

Work in a socially diverse environment SITXCOM002A



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Funded under the Workplace English Language and Literacy (WELL) Program by the Australian Government Department of Education, Employment and Workplace Relations.

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ISBN 978-1-922108-07-4

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Acknowledgments

We would like to acknowledge the generous support of the following organisations and the Indigenous learners and employees in those venues for giving their permission for photography:

Ayers Rock Resort, Yulara, NT

Charcoal Lane Restaurant, Fitzroy, Vic

Lux Foundry Café, Brunswick, Vic

Peninsula Palms (Compass Group Australia), Dampier, WA

Permissions

We would like to acknowledge Ecolab who have kindly granted permission for their photographs of their products to be incorporated in this resource.

Multicultural Services of Central Australia

Department of Immigration and Citizenship

NAATI: The National Accreditation Authority for Translators and Interpreters Ltd

Logan City Council, QLD

Australian Network on Disability

Australian Human Rights Commission

Tourism Research Australia

Cultural Warning

People of Aboriginal or Torres Strait Islander descent should be aware that this publication contains images of people who may be deceased

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Welcome

Icons

These signs tell you what type an activity is:



Do this activity in a big group.



Do this activity in a small group.



Do this activity in pairs.



Do this activity by yourself.



Do this activity using the internet.

If you are not connected to the internet, your trainer will provide you with another activity.



Do this activity in your workplace.

If you are not in a workplace, your trainer will provide you with another activity.

What you will learn

This unit will help you to be aware of the needs of customers and colleagues from diverse backgrounds. It will help you to:

- communicate with people from different social and cultural backgrounds with respect and sensitivity
- address cross-cultural misunderstandings.





1 Diversity in Australia

In the Australian hospitality industry you will work with colleagues and customers from many different backgrounds.

These people may be different to you because of their:

- race
- cultural background
- language
- special needs e.g. diet
- abilities
- family structure
- gender
- sexual preference
- age.

This *diversity* means that your colleagues and customers may look different, have different beliefs and different ways of doing things.

Communicating with people from different backgrounds can sometimes be difficult. There can be misunderstandings.

This is why you need to learn how to communicate with people from a range of backgrounds.





Who are Australians?

Australia has one of the most diverse populations in the world in terms of culture and languages.

More than 22 million people live in Australia. They come from a wide range of backgrounds.

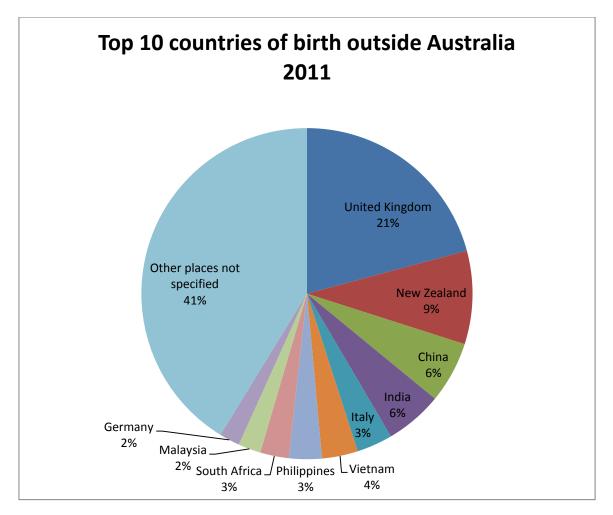


Australians come from diverse countries

In 2011, Australia's population was over 22 million.

- 2.5% of people are Indigenous
- 30.2% of Australians were born overseas
- About 46.3% have at least one parent born overseas.

From Australian Bureau of Statistics, 2011



From Australian Bureau of Statistics, 2011



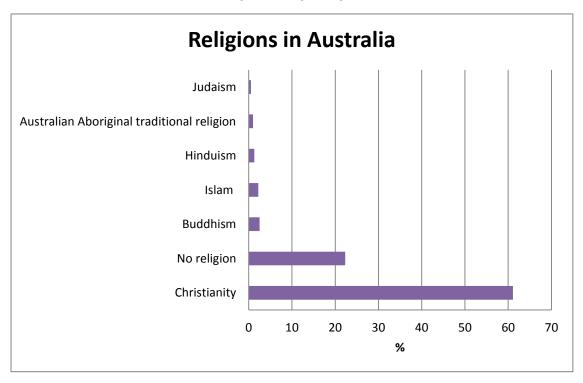
Activity 1 Australians come from diverse countries

Look at the previous graph and answer these questions.

1.	What are the four main countries of Australians born overseas?
2.	Do any of the top 10 countries come as a surprise to you?
3.	Do you know the nationalities of other people who have migrated to Australia?

Australians have diverse beliefs

People in Australia have many different faiths - over 120 different religions and denominations. Some do not belong to a religious group.



