

CALD Accessibility Guidance Tool

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The CALD Accessibility Guidance Tool aims to provide **content contributors** on **nsw.gov.au** with clear, actionable and immediate insights around **how to best reach and engage with culturally and linguistically diverse (CALD) communities in NSW***.

By doing so, the tool aims to aid the development of accessibility solutions to ensure those at-risk of exclusion within CALD Communities can easily and simply access government information and services.

Overview

The tool firstly provides a high-level snapshot of cultural diversity in NSW. The tool then analyses the **10 priority languages*** across three key factors of exclusion: **English proficiency, current nsw.gov.au usage, and first language literacy.**

The priority languages are *Mandarin, Cantonese, Vietnamese, Arabic, Korean, Greek, Neo-Aramaic (Assyrian and Chaldean), Spanish, Italian and Thai.* Together they represent **72% of CALD people** in NSW who are not proficient in English.**

The tool then uses these findings to provide recommendations for **three key business questions:**

- 1) The estimated reach of providing translated content on nsw.gov.au,
- 2) The characteristics of those currently accessing nsw.gov.au; and
- 3) The groups at risk of exclusion.

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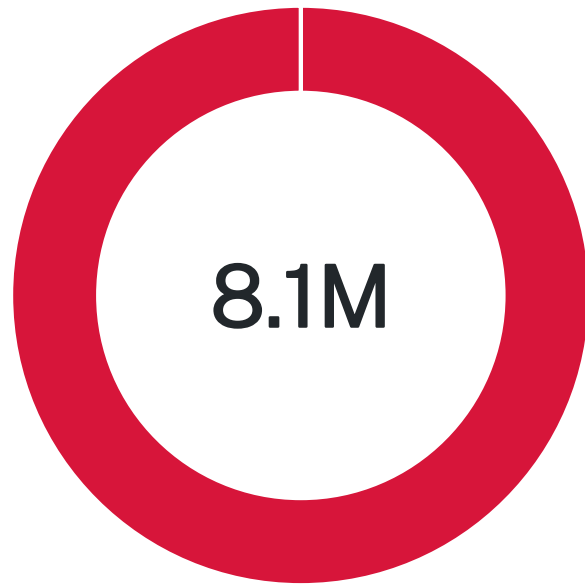


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NSW Cultural Diversity Snapshot

NSW is Australia's most culturally & linguistically diverse state/territory



Total NSW population

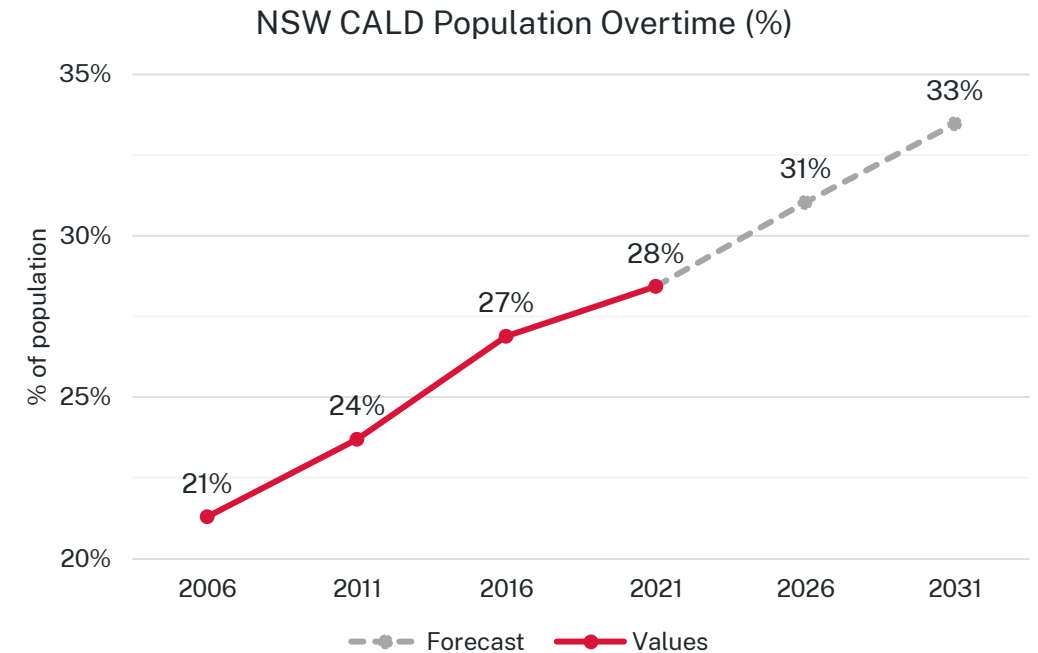
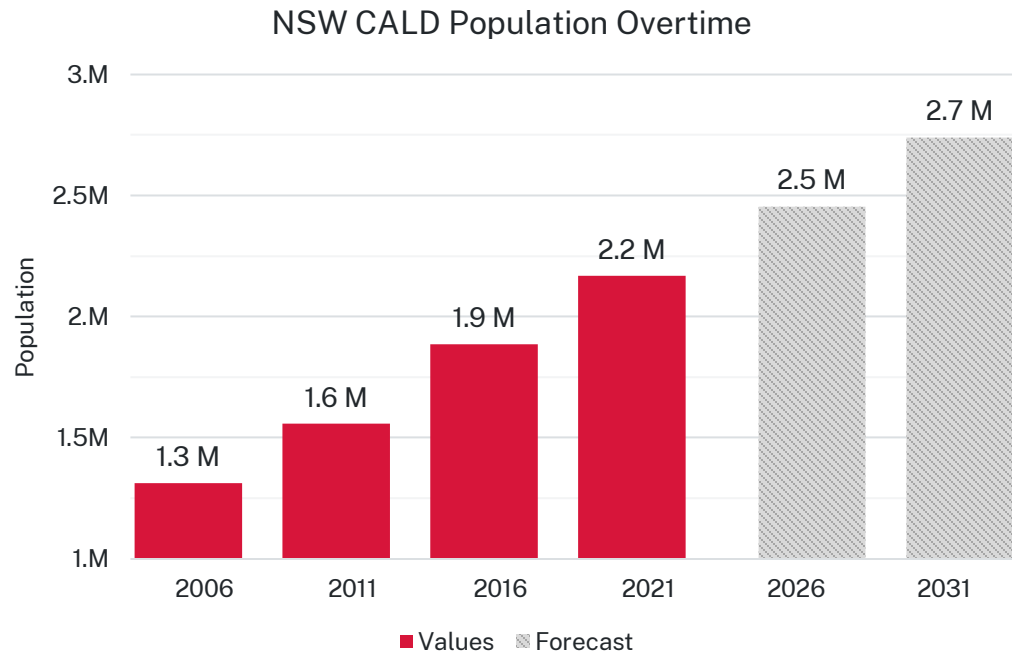


First or second generation migrants (4M people)*



Speak a language other than English at home (2.2M people)

NSW's cultural diversity is forecasted to continue to increase



CALD population defined for the purpose of this tool as people who speak a language other than English at home.

Forecast calculated using a 95% confidence interval based upon trend of [previous](#) growth in CALD communities in NSW. Note however that the growth of cultural diversity is variable upon external factors including domestic policy and foreign affairs, and therefore should be considered a guide only.

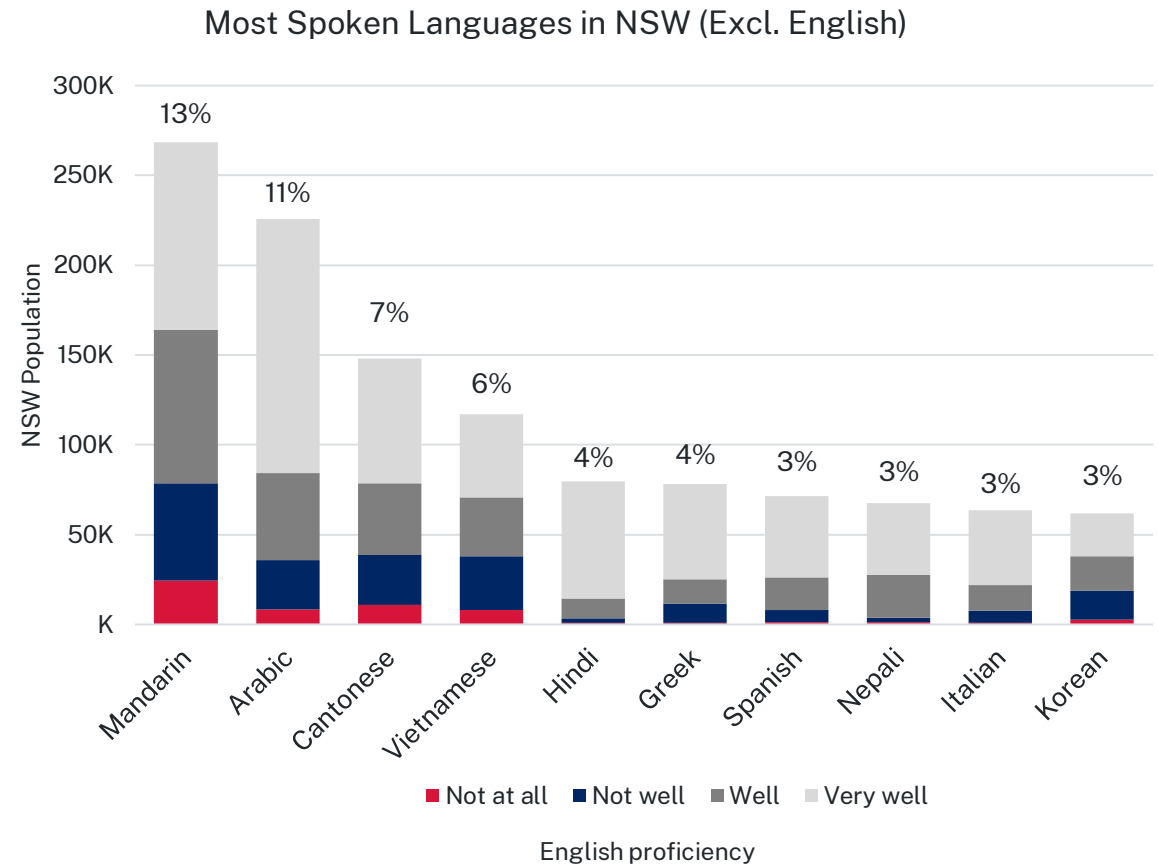
What languages are most spoken in NSW?

