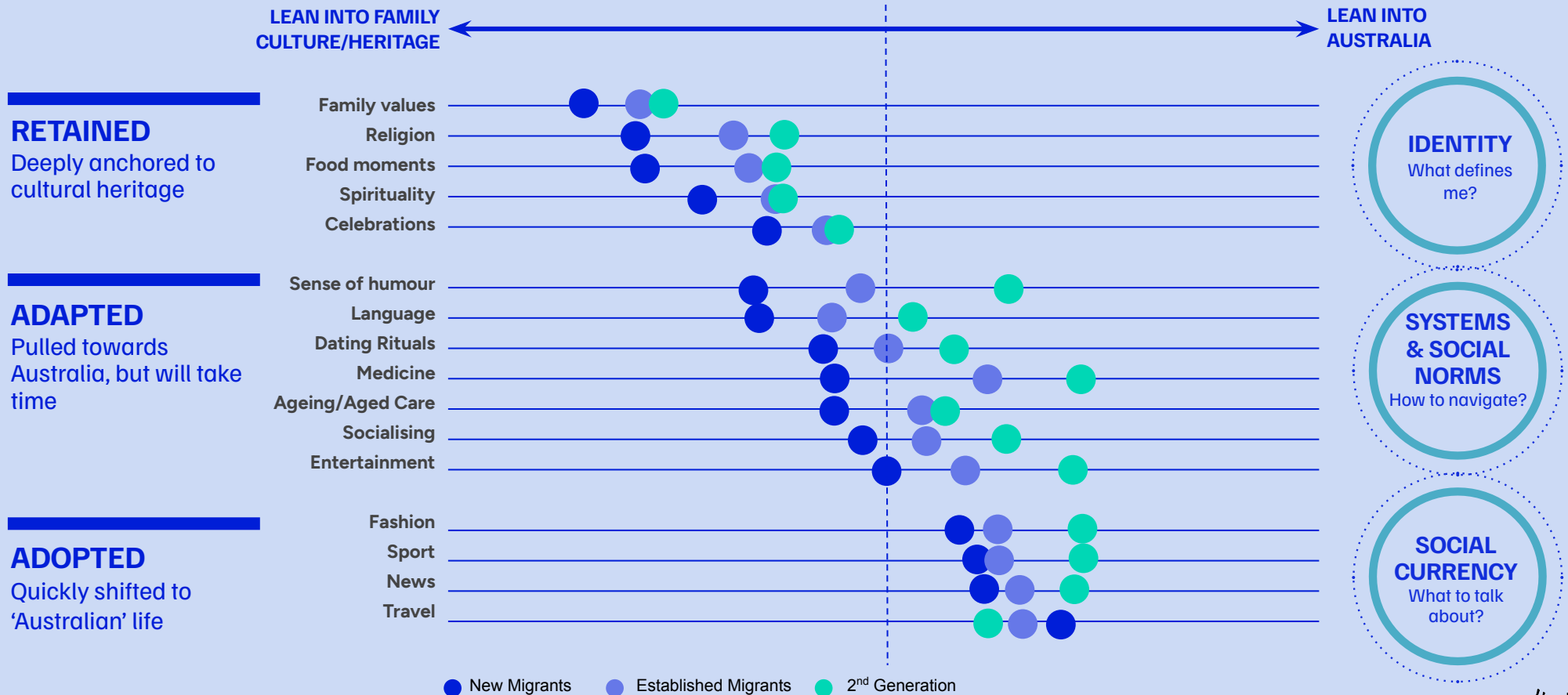
# The choices CALD Australians make around what to hold onto vs lean into have clear themes.



# The choices CALD Australians make around what to hold onto vs lean into have clear themes.



# And over time, the consistency of decisioning also changes



**So what can we do?**



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## ***Acknowledge***

Champion the rituals

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## ***Celebrate***

Make it special by sharing

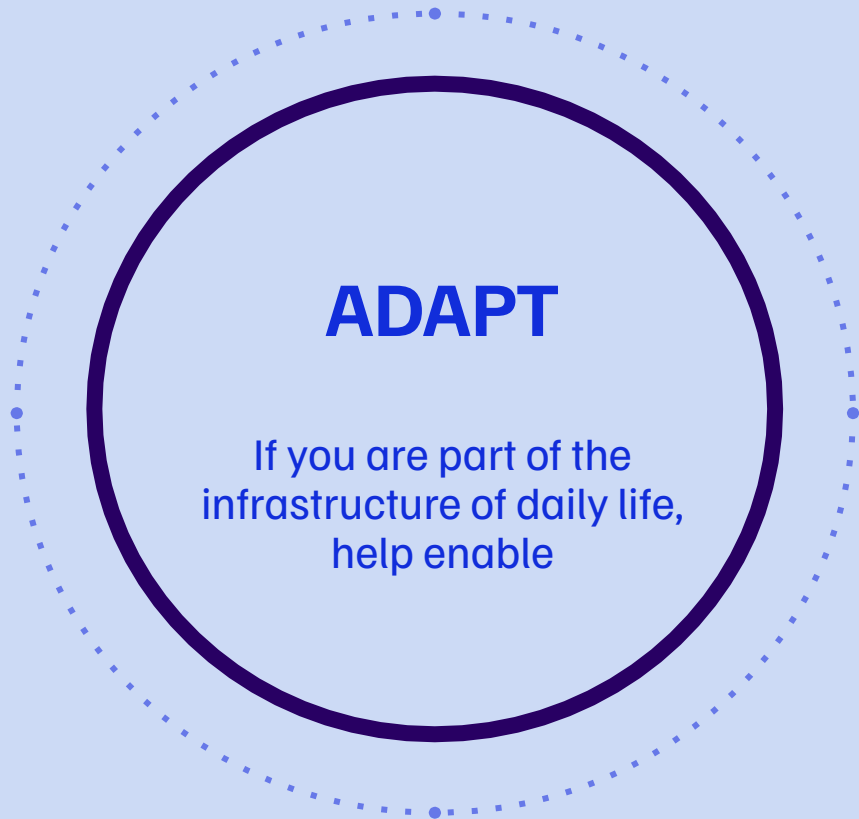
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## ***Immerse***

Accommodate without marking

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***Inform***

No assumptions

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***Support***

Check in

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***Empower***

Provide the map

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## ADOPT

If you want to attract and  
build relationships early,  
invite them in

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### **Show**

Be the shop window

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### **Invite**

Put them in the picture

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### **Engage**

Be the dream

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**Thank you.**

**Grazie.**

**Danke.**

**Vinaka.**



the *growth*  
d\_stillery

A WHOLE *News* WAY TO GROW