Australians speak diverse languages

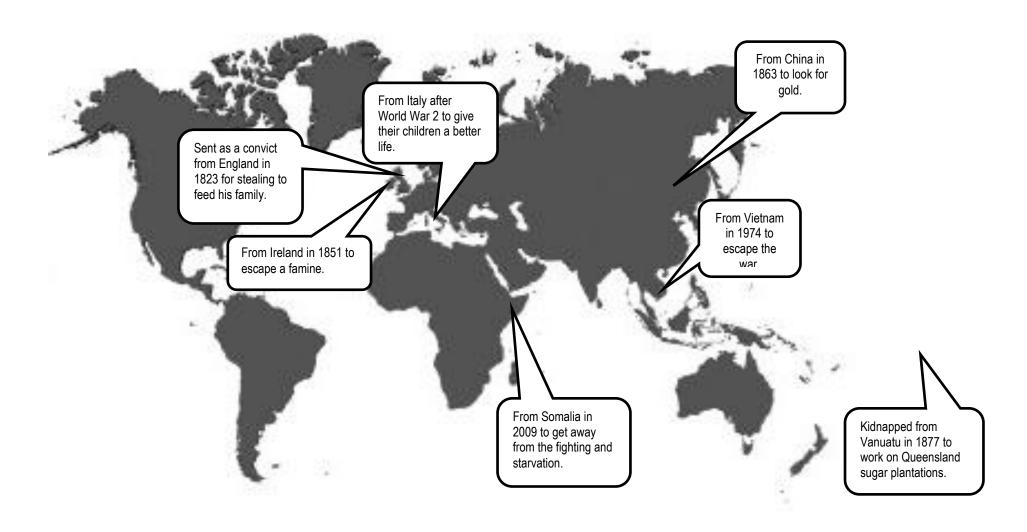
Languages in Australia

- Australians speak more than 200 different languages.
- 56,000 people speak over 50 Indigenous languages.
- 19% of Australians speak languages other than English at home.
- The most common other languages are Italian, Chinese, Greek, Arabic and Vietnamese

From the Australian Human Rights Commission Face the Facts Report, 2008 and the Australian Bureau of Statistics, 2011



Australians have come to Australia for diverse reasons



These people are all Australians

My name is Dave. I am 34 and came from New Zealand for a job. I speak English and some Maori.

I work in a government department in Canberra. I live with my girlfriend. We like going out to restaurants and movies.

I am Fernandez. I am 51 and live in Darwin. I came to Australia from Timor l'Este. I speak Tetum, Portuguese and English.

I am married with 3 children. I am a waiter in a hotel restaurant. I like Portuguese 'fado' music and soccer. I am a Catholic.

Hi, my name's Jimmy. I'm 23 and live in a country town in Western Australia.

My family came to Australia from Scotland 100 years ago. I have a hearing disability and use Auslan sign language.

I'm a car mechanic and I like motorcycling and action movies. I like camping with my mates on holidays.

I am Toula. I work as a chef in a hotel in Sydney.

My parents were factory workers. They come from Greece. I only speak English though.

I live with my partner in an apartment in Sydney. I love surfing and going to the gym.

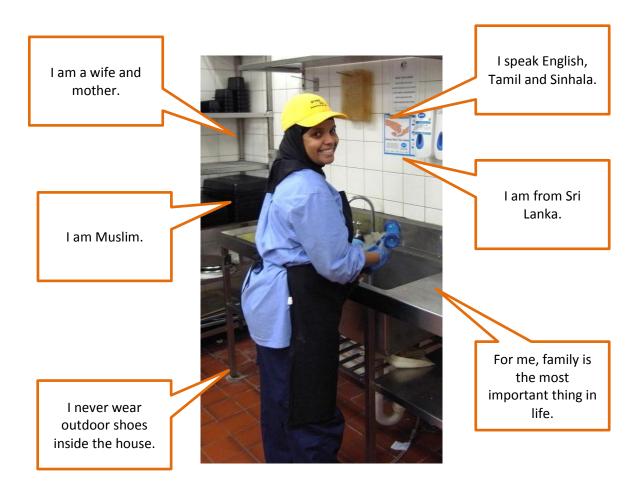
My name is Marina. I'm a 17 year old Indigenous girl from a family living near Alice Springs. I speak English and some Warlpiri.

I love rap music and playing netball. I am studying hospitality.

What is culture?

Your culture is part of your identity – who you are. Culture is the groups you belong to that influence parts of who you are. Some groups you are born into and some groups you become a part of at different times during your life.

Your culture shapes the way you see the world and how you live. If you are aware of your own culture it helps you to understand other cultures.



Some aspects of culture are obvious, such as language, ways of dressing and behaving. But other aspects of culture are harder to see such as values, customs and beliefs.

Remember that each individual is more than their culture.



Activity 2 Australians come from diverse countries

How do you identify yourself?

- How do you describe who you are?
 Look at the examples, and then finish the sentence about yourself.
- 2. Then discuss in small groups: Are any of these aspects more important to you? Why?