 **2.2M**

people in NSW speak a language other than English at home (**26%**)
 ↑ 14% since 2016 (260k)

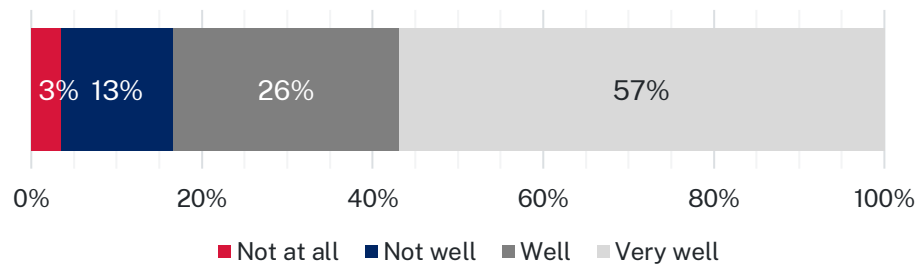
 **274**

languages spoken at home in NSW, incl. **51** Indigenous Australian languages

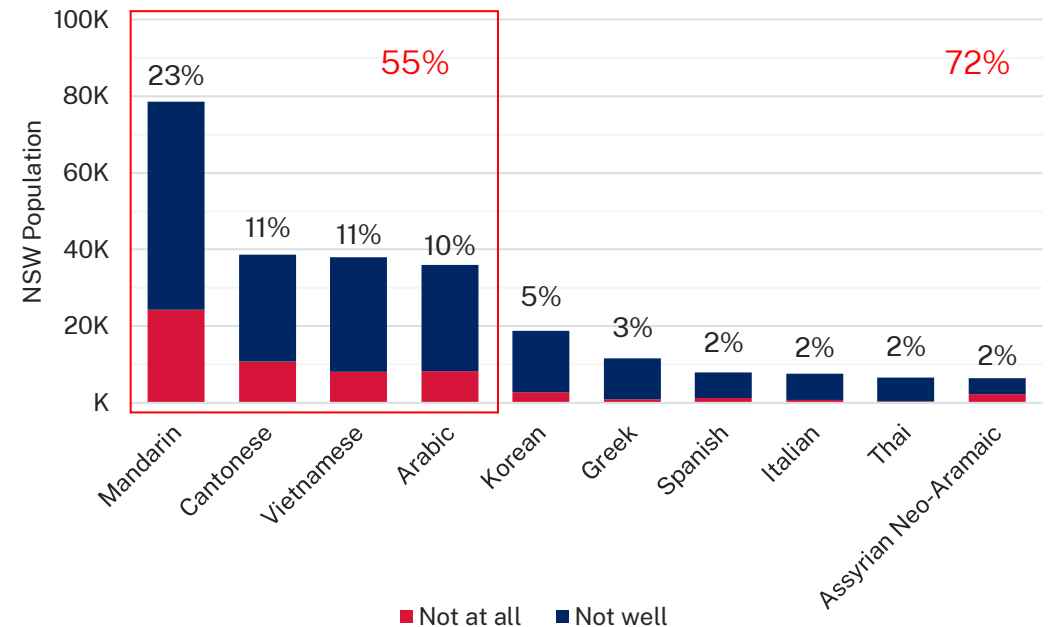


362,000 people in NSW who speak a language other than English at home are not proficient in English

Adult English Proficiency of CALD Population (NSW)



Languages by low ELP population, excl. English (NSW)



CALD population defined for the purpose of this tool as the sum of people who speak a language other than English at home.

The ABS Census captures English proficiency as a self-rated measurement of one's ability in spoken English. Adult English proficiency is a measurement of the English proficiency of those persons 15 years or older. ELP = English language proficiency.

1 in 3 NSW residents were born overseas



2.3M

NSW residents were born overseas
(31%)

↑ 16% since 2016 (330k)



312

different ancestries

↑ 5 since 2016 (307)

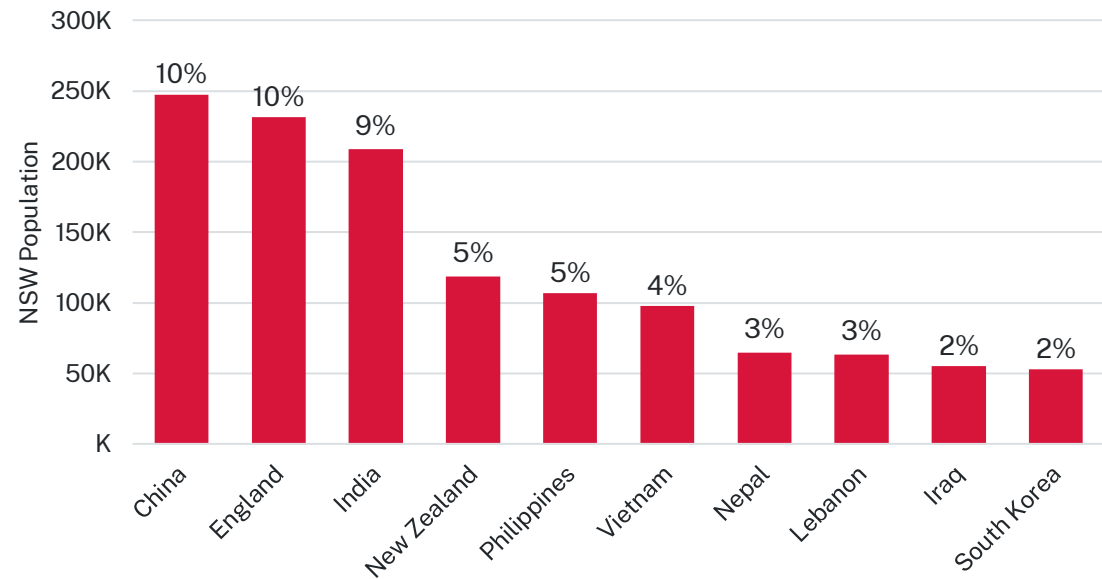


252

different countries of birth

↓ 8 since 2016 (260)

NSW Population by Country of Birth, Excl. Australia



NSW has welcomed 753,000 new migrants* in the last 10 years



2 in 3

new migrants in NSW are skilled migrants, only 5% are refugees

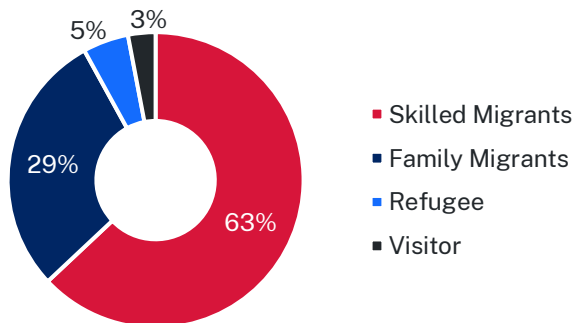
60%

of new migrants are young (20-39 years), only 5% are 60+

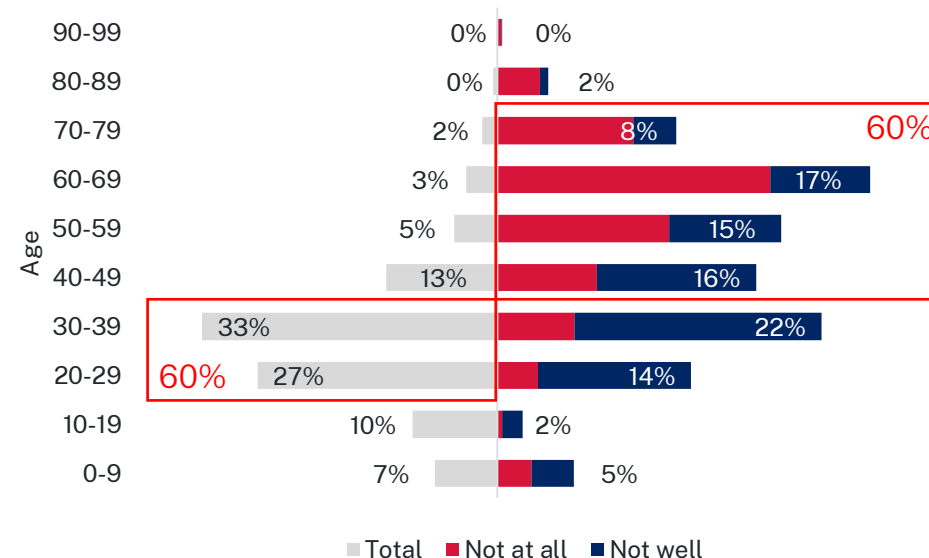
110,000

new migrants in NSW are not proficient in English (15%). This represents a 1/3 of the CALD population in NSW with low ELP

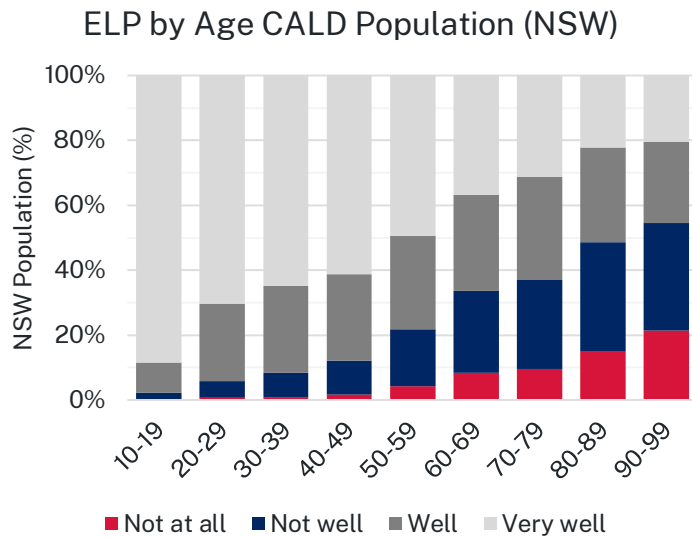
New Migrants by Category (NSW)*



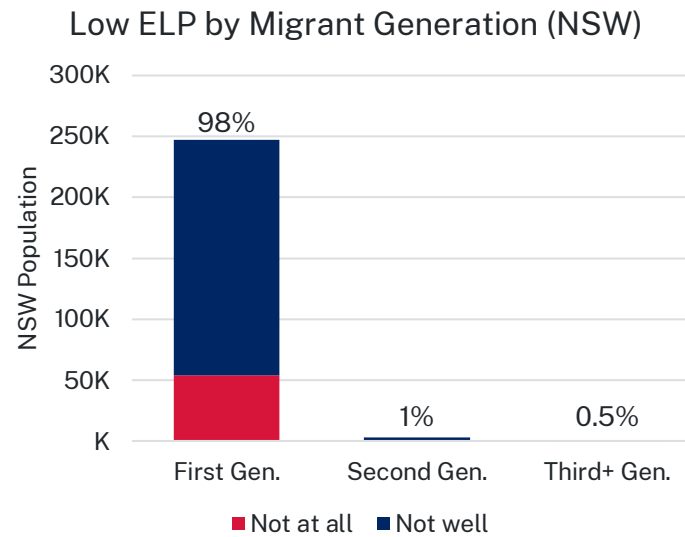
Low ELP New Migrants by Age (NSW)



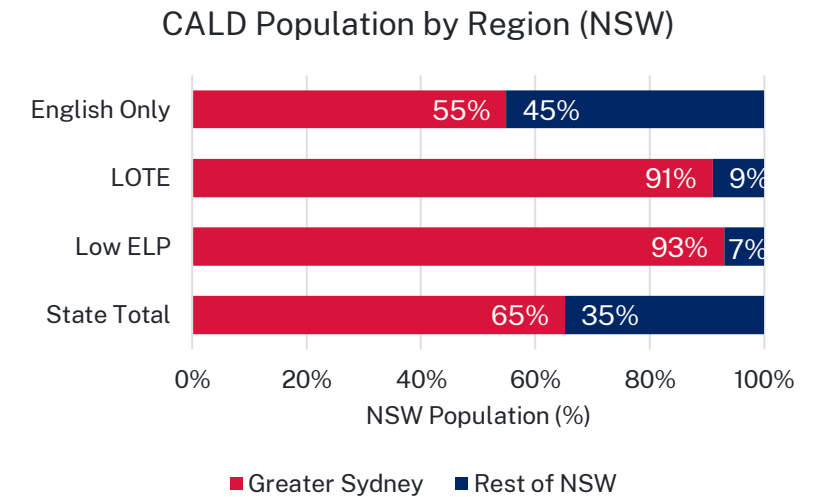
English proficiency in CALD communities: key trends



The older the person the lower their English proficiency on average



98% of CALD people with low English proficiency are **first generation migrants**. 1/3 of whom are new migrants*



93% of CALD people in NSW with low English proficiency **reside in Greater Sydney**

Snapshot of CALD users on nsw.gov.au



99.6%

of users on nsw.gov.au in NSW accessed the site in English.

