

CultureMate

An online learning solution

Introduction



One-stop online cultural competence customised for industry sectors. JM&A offers a portal to comprehensive online information for all sectors.

CultureMate is an innovative, information rich, online portal providing a mixture of generic and industry specific information and development opportunities to increase users' cross cultural competence. CultureMate provides a common platform with ever expanding entry points for different products and industries.

The suite of products and applications provide skills critical to culturally competent service delivery:

- *Communication toolkit* for culturally effective messages and campaigns.
- *Learning resource*
- *Community profiles* on specific cultural groups

The product enables users to tailor information specific to their industry sector. It fills a gap for cost effective solutions without compromising quality.

In terms of outcomes, the portal will help to:

- assist businesses and organisations to provide improved services to clients from culturally and linguistically diverse backgrounds;
- develop and enhance business practices;
- improve productivity by minimising cultural misunderstanding within work teams and
- strengthen businesses and organisations' ability to work effectively in a competitive global environment.

Core innovation

The core innovation is the ability for each user to compile tailored content:

- Mimicking face-to-face training delivery and individualised cross cultural consultancies at a fraction of the cost.
- Putting control of the information collection and display in the hands of the user.

This interactivity is the result of the automated back end architecture responding to each user's enquiry. The purposing of the data to generate customised outputs sets **CultureMate** apart. The online platform will underpin delivery of these web-based tools.

A key element of the resource is the ease with which users are able to access the tools.



A one-stop shop for a number of industry sectors, the resource is easy to find and navigate due to its general platform through a simple single click into each industry pathway or product.

Culture Mate's simplicity belies the sophisticated and dense ecosystem of data available.

The resource offers just-in-time information so that users dip in and out of the resource constantly.

Functionality retains information entered by users so that completed tasks such as communication plans and demographic profiles and notes can be retrieved for review.

It is difficult to achieve cultural competence across an organisation

JM&A works with a variety of organisations to increase their cultural competence. Over the years, a number of issues have been identified by our clients:

- Embedding best-practice within daily activity is difficult.
- Achieving buy-in by all is challenging.
- Contracting specialist cultural expertise is expensive with no long-term increase in organisational capacity.
- Face-to-face professional development is expensive and there are timetabling issues associated with scheduling staff release.

This combination of factors means that the process towards whole-of-organisation cultural competence is sometimes hampered.

CultureMate gives all staff access to a standardised base of cross cultural knowledge and planning tools.

The suite of products addresses the factors inhibiting culturally competent service delivery:

- *Communication toolkit* provides in addition to up-to-date information, templates and integrated processes. This functionality ensures consistency across the organisation; thus embedding culturally competent practice within daily work activity.
- *Learning resource* provides the best opportunity to deliver cross cultural training throughout the whole of an organisation in a cost effective way.
- *Community profiles* provide at the click of the mouse, consolidated, current, targeted information on specific cultural and/or language groups. The information is available 'just in time'. Research shows this is the way to maximise use of planning resources, when staff realise they need information to properly complete a task.

Benefits and feasibility of online resource

This online resource is the best opportunity to ensure cultural competence throughout the whole of an organisation.

For a modest cost, all staff will be able to improve their cross cultural capabilities.

The social benefits arising from more culturally competent service delivery are immeasurable:

- Happy, appreciative, clients - "They are interested in getting it right when communicating with me."
- More streamlined service delivery - Get it right the first time.
- More confident staff - "I know what to do."

JM&A will update and amend the resource annually based of feedback from users.



Deliverables & structure

Tabs:

- Allow navigation to all areas in an unrestricted way.
- Give control to the user who is able to navigate according to his/her interest rather than follow a pre-determined, sequential pathway.

Internal links to other modules:

- Allow users to refresh their knowledge.
- Check previous activity or written response.

Functionality to download documents and templates:

- Allows users to update content.
- Enables users to download working plans.

Communication toolkit

All the information to support the development of culturally competent communication messages and campaigns - contact listings with multicultural community organisations; media lists; demographic data; 'how to tips'; templates and more....