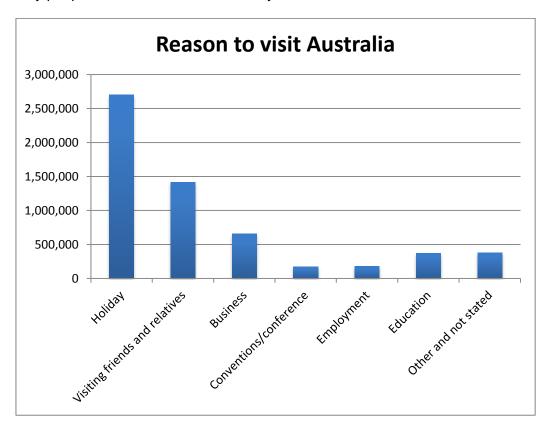
Attribute	Example	Me
Gender	I am a woman.	I am
Ethnicity	I am Vietnamese.	I am
Name	I am Gina.	I am
Family background	I am part Samoan.	I am
Career or job title	I am a room attendant	I am
Relationship to others	I am a friend / mother / son	I am
Interests	I like sewing / surfing	I like
How you think about yourself	I am funny / serious / clever	I am

Adapted from Young people in the workplace, Australian Human Rights Commission

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International visitors to Australia

This table shows information about visitors coming to Australia in 2010 and 2011. It shows how many people visited, and the reason they came to Australia.



From *Tourism Industry Facts and figures at a glance: May 2011*Tourism Research Australia



Activity 3 International visitors to Australia (1)

Look at the previous chart and answer the questions.

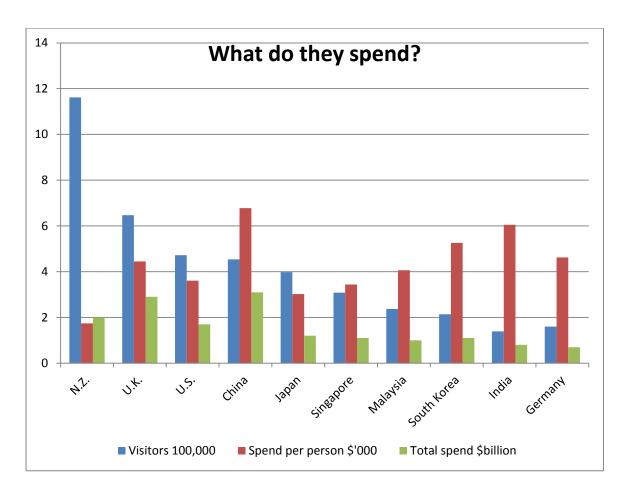
- 1. What is the main purpose of international visitors coming to Australia?
- 2. How many international visitors in this group came to Australia in 2011?

3. What is the second main purpose of people visiting Australia?

4. How many international visitors in this group came to Australia in 2011?

How much money did they spend?

This chart shows where visitors to Australia came from in 2010 and how much money each group spent.



From Tourism Industry Facts and figures at a glance: May 2011

Tourism Research Australia



Activity 4 International visitors to Australia (2)

Look at the previous chart and find the answers to the following questions.

LOOK	ai i	the previous chart and find the answers to the following questions.				
1.	1. What are the top four countries that most visitors come from?					
	Country					
1						
2						
3						
4						
2.	Wh	nat are the top four countries that spend most per person?				
	Country					
1						
2						
3						
4						
3.	3. What are the top four countries that spend most in total?					
	Country					
1						
2						

3

4

Anti-discrimination laws in Australia

Australia has laws to make sure that all Australians:

- are free to express their own culture and beliefs
- respect the right of others to express their own culture and beliefs
- have equal opportunity in social, political and economic life
- are treated fairly, free from discrimination on the grounds of race, culture, religion, disability, language, gender or other basis.

These laws (or Acts) have been passed by both federal and state governments.

A quick guide to anti-discrimination laws

The law	What it means
Age Discrimination Act	Whether you are young or old, you have the right to be treated fairly and to have the same opportunity as other Australians.
Disability Discrimination Act	People who have disabilities have the same rights as other Australians.
Sex Discrimination Act	All Australians have the right to be treated equally and not discriminated against on the grounds of sex, pregnancy or their marital status. They also have the right to not be sexually harassed.
Racial Discrimination Act	Discrimination against people on the basis of their race, colour, descent or national or ethnic origin is unlawful.
Australian Human Rights Commission Act	Defines discrimination and connects Australia to international human rights laws.
Racial Hatred Act	Public racially offensive or abusive behaviour is unlawful.
Equal Opportunity for Women in the Workplace Act	Employers should give women equal employment opportunities. They should remove any barriers to women entering and advancing in their organisation.
Fair Work Act and National Employment Standards (NES)	The NES sets out 10 minimum standards of employment, including up to 12 months unpaid parental leave. It also allows parents or carers of a child under school age, or of a child under 18 with a disability, to request a change in working arrangements to assist with the child's care.
State-based anti- discrimination laws	All Australian states and territories have their own Acts which make discriminatory behaviour unlawful.