356,000

pages were translated into a language other than English by NSW users (within a 365 day period).

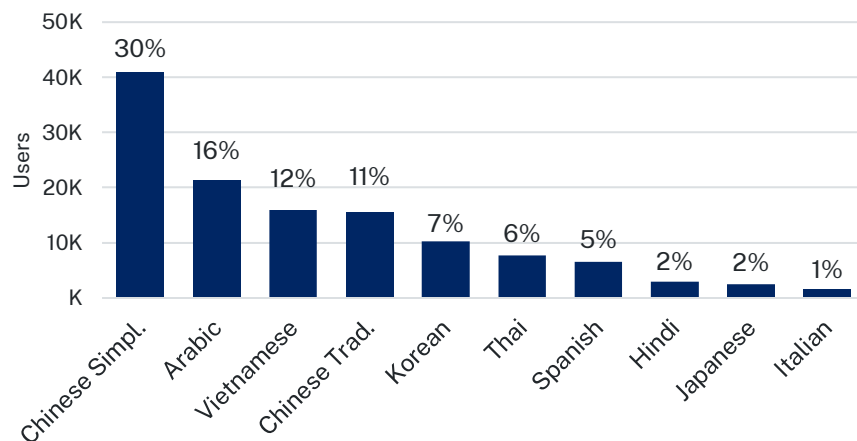
2 in 3

CALD users on nsw.gov.au are from Australia, one third are international.

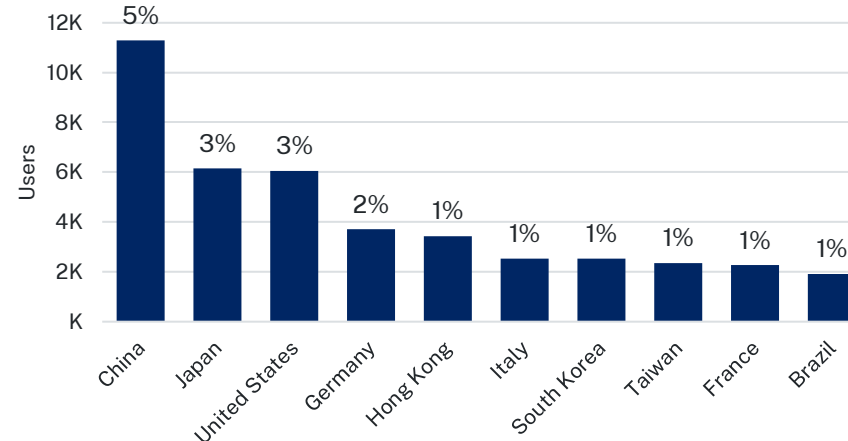
67

languages are currently supported for machine translation on nsw.gov.au.

nsw.gov.au Users by Language (NSW) (Excl. English)



nsw.gov.au CALD Users by Country (Excl. Aus)



Note: people who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

CALD Users defined for the purpose of this report as users who access nsw.gov.au in a language other than English.

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The Tool

Language insights summary

Language	Population (NSW)	Low ELP rate	Low ELP population (NSW)	Current nsw.gov.au users (NSW) ¹	First language literacy rate ²
Mandarin	268,400	29%	78,500	56,500 ³	65-99%
Cantonese	148,000	26%	38,700	56,500 ³	65-96%
Vietnamese	117,100	32%	37,900	16,000	84-96%
Arabic	225,600	16%	35,900	21,400	25-95%
Korean	61,900	30%	18,800	10,200	94-99%
Greek	78,200	15%	11,700	1,400	74-90%
Neo-Aramaic	37,800	27%	10,400	N/A ⁴	50-86%
Spanish	71,200	11%	7,900	6,600	75-99%
Italian	63,600	12%	7,600	1,600	85-94%
Thai	27,900	24%	6,600	7,700	94-97%

Source:
 ABS Census TableBuilder 2021, filtered for NSW. Google Analytics via Data Studio (nsw.gov.au last 365 days, 04 Oct 2021 to 04 Oct 2022). Baker Research Services, Jeffrey Cronin, 2013.

¹ A measurement of the number of people who have accessed nsw.gov.au in-language in NSW within 365 days (04 Oct 2021 to 04 Oct 2022). Note: people who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

² The estimated proportion of people who can read and write in their native language, based upon the reported literacy rate of their country of birth during the decade of their migration.

³ The nsw.gov.au users of Simplified and Traditional Chinese are combined for both Mandarin and Cantonese. See appendix B for more information.

⁴ Neo-Aramaic (Assyrian and Chaldean) currently not supported on nsw.gov.au for machine translation. See appendix C for more information.

Language insights summary

Language	NSW Population	English proficiency rate	% of language group who currently uses nsw.gov.au in-language*	First language literacy rate	Estimated reach of translated content on nsw.gov.au
Mandarin	Very high	Very low	Medium	Med-high	Very high
Cantonese	High	Low	Medium	Med-high	Very high
Vietnamese	High	Very low	Low	Med-high	High
Arabic	Very high	High	Medium	Very low-med	High
Korean	Medium	Very low	Medium	Very high	High
Greek	Medium	High	Very low	Med-high	Low
Neo-Aramaic	Low	Low	N/A**	Low-med	High
Spanish	Medium	High	Very high	Med-high	Medium
Italian	Medium	High	Very low	Med-high	Low
Thai	Low	Low	Very high	Very high	High

*The approximate proportion of people in the language group who currently uses nsw.gov.au in their respective language.

**Neo-Aramaic (Assyrian and Chaldean) currently not supported on nsw.gov.au for machine translation. Some resources are human translated. See appendix C for more information.

Key CALD Personas



Elderly migrant (new or established)

Old aged (60+ years), 60% female/ 40% male, born overseas and migrated to Australia 10+ years ago. Now resides in Greater Sydney, married with children and grandchildren.

Lowest rate of English proficiency, digital literacy and first language literacy on average.



Young new migrant

Young (20-49 years), born overseas and migrated to Australia within the last 10 years. Single or married with children. Resides in Greater Sydney.

Higher rate of digital literacy and first language proficiency on average.



Second/ third generation Aussie (intermediary)

Young (15-29 years), born in Australia from one or more migrant parents. Lives with family in Greater Sydney.

Very high rate of English proficiency (native speaker) and digital literacy (digital native).

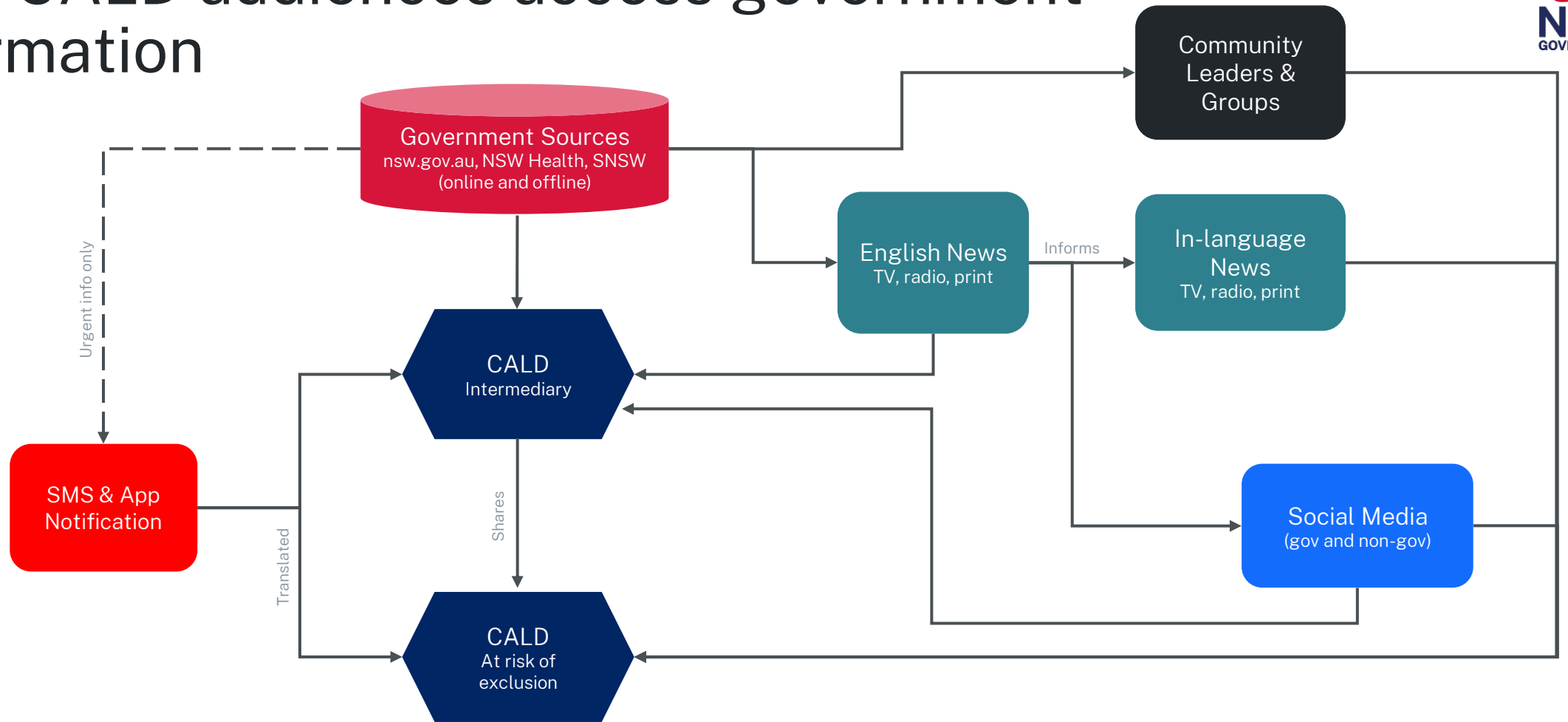


International student

Young (18 - 29 years), born overseas studying in NSW. Lives and studying in Sydney CBD.

High rate of digital literacy and first language proficiency on average.

How CALD audiences access government information



CALD audiences first learn about government information & services through non-government channels, then view/visit government sources to verify and learn more.

A multi-channel approach is needed. Publishing content solely on nsw.gov.au may not be sufficient to reach and engage with CALD audiences.

Best practices communicating with CALD audiences



Information should be in **plain language** and **available in the places and platforms** that your audience(s) visits.¹



Information dissemination occurs socially among CALD communities, shared among family, social, cultural, religious and community groups. Ensure information is in an easily **shareable format**.³



Use **audio visual elements and formats** (images, icons, videos, audio) to improve access to and comprehension of information for those with low literacy proficiency.²



Trust in the NSW Government is generally high among CALD communities. Government sources are seen as the most trustworthy channel to get information.^{4 5}

Best practices communicating with CALD audiences



Mobile is the preferred device among CALD communities when accessing nsw.gov.au. Therefore, a mobile first approach should be used.^{1 2 3}



PDFs are not recommended for displaying *digital* content as they are generally not mobile friendly due to their fixed and non-interactive nature. PDFs are however useful for printable resources.⁵



Information should be available in **both digital and offline formats** to ensure those with limited or no digital literacy and/or access are not excluded.⁴

¹ 2021, CIRCA. COVID-19 Webpage Redesign.

² Google Analytics via Data Studio (nsw.gov.au last 365 days, 04 Oct 2021 to 04 Oct 2022).

³ 2022, CIRCA. CALD Communications stage 1 – Research on CALD Communication Preferences.

⁴ Ibid.

⁵ 2022, CIRCA. CALD Communications stage 2 – User-testing of DCS Webpages for the NSW Department of Customer Service.