- Introduction to cultural competence
- *Organisational partnership map* where staff can record contacts with multicultural community organisations. Information will be stored and available for download in a data base format. Functionality will allow for searching across a number of categories
- *Communication Plan* will prompt user to ask the right questions in relation to an effective communication strategy:
 - what to think about when communicating to culturally and linguistically diverse communities and
 - what to consider in relation to different communication strategies.

As the user progresses through the *Plan*, the information is recorded. On completion, the *Plan* is downloadable with all relevant information, contact details of relevant organisations, demographic details etc available for reference.

- *Community directory* allows searching across a number of categories. It provides:
 - ethnic media lists,
 - multicultural community organisations (in each state and territory) and
 - local media lists (in each state and territory).



Learning resource

Highly interactive, with filmed scenarios based on common cross cultural communication problems and choice of activities to engage a broad range of users.

- A range of learning activities accessible to users with different interests and knowledge.
- Customisable and flexible format allowing on-going expansion and adaptation.
- Individualised and self-paced mode provides control over learning; e.g. the capacity for recording thoughts and comments for subsequent reflection.
- Access to externally maintained and updated website.
- Administrator rights to training managers for ease of monitoring of training as well as total confidentiality.

Content is organised to allow expansion and development of new modules, activities and case studies. Some priority content is:

1. Welcome /log in page

- An introduction to the website structure, format and methodology.
- Pathway selection depending on industry sector.

2. Home page is the first step in exploring the website

- Practical explanation of cultural competence through case study; after watching the film clip, a number of exercises and links further explore the practical benefits of being able to negotiate two or more cultures.
- The diagnostic case study explains the what, why and how of cultural competence - What is it? What are the practical benefits? Why is it important? How can I act in a culturally competent way?
- If relevant to the user group, outline of compliance issues, policies and principles.
- Links to legislation, policies, resources etc.

3. Case studies

- Case studies cover a number of situations and have been developed after research and consultation with various user groups.
- Case studies provide practice in 'uncovering' the way differences in cultural values have the potential to cause miscommunication and lead to poor service outcomes.
- At the end of each case study, users complete:
 - Activities and assessment tasks to build skills in understanding WHY people behave as they do; the first step towards more culturally competent practice.
 - Tasks to build skills in developing strategies to overcome cross cultural miscommunication and achieve positive solutions.



Community profiles

Information on specific cultural and/or language groups to increase the understanding of the migrant and refugee experience.

The profiles are tailor made to reflect the demographic information required by each industry sector. On entering the portal, users will be able to generate customised *Profiles* for their specific industry sector.

Topics may include:

- Settlement history
 - Pre-arrival experiences
- Support and networks
- Geographic distribution
- Age / gender
- Religion
- English language proficiency
- Main language other than English spoken at home
- Labour force participation
- Education
 - Educational experiences
 - Participation /outcomes
- Family dynamics, gender roles / parenting
- Key cultural values & beliefs



Additional structural functionality

The resource meets accessibility standards to AA level as outlined by the Web Content Accessibility Guidelines 2.0 (WCAG 2.0) endorsed by the Australian Government for all government websites. (The Government has indicated that content on government websites should meet: Level A (Single A) by 31 December 2012 and Level AA (Double A) by 31 December 2014.)

The resource is hosted on the JM&A website. The following approach guarantees privacy of all information:

- Your organisation will be given exclusive administrator rights to a self-contained instance of the resource.
- You will have the ability to administer staff access to the resource.
- JM&A will not have access to your instance of the resource or the user information stored within.
- JM&A will be able to reset / change master passwords to the instance if requested as well as the ability to reset / delete / create instances.

Qualifications

JM&A works with government, community and business to find ways to make cultural diversity a driver for social cohesion and innovative business practices.

Organisations approach us to help them identify gaps in service delivery as well as develop policy and planning responses.

JM&A recently launched a cross cultural training website for nurses; uniformly praised by the profession for its interactivity and real-life examples.