Workplace policies

Most workplaces have their own rules about treating people fairly. These are called policies. They are usually based on the laws to prevent discrimination.

They tell employees how they are expected to behave.

Here is an example:



Wattle Park Hotel Anti-discrimination Policy

We are required by law to provide a workplace which is free from discrimination and harassment.

No employee should discriminate against, harass, victimise or vilify any workplace colleagues, contractors or members of the public for any reason, including:

•	gender	■ relati	onship	status
---	--------	----------	--------	--------

age ■ breastfeeding

racereligious belief or activity

disability • political belief or activity

family responsibilities • trade union activity

pregnancysexuality.

Any such behaviour is prohibited under both state and federal legislation



Activity 5 Your workplace policies

Find your workplace policies that are about treating people fairly.

1.	What are the names of the policies?
2.	What are 3 things they tell you about how to behave fairly towards other people?

Section summary

Now you have completed this section you should have developed the following skills and knowledge.

Tick each box if you are satisfied that you have those skills and knowledge.

Understand diversity in Australia.
Understand how your culture is part of your identity.
Know about different international visitors to Australia.
Understand Australian anti-discrimination law.
Identify and know your own workplace policies about treating people fairly.

Notes			

2 Differences in ability

Another way people can be different is in ability. We call this disability. One in five Australians has a disability.

What is a disability?

Some people have disabilities from when they are born. For others it may be the result of an accident, illness or ageing.

Some disabilities are short term and some are long term. Some come and go. Some people may have more than one disability.

Many medical conditions such as cancer, arthritis or chronic fatigue syndrome may result in disabilities.

People with disabilities can face barriers when accessing facilities or services.



Activity 6 Learn about disability

Read about different types of disability in the following table.

Discuss together. Then write brief notes into the table.

- 1. What problems might a person with that disability face in a hospitality environment?
- 2. How could you assist that person with a disability?



There are many different types of disability. Some common ones are listed here.

Type of disability	What you may see	What problems might they face in a hospitality environment?	How could you assist?
Loss of sight	Person may: wear thick glasses use a stick have a guide dog		
Loss of hearing	Person may: use a hearing aid ask you to repeat things turn one side of their head towards you as you speak speak in a slurred way use Auslan (Australian sign language)		
Mobility disability	Person may: use a stick, crutches or walking frame use a wheelchair		

Type of disability	What you may see	What problems might they face in a hospitality environment?	How could you assist?
Speech disability	Person may: point and gesture to communicate use a speech board or other communication device		
Intellectual disability	Person may: have an aide with them communicate unclearly behave in a more child-like way than their age		
Mental health problems e.g. anxiety disorders, phobias or depression	Person may: display unpredictable responses display unusual behaviour display signs of anger or frustration withdraw from communication		

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Assisting people with a disability

Signs

Signs are an important way to show customers and the public that your business is accessible to people with a disability.



Activity 7 Signs and symbols

1. Do you recognise these signs?

What do they mean?









- 2. Walk around your workplace.
 - a) What signs can you find that could help people with a disability?

b) What other things can you see that would help people with a disability?Use this list to help you.

	I	ICK	t	ne	thir	ngs	you	find.

Wheelchair ramps
Large print menus
Menus or signs in Braille
Safety bars in public area toilets
Disabled toilets
Rooms fitted out for people with disabilities e.g. furniture low to the ground, seat in the shower, grip bars
Walkways wide enough for wheelchairs
Anything else?

Communicating with people with disabilities

What should you do if you are not sure about the best way to communicate with a person with a disability?

Ask them.

- How should you talk to and look at the person?
 - Look and speak directly to the person with the disability, not to their carer or interpreter.
- What should you do if you can't understand something the person said?
 Ask the person again.
 - Be patient people with some kinds of disability may take a little longer to understand and respond.
- How should you treat the person?
 - With respect and consideration the same as you would with everyone else.
 - Don't assume what the person can or can't do.

Language is powerful

Use language that puts the person first and the disability second.

× Negative language	✓ Positive language
He's disabled	He has a disability
A handicapped person	A person with a disability
Deaf	A person with a hearing disability
Blind	A person with a vision disability
Handicapped, a spastic, a cripple	A person with a physical disability
Wheelchair-bound, confined to a wheelchair	Uses a wheelchair, a wheelchair user
Mentally retarded	A person with an intellectual disability



Section summary

Now you have completed this section you should have developed the following skills and knowledge.

Tick each box if you are satisfied that you have those skills and knowledge.

Know about different kinds of disability.
Identify signs in the workplace that assist people with a disability.
Communicate respectfully with people with disabilities.

Notes			

3 Working with diverse people

It's easy living and working with people who are just like you – you feel like you understand them.

But in a diverse country like Australia, and in the hospitality industry, you may have to work with people who aren't like you at all. These people may be *colleagues* (workmates) or guests and customers in your hospitality workplace.