Best practices communicating with CALD audiences



Machine translated content is generally comprehensible, however it may be clunky and awkward in its phrasing. While not perfect, **machine translation offers an immediate translation solution** for content. While **human translated content should generally be used for high priority and/or high sensitivity pages.**¹



Accessibility is about the localisation of content, not just the translation of text. Need to ensure that content is culturally appropriate and inclusive. I.e., supporting languages that are written right to left, such as Arabic and Hebrew or allowing for text expansion/ contraction, such as translating from English to French.²



A multi-channel approach is needed, publishing information solely on nsw.gov.au may not be sufficient to reach and engage CALD audiences, particularly those at risk of exclusion.³

¹ 2022, CIRCA. CALD Communications stage 1 – Research on CALD Communication Preferences.

² 2022, CIRCA. CALD Communications stage 2 – User-testing of DCS Webpages for the NSW

Department of Customer Service.

³ Ibid.

Go to a language

Mandarin

Cantonese

Vietnamese

Arabic

Korean

Greek

Neo-Aramaic

Spanish

Italian

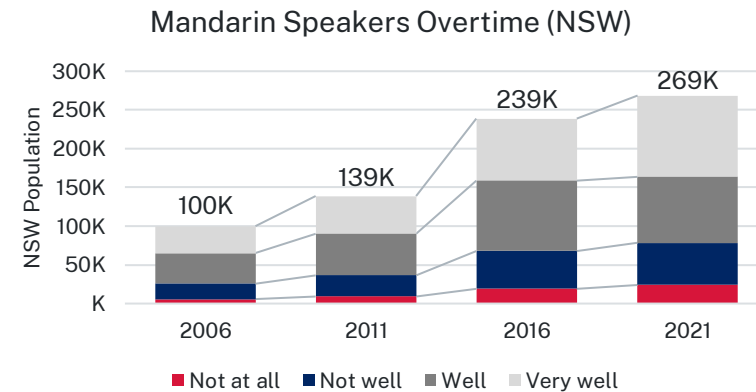
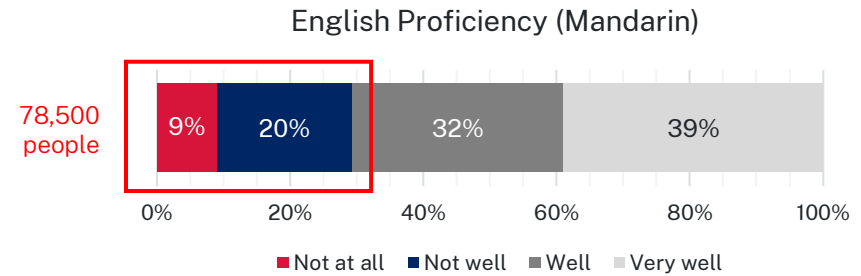
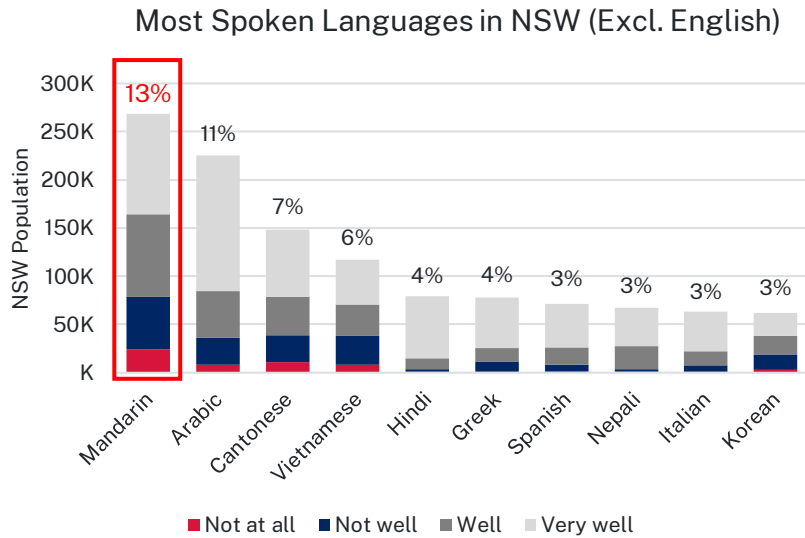
Thai

Mandarin

How many Mandarin-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Mandarin is the **most spoken language in NSW** after English with **268,000 speakers**.
- Mandarin has the **highest population in NSW not proficient in English (78,500)**, and therefore who are at risk of exclusion. Mandarin-speakers accounts for **one quarter (23%)** of all CALD people in NSW with low ELP.
- The rate of English proficiency is **low** with **1 in 3 Mandarin-speakers (29%)** not being proficient. Mandarin has the **largest population who do not speak English at all in NSW (24,300, 9%)**.
- Mandarin is the **fastest growing language group by population in NSW over the last 10 years (+129,600, +93%)**, and the second highest in the last 5 years (+29,800, +12%) after Nepali.



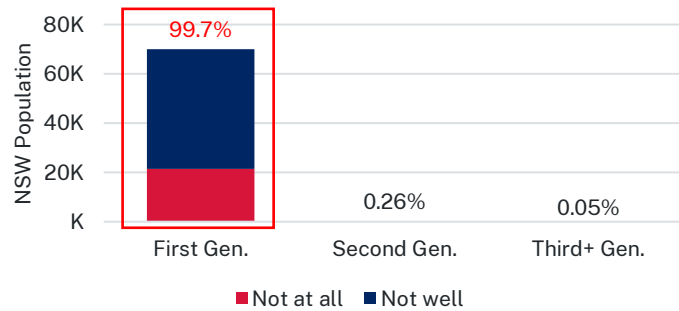
What groups within the Mandarin community are at risk of exclusion?



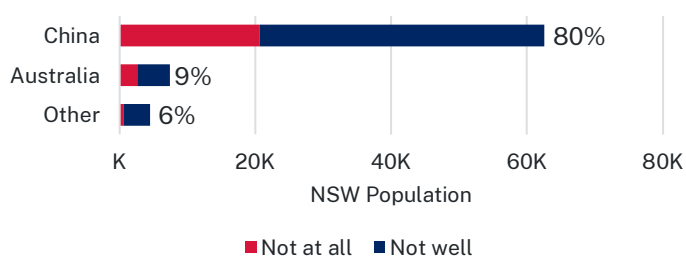
Insight

- **99.7%** of Mandarin-speakers aged 15+ with low ELP are first generation migrants (69,900), with the majority being born in China.
- **1 in 3 first generation migrants who speak Mandarin are not proficient in English (33%)**, compared to 98% of second gen and 93% third gen migrants who are proficient.
- **Half of Mandarin-speakers with low ELP are new migrants* (36,700). 39% of new migrants are not proficient in English.** 1 in 10 people with low ELP migrated in the 1980s/90s and are on average 70+ years old.
- **Half of new migrant Mandarin-speakers with low ELP are 60+ years old (50%)** and only a fifth (17%) are younger than 30.

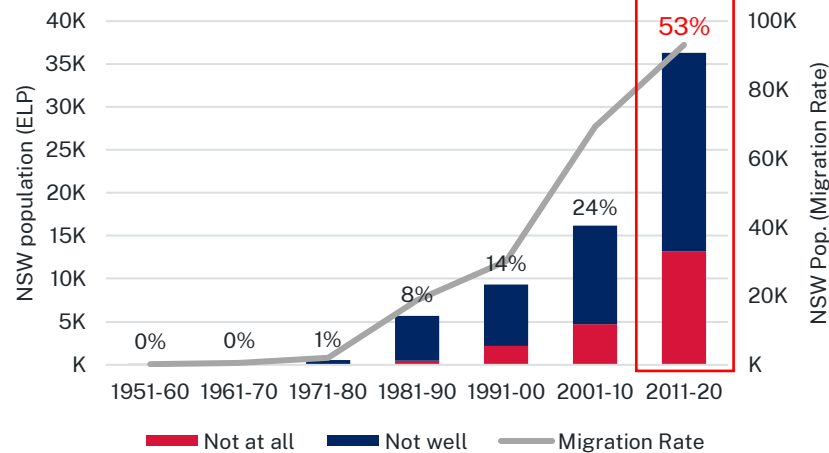
Adult Low ELP by Generation (Mandarin)**



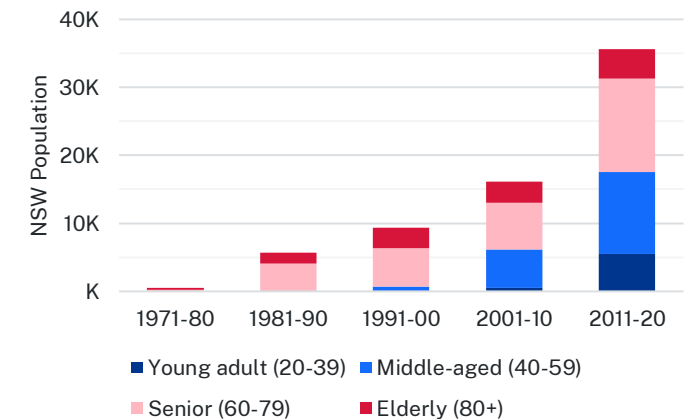
Low ELP by Country of Birth (Mandarin)



Low ELP by Year of Arrival (Mandarin)



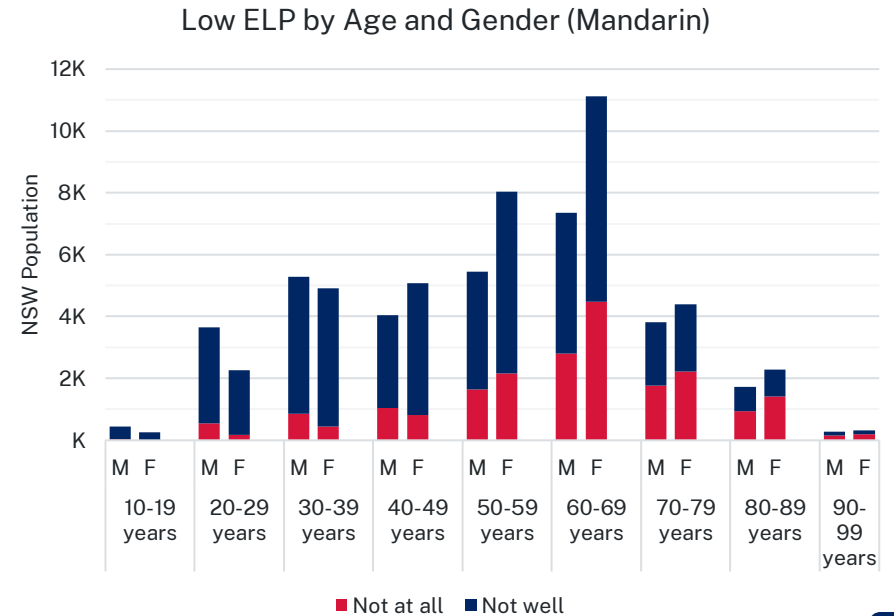
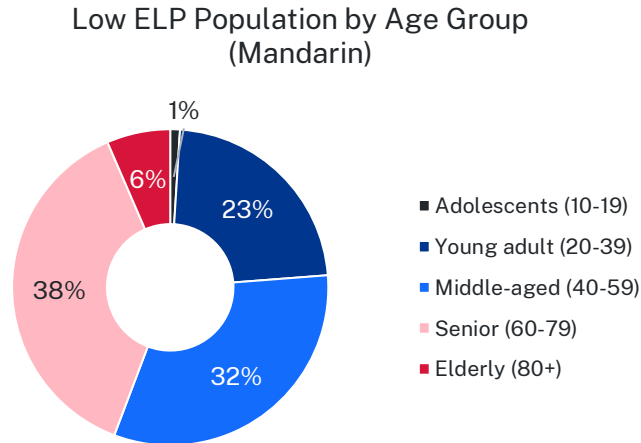
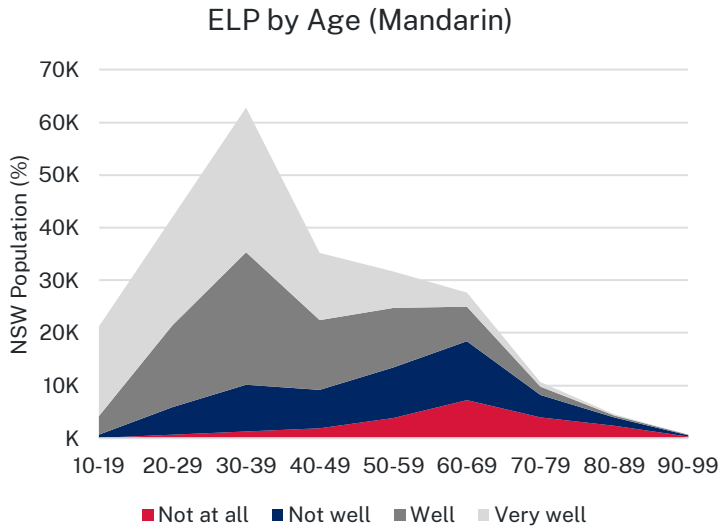
Low ELP by Year of Arrival & Age (Mandarin)



What groups within the Mandarin community are at risk of exclusion?