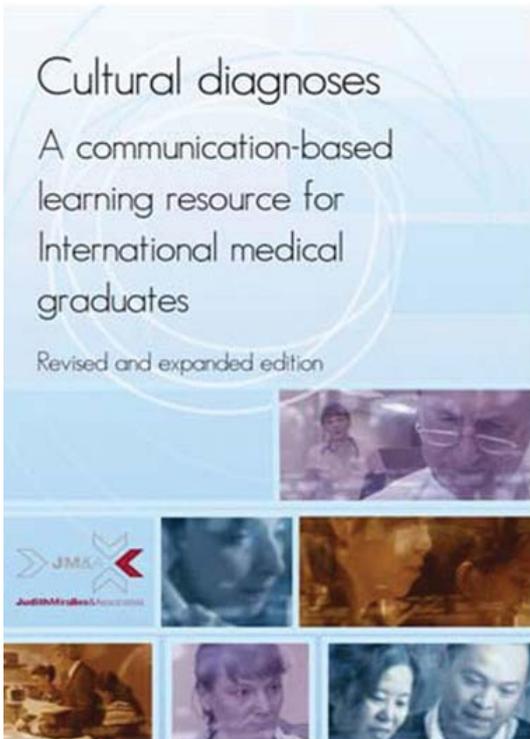
JM&A is at the leading edge of cultural competence training. We work across government, corporate and non-government sectors to create interactive and thought provoking personal development opportunities for staff. We also design educational materials in a range of media.

The salient feature of our work is the industry specific training programs and multimedia resources we develop.

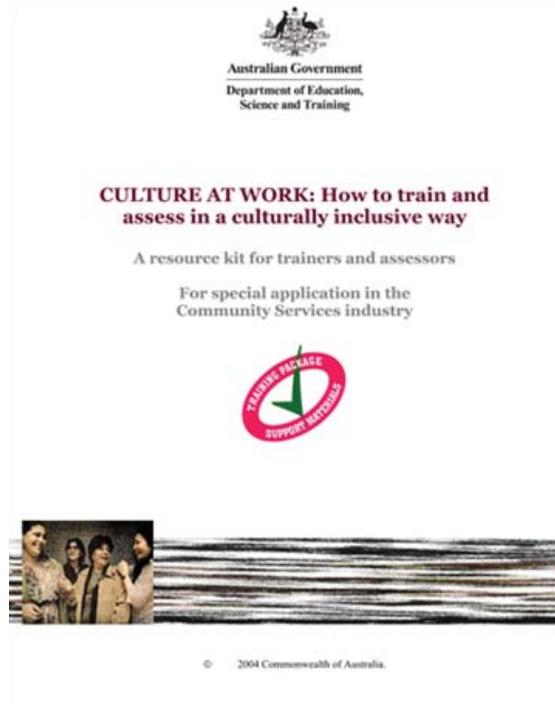
We do not provide generic cross cultural training. We work with each client to design interactive problem solving training based on real-life workplace situations. This guarantees a high level of engagement and positive learning outcomes.



The following shows a selection of our tailored training solutions:



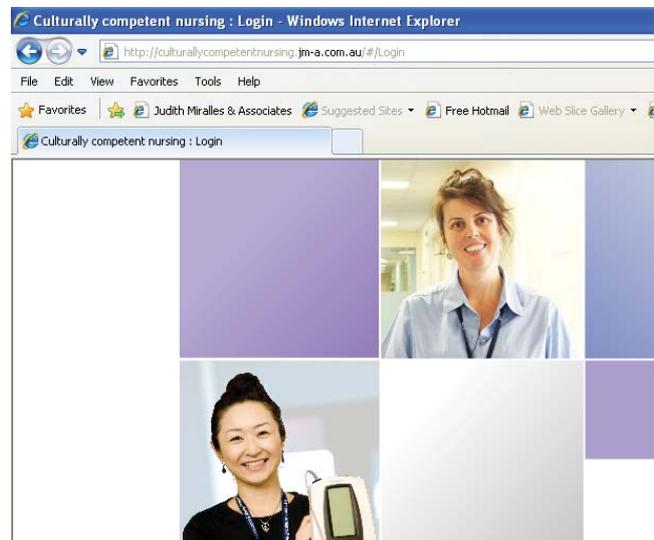
Cultural Diagnoses



Culture at Work



Volunteering Australia training manual



Culturally competent nursing website