The main strategies for working smoothly with people from different backgrounds to yourself are:

- know about different cultures
- show respect for others
- don't think in stereotypes.

Know about different cultures

You can't know everything about every culture, but it can help to know a little about the cultures of your workmates and your main visitor groups.



Singapore



Activity 8 Find out about another culture

Choose one of these countries:

•	China	•	Germany	•	France
•	India	•	Japan	•	Saudi Arabia

Malaysia

South Korea

America

- Find information about the language and culture of people from this country.
 Your trainer will organise this activity.
 Try to find information that is important for hospitality workers to know about.
- 2. Write brief notes in the following table.
- 3. Share your information with the group.

COUNTRY:	
Greetings & forms of address	
Physical contact	
Religion/s	

Non-verbal communication	
Food customs, preferences, taboos	
Attitude to alcohol	
Dress	
Modesty for women	
Level of formality	

Language/s spoken	
Anything else hospitality workers may need to know about?	









Activity 9 Using your cultural knowledge

Here are some stories where knowing a little about different cultures would have helped communication.

Read each story. Then discuss the questions together.

Story 1 – Greetings and forms of address

Matt had met all the Middle Eastern convention guests at reception. The next day he greeted one man this way: 'G'day Aziz, how are you going, mate?' The man nodded briefly but did not smile or reply.

- How might the guest have felt?
- What cultural knowledge would have helped Matt?



Story 2 – Family and social obligation

Winston needed to go to a cousin's funeral. His workmate Candice got angry that he was having time off and said, 'You Aboriginals are always going to funerals'.

- What might Candice be thinking and feeling?
- What cultural knowledge would have helped Candice?



Story 3 - Religions

Barney wished all the customers 'Merry Christmas' as they left the cafe. Some of them were wearing Middle Eastern dress.

- How might the Middle Eastern guests feel?
- What cultural knowledge would have helped Barney?



Story 4 – Modesty for women

Marcia was at reception. She is 19 and had the two top buttons of her shirt undone. Some of the guests from Malaysia looked away when they saw her.

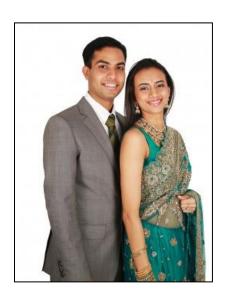
- Why do you think the guests looked away?
- What cultural knowledge would have helped Marcia?



Story 5 - Food preferences

An Indian customer asked Ken what was on the menu for vegetarians. Ken said he could just order from the menu and remove the meat.

- How might the Indian guest feel?
- What cultural knowledge would have helped Ken?



Showing respect for others

We should treat our colleagues and customers with respect and sensitivity.



Activity 10
What do we mean by 'respect'?

Discuss in your group:

1. Think of a time you were treated with respect by someone.

What was the situation?

What did the person do that made you feel respected or worthwhile?

2. Think of a time you were not treated with respect by someone.

What was the situation?

What did the person do that made you feel not respected or worthwhile?



Activity 11
Some ways to show respect

What are some ways to show respect for colleagues and customers from different backgrounds? Talk together and make a list.





Activity 12 The benefits of respecting others

How does it help to be respectful of colleagues and customers from different backgrounds? In a small group, discuss these statements.

Then circle YES or NO.

If I am respectful of others:	What do you think?
Customers will feel like they matter.	YES / NO
People will boss me around.	YES / NO
The workplace will be fairer.	YES / NO
I will be obeying the law.	YES / NO
I will be following workplace policy.	YES / NO
I will get more tips.	YES / NO
People will respect me in return.	YES / NO
Going to work will be more enjoyable.	YES / NO
I'll get better shifts.	YES / NO

Don't think in stereotypes

Stereotyping is making assumptions about a person because of their appearance, their background or their culture. When we think in stereotypes, we are often prejudiced.

Prejudice is when you pre-judge a person or situation rather than asking and finding out the facts. You *assume* (believe without proof) that you know or understand.



Activity 13 Fact or stereotype?

Read the statements below.

Decide if each statement is a stereotype (write S) or a fact (write F).

3/F		
	1.	All Australians love sport.
	2.	Most people over 70 years of age are retired from work.
	3.	All politicians are dishonest. You can't trust them.
	4.	Americans are rich.
	5.	People are poor because they are lazy and don't want to work.
	6.	The Australian Government is run mainly by men.
	7.	Indians only eat curry.
	8.	People in wheelchairs can't play sport.
	9.	Australia is a wealthy country with a lot of natural resources.
	10.	Vietnamese people most commonly work in bread shops.
	11.	Fat people are happier than thin people.
	12.	Men are braver than women.
	13.	People who wear glasses are intelligent.
	14.	All Aboriginal people are good at art.