Insight

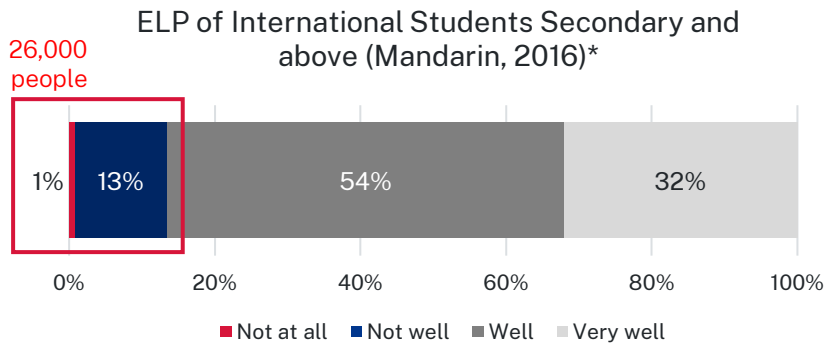
- **Strong relationship between age and English proficiency:** the older the person, the worse their proficiency in English. The portion of Mandarin-speakers not proficient in English is 3.5x higher among those 60+ (72%) vs those younger than 60 (21%).
- Overall, **44% of Mandarin-speakers with low ELP are aged 60+**, a third (32%) are middle-aged (40-50), and a quarter (24%) are 39 years or younger.
- The **median age of the Mandarin low ELP population is 50-59 years**, 20 years older than the overall median age (30-39).



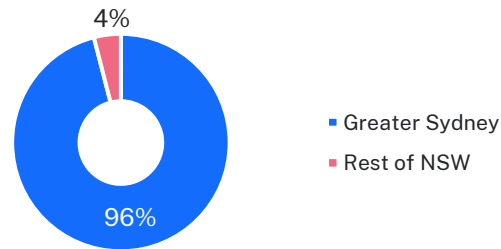
What groups within the Mandarin community are at risk of exclusion?

Insight

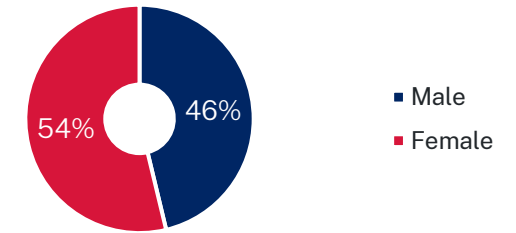
- There are some **26,000 Mandarin-speaking international students with low ELP in NSW** at a secondary level or above. 87% of Mandarin international students are proficient in English.
- The **vast majority of Mandarin-speakers with low ELP (96%) reside in Greater Sydney**, predominantly in Western and South Western Sydney.
- 54% of Mandarin-speakers with low ELP are female (42,200), 46% are male (36,300). This is proportionate to the overall Mandarin population.
- Three quarters of Mandarin-speakers with low ELP are **non-religious**.



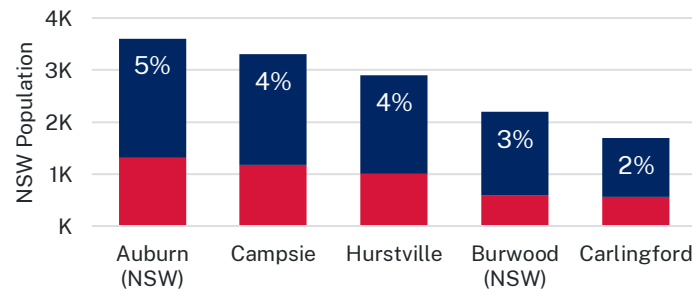
Low ELP by Region (Mandarin)



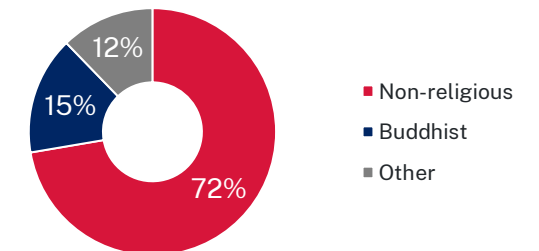
Low ELP by Gender (Mandarin)



Low ELP by Suburb of Residence (Mandarin)



Low ELP by Religion (Mandarin)



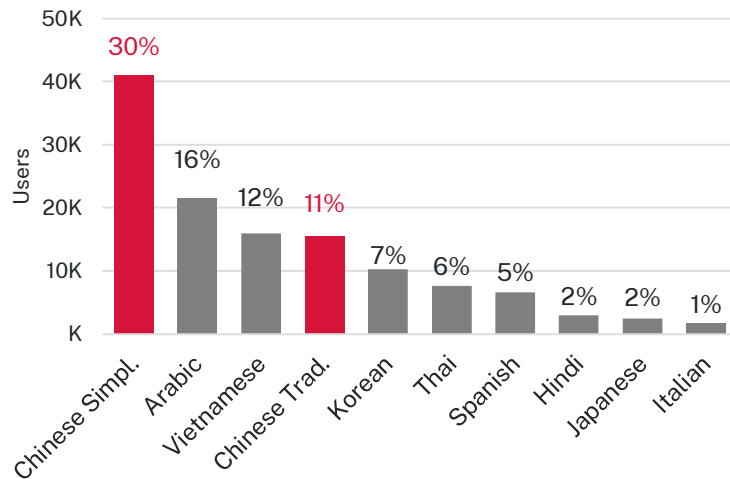
Are at-risk groups in the Mandarin community currently accessing nsw.gov.au for government information and services?



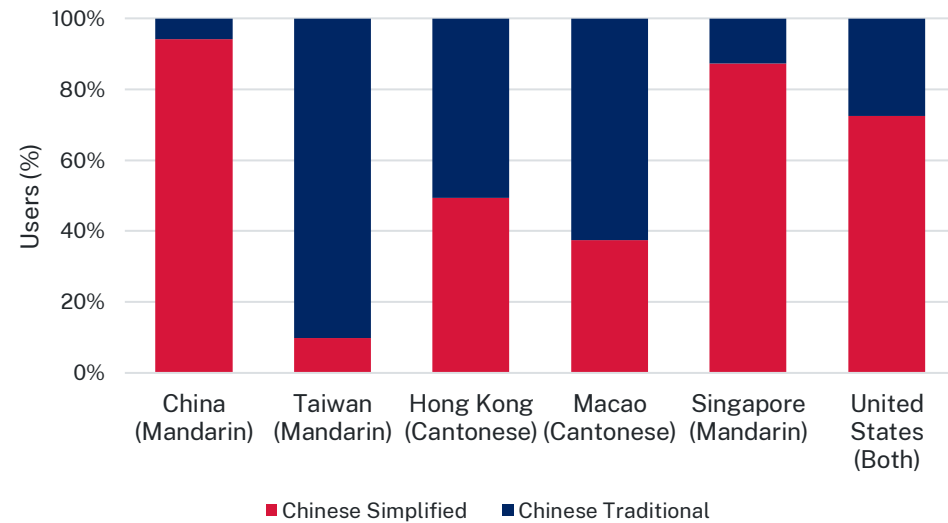
Insight

- The use of Simplified and/or Traditional Chinese is based upon country/ region, not language spoken. Mandarin-speakers from China and Singapore generally use Simplified, while those from Taiwan generally use Traditional. See appendix B for more information.
- **Simplified Chinese is the most used language on nsw.gov.au after English with 41,000 users in NSW. 1 in 3 in-language users in NSW are Chinese Simplified.**
- While Traditional Chinese is the 4th most used language on nsw.gov.au (excl. English) with 15,500 users in NSW.

nsw.gov.au Users by Language (NSW)



Chinese Written Language by Country (Users nsw.gov.au)



Note: people who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

Simplified and Traditional Chinese are written Chinese languages. The written language is used to assess nsw.gov.au usage as that is how page language is tracked by Google Analytics. See Appendix B for more information.

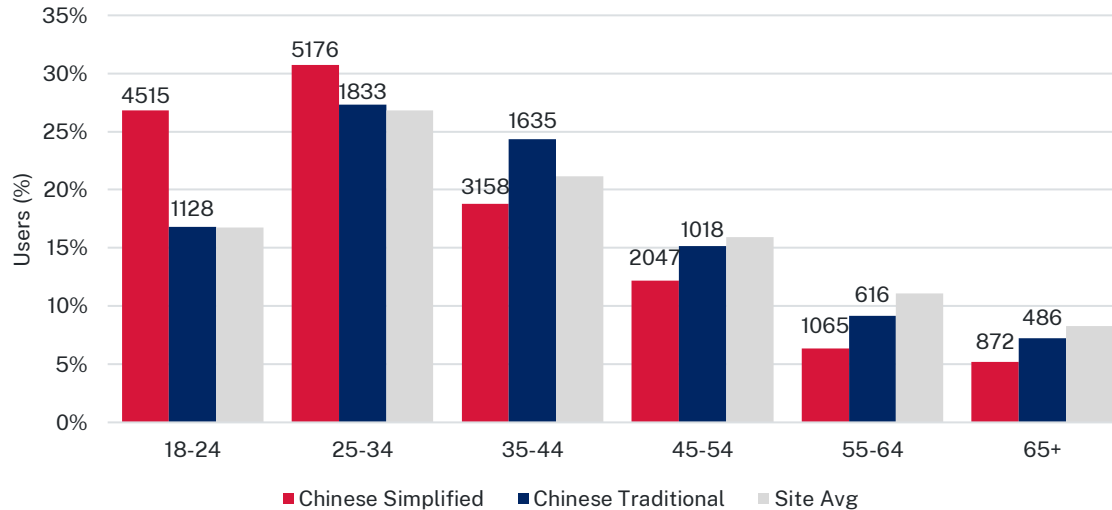
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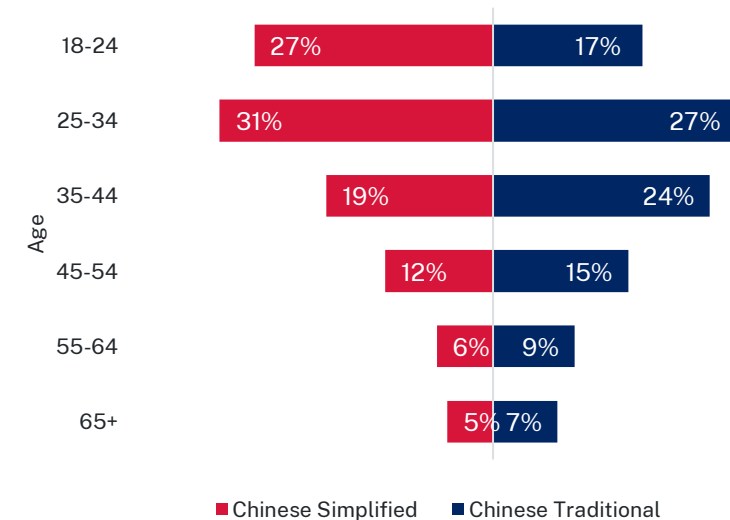
Insight