Adapted from *Prejudice no way!* NSW Department of Education and Training 2006

Ways for the workplace to support diversity

A hospitality business might use many ways to make sure the workplace respects diversity. The business could:

- have policies and procedures in place to support diversity
- train staff in how to be aware of people's diversity and show respect for it
- offer family-friendly shifts to staff
- employ staff from a diverse range of backgrounds, including people with a disability
- build staff knowledge of cultural and religious festivals celebrated by guests and staff
- employ staff who speak another language
- offer basic foreign language training for staff
- offer English-as-a second-language programs for staff who need it
- translate emergency procedures and other signs into the languages of key employee and visitor groups
- make sure facilities are suitable for people with a disability.





Section summary

Now you have completed this section you should have developed the following skills and knowledge.

Tick each box if you are satisfied that you have those skills and knowledge.

Know about different cultures and use this knowledge in the hospitality industry.
Show respect for others.
Know the difference between stereotypes and facts.
Know what a hospitality business could do to support diversity.

Notes			

4 Communicating with people from other cultures

In the hospitality industry you will need to communicate with colleagues and customers for many different reasons. For example:

- meeting, greeting and farewelling customers
- giving directions
- giving instructions
- answering enquiries
- serving customers
- working in a team.

Cultural differences can affect verbal and non-verbal communication.

Here are some guidelines for communicating and respecting cultural differences.



Guidelines for communicating with people from other cultures

- 1. **Don't stereotype.** Do not assume all people from a particular culture behave in the same way. Treat people as individuals first.
- 2. **Ask people respectfully about their culture** so you can understand and treat them as they wish to be treated.
- 3. Speak clearly and concisely (not too many words).
 - Speak at close to normal speed but sound words out properly. Don't speak really slowly this can seem like you think people are *inferior* (worth less than you) or childish. English speakers may not understand your accent. Non-English speaking people may need time to translate.
 - Use simple words and short sentences.
 - Don't use slang (such as togs, mozzie, barbie).
 - Don't raise your voice. It won't help people to understand better!
 - Don't give too much information at once. Talk for a short time, then check for understanding.
- 4. Use **visual communication** such as maps, photos, drawings and diagrams.



5. Your non-verbal communication is important too.

- Use gestures or sign language to communicate.
- Show a friendly attitude.
- Be careful. Eye contact, facial expressions, gestures and posture can mean things to the guests that you don't expect.



6. Check for understanding.

- If you're having difficulty understanding a message, ask the person to repeat or clarify it. "I'm sorry, I didn't understand. Could say that again please, ma'am?"
- Or repeat their message back to them. "So you want to check out tomorrow, sir?"
- If you don't understand a person's name, ask them to spell it.
- If you think your message has not been understood, check with the person. "Would you like me to say that again, sir?"

7. Be friendly but not over-familiar.

- Don't stand too close to people, or touch them.
- Don't make jokes. There are cultural differences about what is funny.
- Don't discuss religion or politics. People may be sensitive about these.



Activity 14 Communciating with people from other cultures

Read the following stories. Discuss the question.

You might like to look again at the previous guidelines for communicating with people from other cultures.

Story 1

Gerry works in a team with Tranh but she rarely makes eye contact with him. Gerry thinks that Tranh is being rude and not interested in what he is saying.

In Tranh's culture it is not polite to make eye contact. She is not being rude. She is interested in what Gerry is saying.

Which guidelines would help Tranh and Gerry communicate better?

Story 2

Teena was organising a party but she was not sure about inviting Leila. Leila is a Muslim and Teena thought Muslim girls couldn't go out on their own or be in places where there was alcohol.

Actually, Leila loves barbeques, drives her own car and goes out a lot. She does not drink alcohol but she doesn't have a problem with others drinking alcohol.

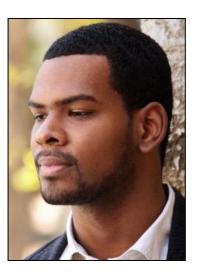
Which guidelines would help Teena and Leila communicate better?



Story 3

An African guest in the hotel spoke English but did not understand Australian accents. He did not understand Michael listing the specials on the menu, so Michael spoke really slowly. The guest felt insulted and said he was 'not stupid'.

Which guidelines would help Michael communicate better with his guest?



Story 4

James was taking an order in the restaurant but he wasn't quite sure what the customer was saying because she had a very strong accent.

He politely asked her if she could repeat the order. He then checked with her that he had got it right.

Which guidelines did James follow to communicate well with his customer?



Story 5

Pete wanted to know which of the Indonesian customers wanted the chocolate dessert. He pointed his finger at each of them and asked, 'You chocolate?', 'You chocolate?' His customers seemed upset. He did not realise that pointing a finger is considered very rude in Indonesian culture. Indonesians use their thumb to point.

Which guidelines would help Pete communicate better with his customers?



Overcoming language barriers

Sometimes it is difficult to communicate with people who do not speak the same language as you. But you can use methods to help, such as:

- using gestures and sign language
- speaking in simple English
- writing the message
- using visual communication methods such as drawings, maps or pictures
- learning basic words in a foreign language
- using a translator or colleague who speaks the other language.

One way of making people from other cultures feel welcome is to learn a little of their language.



Activity 15 Learn a foreign language

Your trainer will organise an activity where you can practise some words in a foreign language.





Activity 16 Overcoming language barriers

Read each story. Then tick the actions which would help communication. You can tick more than one action.

Story 1

Jenny works in front-of-house. Some Chinese guests arrive who do not speak any English. Jenny does not speak Chinese.

What things should Jenny do to help communication?

- Listen carefully
- Speak slowly and clearly
- □ Speak loudly
- ☐ Show the registration form and hold out a pen
- ☐ Find a Chinese-speaking colleague to translate



Story 2

Fred is working with a Filipina workmate in the kitchen who does not speak English very well. He is trying to explain that she must wear gloves to use cleaning chemicals but she does not understand.

What things should Fred do to help communication?

Give her some gloves and use gestures to indicate the chemical is dangerous
Ask the supervisor to explain she needs to wear gloves
Speak loudly
Speak slowly and clearly
Draw a picture of her wearing gloves

Story 3

Some guests from Germany ask Shaun for directions on how to get to the nearest supermarket. They only speak a little English.

What things should Shaun do to help communication?

Draw	2	emal	l man
Diaw	а	Smail	เ เมลม

□ Show them the map on Google maps or his phone

Speak slowly and clearly

Learn basic German.

☐ Use sign language to indicate right, left and so on





Activity 17
Practise communicating

Your trainer will organise this activity to give you practice in communicating with people from different cultures.

Getting help from outside organisations

Sometimes you may need to get help from outside your workplace to communicate effectively with colleagues or guests from different backgrounds.

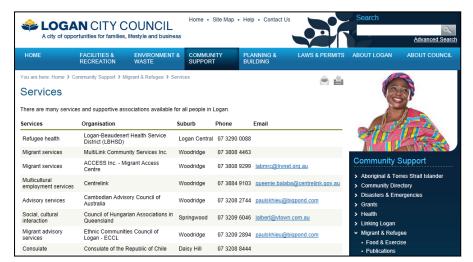
Here are some examples of the kinds of places you could contact:



Activity 18

Help from outside organisations

Look up these websites. Find one piece of information from each website which could help you communicate with diverse people.



Your local council may have multicultural services.

To find an interpreter or translator in your area try: http://www.naati.com.au/

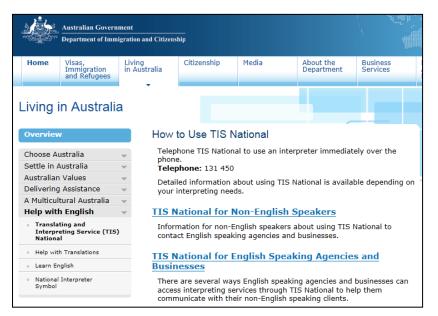


Disability advocacy groups may have advice.

Look at:

http://www.and.org.au/





TIS National is an interpreting service run by the Department of Immigration and Citizenship on a fee-for-service basis. It is available 24 hours a day, seven days a week.

http://www.immi.gov.au/>

Local cultural organisations may have information and advice about multicultural workplace policies and cross-cultural communication. Here is one example:

http://www.mcsca.org.au/>



Outside source	What help could they give your organisation to communicate better?	
Translation services	Translate brochures, signage and website into languages of your main international tourist groups.	
Interpreting services	Interpret what a visitor is saying, especially in an emergency.	
The internet	Information about different cultures and customs.	
Local library	Advice on the correct ways of behaving when dealing with people from other cultures.	
	Information in a visitor's first language.	
Embassies or consulates	May provide:	
Local cultural organisations	cultural information about other languages and cultures	
	interpreting services in an emergency.	
Educational institutions	May have basic foreign language courses for staff.	
Government agencies	Advice on how to assist and communicate better with people with a range of disabilities.	
Disability advocacy groups		



Activity 19 Getting outside help

Read each situation in the following table.

Look back at the previous information on outside groups. Where do you think Wattle Park Hotel could get advice or help?

Th	e situation	Where could they get advice or help?
1.	Wattle Park Hotel is hosting a conference. They know many of the people attending would have vision disabilities.	
2.	A mining camp catering service wants to employ more Indigenous people.	
3.	Wattle Park Hotel noticed that they were getting more visitors from Indonesia.	
4.	Wattle Park Hotel is renovating some of the guest rooms and wants to make them more accessible to people who use wheelchairs.	
5.	A Malaysian guest at Wattle Park Hotel calls reception in the middle of the night – she is upset but does not speak enough English to explain what her problem is.	

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Section summary

Now you have completed this section you should have developed the following skills and knowledge.

Tick each box if you are satisfied that you have those skills and knowledge.

	Communicate well with people from other cultures and who speak a different language from your own.
	Know where to get help when communicating with diverse people.
Note	S

5 Cross-cultural misunderstandings

Misunderstandings can still happen, even when we are doing our best.