- **nsw.gov.au usage is higher among the younger demographic**, with those younger than 35 accounting for 58% of Chinese Simplified users and 44% of Chinese Traditional users globally. The portion of Chinese Simplified users aged 18-24 is significantly above (+10% points) the site average.
- Users aged 65+ only account for 5% and 7% of Chinese Simplified and Traditional users, respectively. Despite the majority of those with low ELP across both languages being among the older demographic. Therefore, **usage of nsw.gov.au is less likely among older Mandarin and Cantonese speakers.**

nsw.gov.au Site Users by Age (Chinese Languages)



Site User Age by Chinese Written Language

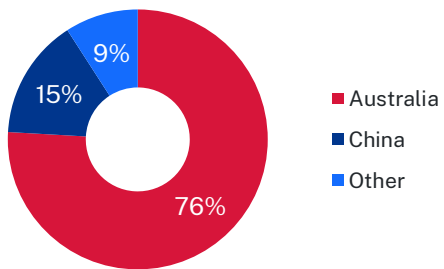


Where do Chinese language website users connect from? What device do they use?

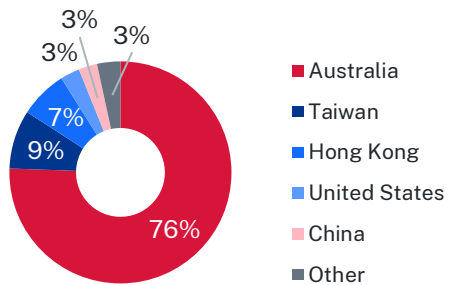
Insight

- **3 in 4 Simplified Chinese users are based in Australia (76%)**, of whom 77% are from NSW. 1 in 4 Simplified Chinese users in Australia are interstate (9% Vic, 9% Qld).
- Similarly, **3 in 4 Traditional Chinese users are based in Australia (76%)**, of whom 84% are from NSW.
- **Mobile is the preferred device** for both Chinese Simplified and Traditional in-language users in NSW.

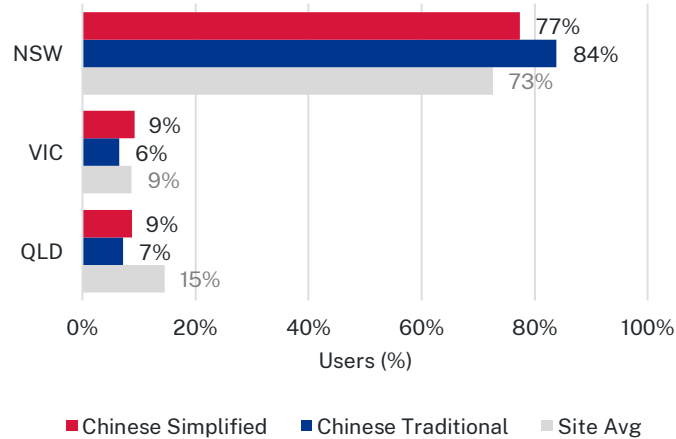
nsw.gov.au Site Users by Country (Chinese Simplified)



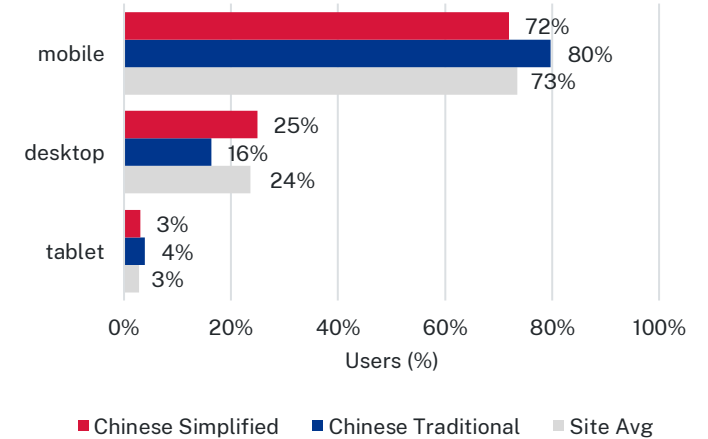
nsw.gov.au Site Users by Country (Chinese Traditional)



nsw.gov.au Site Users by State/Region (Chinese Languages)



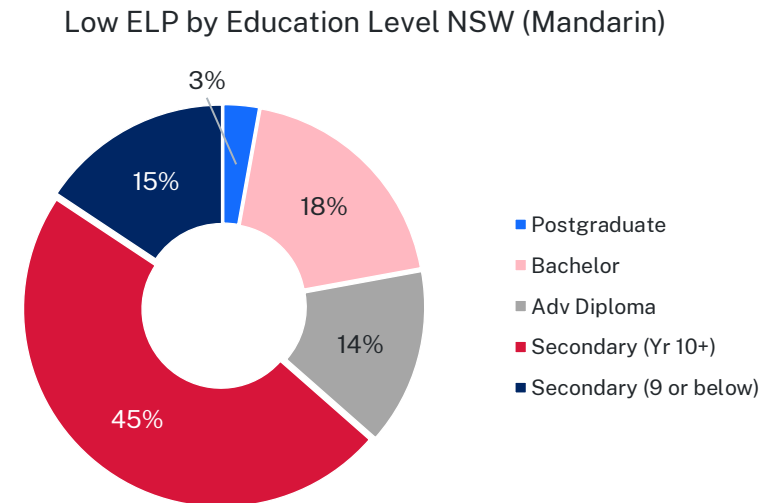
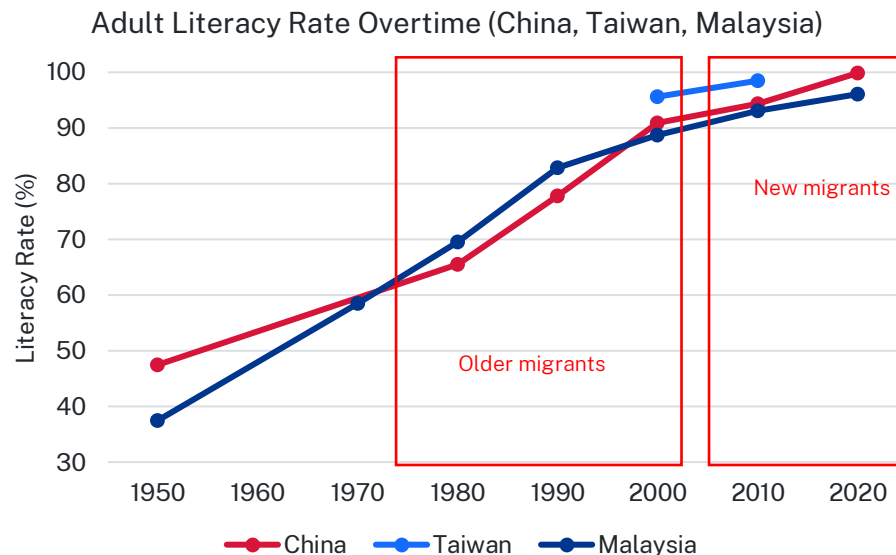
nsw.gov.au Users by Device (Chinese Languages) (NSW)



Are these at-risk groups literate in their native language?

Insight

- **First language proficiency is likely highest among new migrants** with China, Taiwan and Malaysia all reporting 93% to 99.8% of people being literate during this period. The majority of new migrants who speak mandarin are therefore likely literate in Chinese.
- Whereas, **literacy rates in these countries were considerably lower during 1970 to 1990**, being as low as 58.5% in 1980. Therefore, migrants who arrived during this period are **less likely to be literate in Chinese**. The literacy rate is likely at or above 60%.
- **Education is generally high among Mandarin speakers**, with 85% having an education level of secondary year 10 or higher, and 1 in 5 (22%) being a bachelor level or higher.
- Therefore, **translation of text into Simplified/ Traditional Chinese is likely suitable for the vast majority of new migrants and the majority (some 65+%) of those who arrived in Australia greater than 10 years ago.**



1.

What is the estimated reach of publishing translated content on nsw.gov.au in Mandarin/ Chinese Simplified/ Traditional?



Recommendation

Mandarin is the most spoken language in NSW after English and is one of the fastest growing language groups in NSW.

English Proficiency: Mandarin has one of the lowest rates of English proficiency, and the largest population not proficient in English and of those who speak English 'not at all' in NSW.

Current nsw.gov.au usage: Simplified Chinese is the most used language on nsw.gov.au after English, accounting for a 1/3 of all in-language users. While Traditional Chinese is the 4th most used language on nsw.gov.au.

First language literacy and education is high among new migrants. However, some 20-40% of older migrants may not be literate in Chinese.

The estimated reach of publishing translated content on nsw.gov.au in Mandarin/ Simplified/ Traditional Chinese is very high. Therefore, other channels in addition to nsw.gov.au should be considered to ensure inclusion, particularly among the older demographic.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Chinese Simplified/ Traditional?



Recommendation

Mobile is the preferred device for 3 in 4 people who are currently accessing nsw.gov.au in Chinese Simplified/ Traditional.

The majority of users accessing nsw.gov.au in Chinese are young: 58% of Chinese Simplified and 44% of Chinese Traditional users are younger than 35.

While older demographics are underrepresented on nsw.gov.au: users 65+ only account for 5-7% of users, despite representing a third of the Mandarin speakers with low English proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Mandarin demographic who are less likely to use nsw.gov.au to access government information and services.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Mandarin-speaking community?



Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Elderly established migrant
- Elderly new migrant
- Young new migrant
- International student

Other communication channels beyond nsw.gov.au are recommended to reach these at risk groups, including the use of intermediaries, in-language media, and social/ cultural/ religious groups.