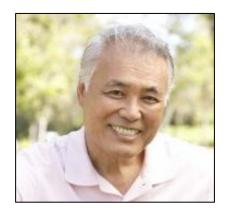
If a misunderstanding arises with a customer or colleague, work out what the problem is, then act to correct the difficulty as quickly as possible.

Resolving misunderstandings

Here are some guidelines for dealing with cultural misunderstandings.

- Apologise sincerely.
- To help smooth upset feelings, use a friendly and courteous tone and language, open body language and appropriate gestures.
- Don't make long excuses.
- Don't make the person feel inferior (worth less than you). Show respect for the person's viewpoint or behaviour even if you don't agree with it or understand it.
- Learn by your mistakes. Work out what went wrong and learn from it. Ask colleagues for advice about what to do differently.









Activity 20

Possible cultural misunderstandings between colleagues

Look at the following causes of misunderstanding and examples. Talk to other in your group about how you could prevent this in the future. Make some notes in the table.

Discuss with the whole group. Some have been done for you.

Cause of misunderstanding	Example	How could I prevent this in future?
Different first language	Didn't understand instructions Got something wrong	Don't use slang Speak clearly, check they have understood
Different body language	Won't meet your eyes when you talk to them Has different meaning of nodding and shaking the head	
Different attitudes to being part of a team	Doesn't offer help to colleagues Believes it is not appropriate to speak up at team meetings	
Different attitudes to authority figures such as supervisors	May not ask the supervisor to repeat instructions Doesn't seek assistance from the supervisor when they should	

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Cause of misunderstanding	Example	How could I prevent this in future?
Different work practices	May prefer to work alone rather than in pairs or teams May need to pray during working hours	
Different social behaviours e.g. level of formality, food sharing, socialising with opposite sex	Doesn't respond well to friendly approaches	Don't jump to conclusions Don't judge Accept differences Ask respectful questions.





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Referring problems to your supervisor

Cultural and language misunderstandings can cause problems.

Sometimes you can deal with the problem yourself. But sometimes you may need to refer the problem to your supervisor.



Activity 21
What should I do?

Read each story. Then discuss it in your group.

Story 1: Early for the bus

An American visitor has returned to the front door of the cultural centre an hour early. You told everyone to be 'back by half one'. The visitor thought you meant she had to be back by 'half off one'. This is how Americans describe 12.30 (half an hour from one o'clock). She is not happy as she had to rush around the museum.

What would you do?

- Refer the customer to your supervisor? YES / NO
- Something else?



Story 2: Food customs

Your Muslim guests have just realised that there is bacon in the quiche you have served them. Two of them have taken a mouthful. Eating pork is not allowed in their religion and they are very upset. You told them there was no pork in the dish, but you forgot that bacon was pork.

What would you do?

- Refer the customers to your supervisor? YES / NO
- Something else?

Story 3: Aussie Chinese

Some visitors who look Chinese arrived at the hotel. Mike thought they were from mainland China. When they arrived at their room, he explained how the air conditioning worked in very slow English and using hand signals. Then one of them said 'Thanks, mate!' in an Aussie accent. He was from Sydney and spoke fluent English.

What would you do?

- Refer the customer to your supervisor? YES / NO
- Something else?



Story 4: Japanese bath

Some guests from Japan have flooded the bathroom. In Japan you shower outside the bath and the floor has a drain.

What would you do?

- Refer the customers to your supervisor? YES / NO
- Something else?



Section summary

Now you have completed this section you should have developed the following skills and knowledge.

Tick each box if you are satisfied that you have those skills and knowledge.

	Identify issues which may cause cross-cultural misunderstandings with colleagues or customers.
	Resolve cross-cultural misunderstandings.
	Know when to refer issues about cross-cultural communication to your supervisor.
Note	S

Notes			

Key words

Word	Meaning		
advocacy group	A group that tries to influence the decisions of a government to help improve conditions for people		
anti-discrimination laws	Laws about treating all individuals fairly and equally regardless of gender, culture, language etc		
assume, assumption	Believe something is true without proof		
Auslan	Australian Sign Language		
Braille	A system of printing for blind people, where the letters are printed as groups of raised dots that can be felt with the fingers		
Colleague	A person you work with		
cultural diversity	The variety of traditions, beliefs and cultures within society		
culture	A group who share patterns of customs, beliefs and ways of life		
discrimination	When a particular group of people are treated differently and unfairly		
diverse, diversity	A range of different people		
ethnic group	A social group who have common origins and history. They generally also have a common culture and a sense of group belonging		
gestures	Movements of parts of the body, e.g. head or hands to express an idea or feeling		
harass	Repeatedly annoying or attaching someone		
inferior	Worth less than		
legislation	Laws		
marital status	Whether a person is married or not		

Word	Meaning	
mobility, mobile	Able to move around	
prejudice	An unreasonable dislike of a group of people or things	
prohibited	Banned, against the law	
stereotype	Making assumptions about a person because of their appearance, their background or their culture	
victimise	To treat unfairly	
vilify	To speak badly about someone	