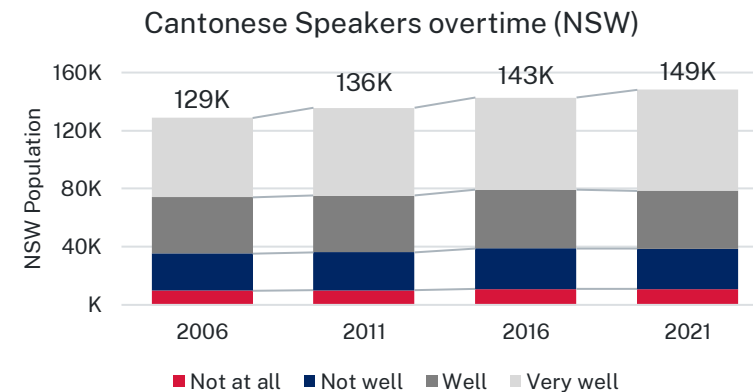
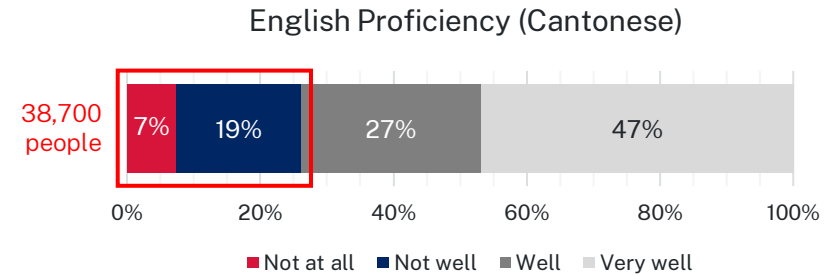
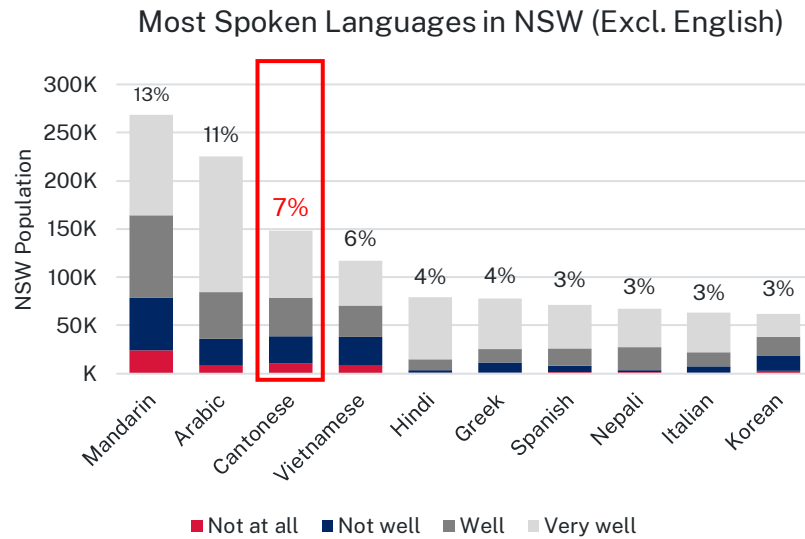
Information in an **audio visual format is recommended** to aid accessibility and comprehension due to low English proficiency and first language literacy among these groups.

Cantonese

How many Cantonese-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Cantonese is the **3rd most spoken language in NSW** (excl. English) with **148,000 speakers**.
- Cantonese has the **2nd largest population in NSW not proficient in English (38,700)**, and therefore who are at risk of exclusion. This represents 11% of the NSW CALD community with low ELP.
- The rate of **English proficiency is low** with **1 in 4 Cantonese-speakers (26%)** not being proficient. Cantonese has the **2nd largest population of people who speak English 'not at all' (10,800, 7%)**.
- The population growth of the Cantonese community is **stagnant** (+9%, +12,500 in the last 10 years; +4%, +5,400 in the 5 years). **The population of Cantonese-speakers with low ELP decreased (-73) since 2016**.



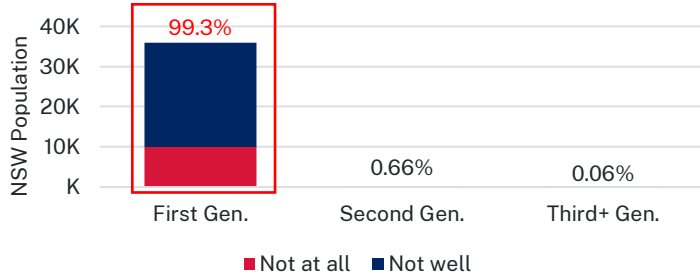
What groups within the Cantonese community are at risk of exclusion?



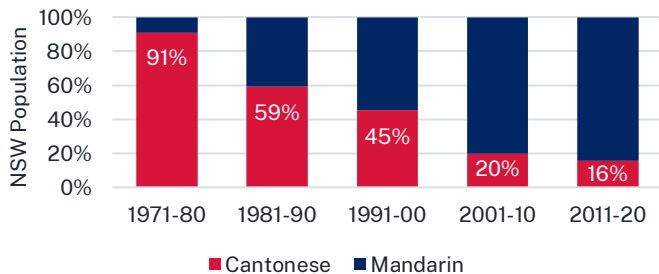
Insight

- **99% of Cantonese-speakers aged 15+ with low ELP are first generation migrants (36,000)**, predominantly being born in Mainland China.
- **1 in 3 first generation Cantonese migrants are not proficient in English (33%)**, while 99% of 2nd generation and 89% of 3rd generation are proficient.
- **42% of low ELP Cantonese-speakers migrated to Australia in 1990 or earlier (14,700)**, of whom 80% are **70 years or older**. While **1 in 5 (17%) are new migrants* (6,000)**.
- The **Chinese language community has shifted overtime in NSW**: two-thirds (65%) of migrants who arrived in 1990 or earlier spoke Cantonese, while 84% of new migrants speak Mandarin. Presently, **two-thirds (64%) of the NSW Chinese community speak Mandarin**, while one-third speak Cantonese (36%).

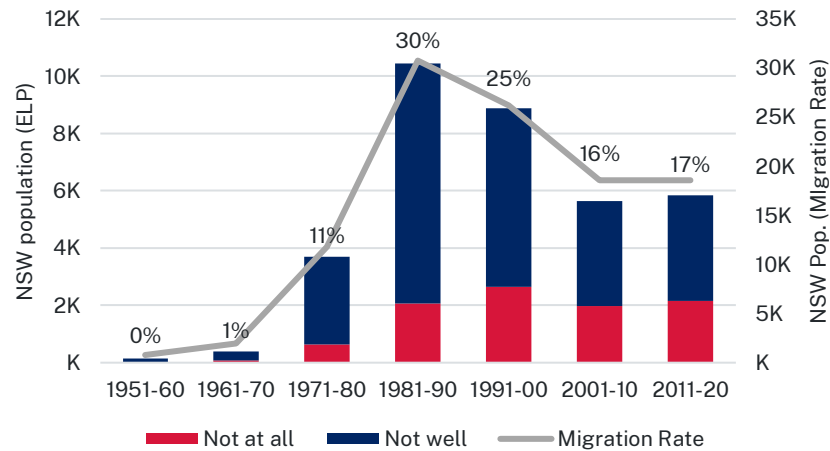
Adult Low ELP by Generation (Cantonese)**



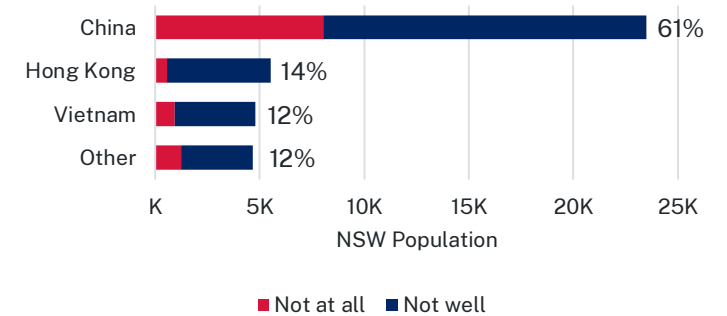
Chinese Migrants by Language (NSW)***



Low ELP by Year of Arrival (Cantonese)



Low ELP by Country of Birth (Cantonese)



*New Migrant defined a person born overseas who has arrived in Australia in the last 10 years.

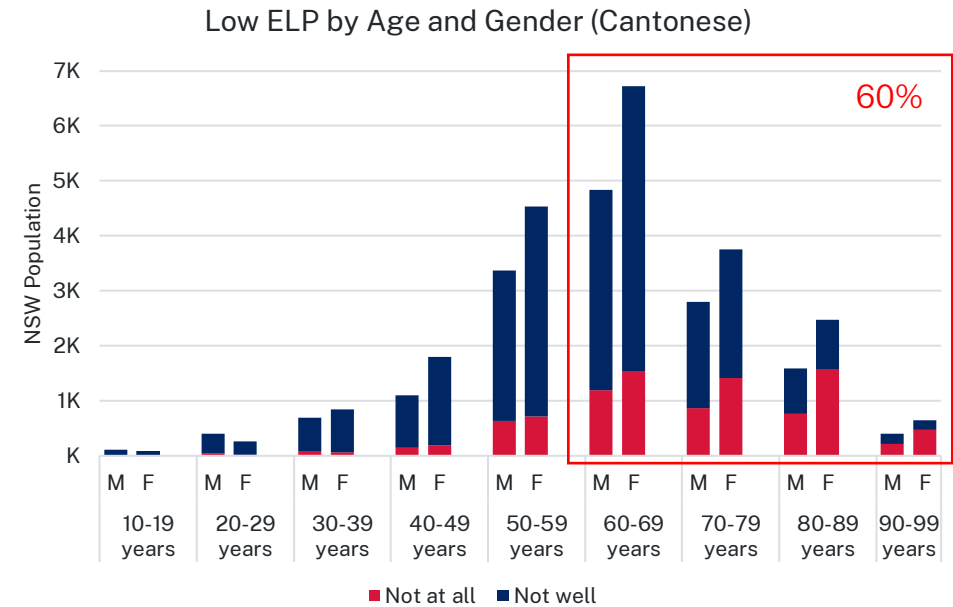
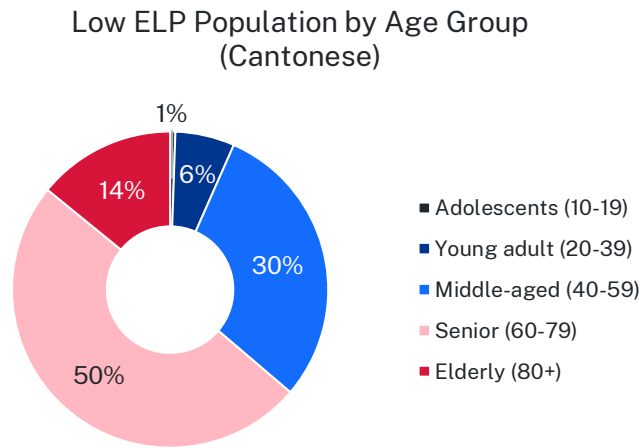
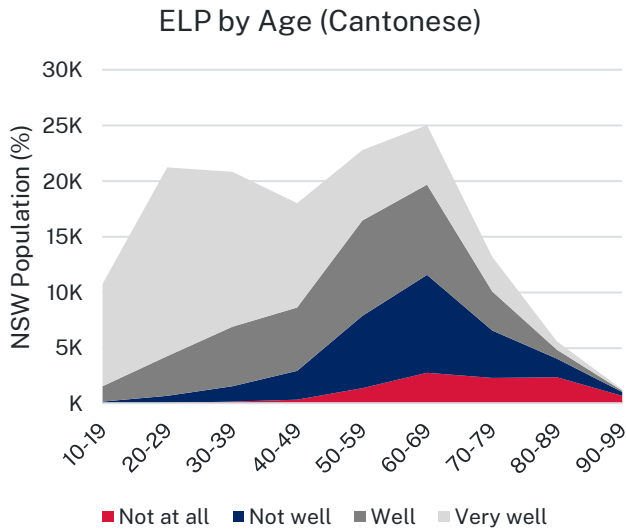
**Adult English proficiency is a measurement of a person's proficiency in spoken English who is 15 years or older.

***Chinese migrants are people who were born in Mainland China, Hong Kong, Macau or Taiwan and migrated to Australia.

What groups within the Cantonese community are at risk of exclusion?

Insight

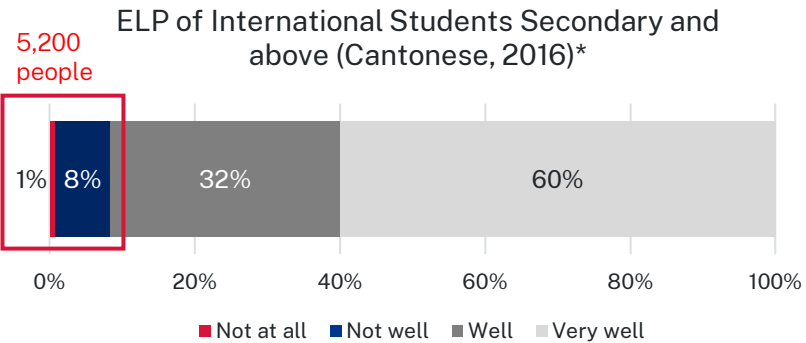
- **Strong relationship between age and English proficiency:** the older the person, the worse their proficiency in English. The portion of Cantonese-speakers **not proficient in English is 5x higher among those 50+ compared to those younger than 50** (46% vs 9%).
- **60% of Cantonese-speakers with low ELP are 60+ years old, 30% are middle-aged (40-59) and only 7% are younger than 30 years.** The median age of low ELP Cantonese population is 60-79 years old, 20 years older than the overall median age.
- **60% of new Cantonese migrants with low ELP are 60+ years old (3,500).**



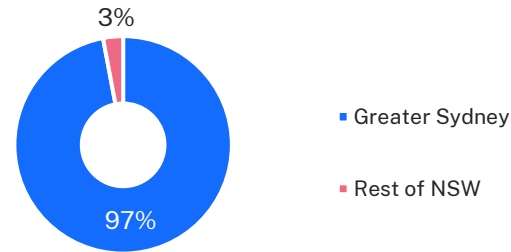
What groups within the Cantonese community are at risk of exclusion?

Insight

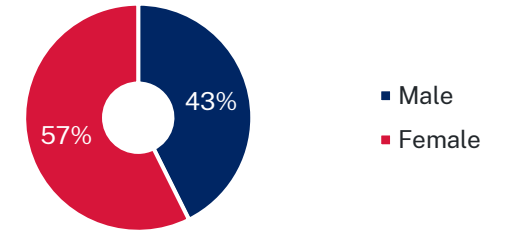
- There are some **62,300 international students** studying in NSW who speak Cantonese, of whom **9% (5,200) are not proficient in English**. This is 5x less than the population of Mandarin-speaking students with low ELP.
- The **vast majority of Cantonese-speakers with low ELP (97%) reside in Greater Sydney**, predominantly in Western and South Western Sydney.
- 57% of Cantonese-speakers with low ELP are female (22,200), 43% are male (16,500).
- Two-thirds of Cantonese-speakers with low ELP are non-religious, one-quarter are Buddhist.



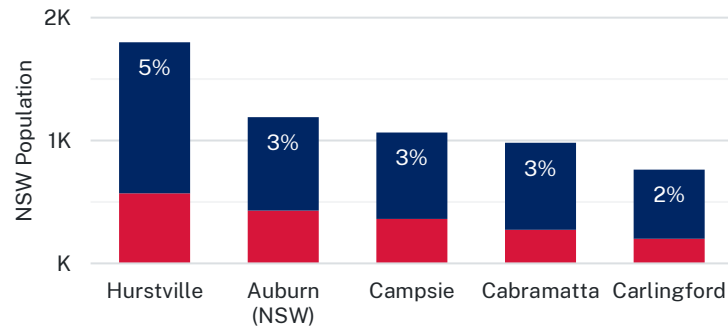
Low ELP by Region (Cantonese)



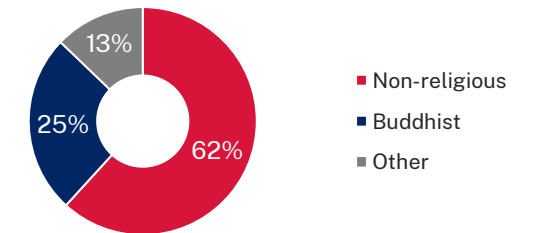
Low ELP by Gender (Cantonese)



Low ELP by Suburb of Residence (Cantonese)



Low ELP by Religion (Cantonese)

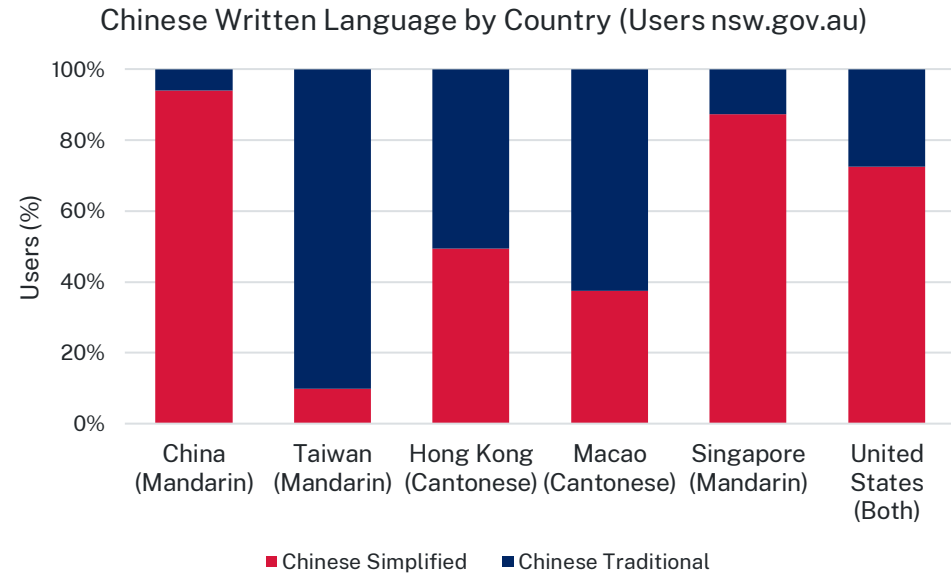
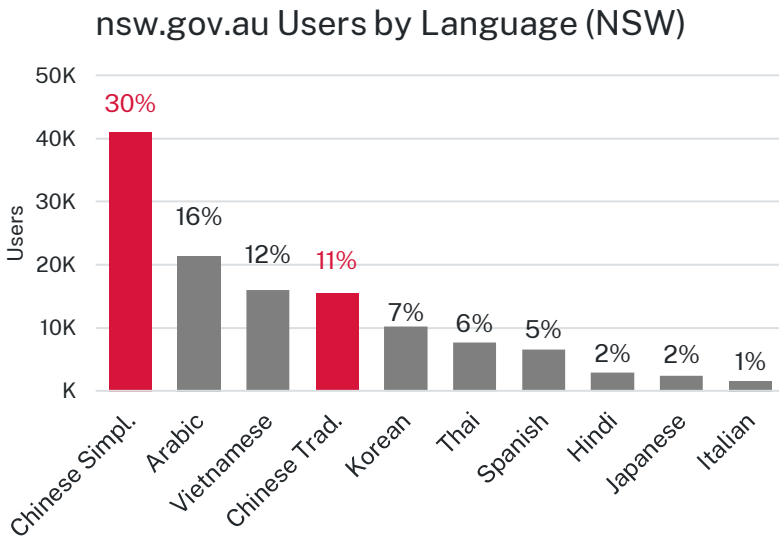


Are at-risk groups in the Cantonese community currently accessing nsw.gov.au for government information and services?



Insight

- The use of Simplified and/or Traditional Chinese is based upon country/ region, not language spoken. Cantonese-speakers from Hong Kong and Macao are slightly more likely to use Traditional Chinese compared to Simplified. See appendix B for more information.
- **Simplified Chinese is the most used language on nsw.gov.au** after English with **41,000 users** in NSW. **1 in 3 in-language users in NSW are Chinese Simplified.**
- While Traditional Chinese is the **4th most used language** on nsw.gov.au (excl. English) with **15,500 users** in NSW.



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

Simplified and Traditional Chinese are written Chinese languages. The written language is used to assess nsw.gov.au usage as that is how page language is tracked by Google Analytics. See Appendix B for more information.

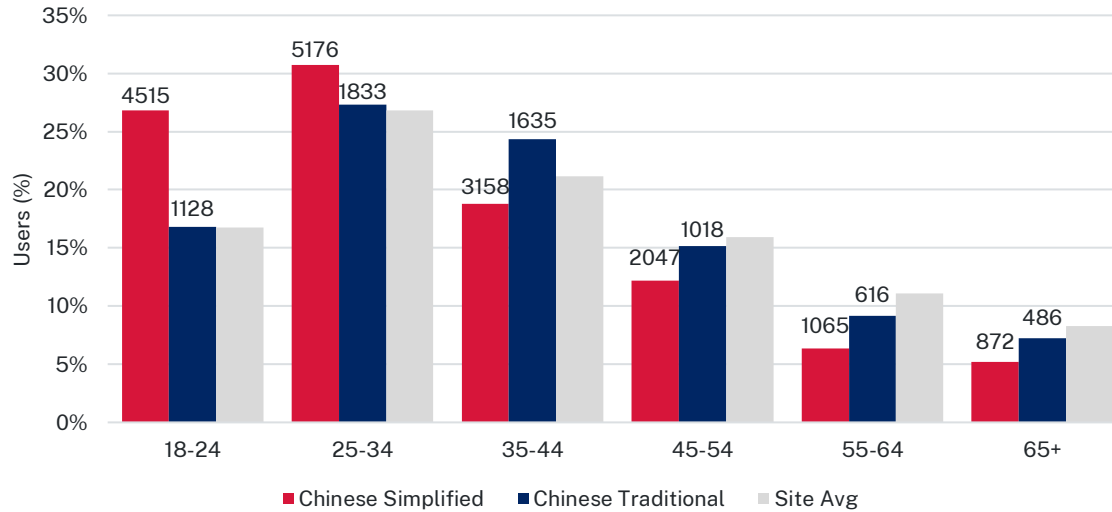
Are at-risk groups in the Cantonese community currently accessing nsw.gov.au for government information and services?



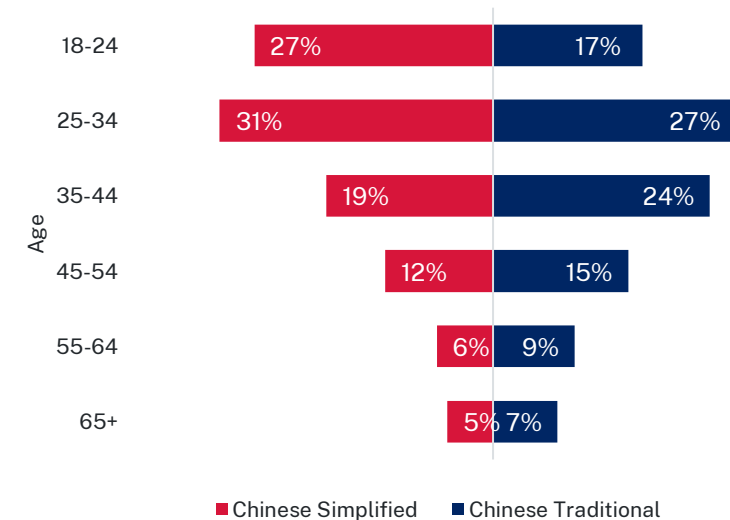
Insight

- **nsw.gov.au usage is higher among the younger demographic**, with those younger than 35 accounting for 58% of Chinese Simplified users and 44% of Chinese Traditional users. The portion of Chinese Simplified users aged 18-24 is significantly above (+10% points) the site average.
- Users aged 65+ only account for 5% and 7% of Chinese Simplified and Traditional users, respectively. Despite the majority of those with low ELP across both languages being among the older demographic. Therefore, **usage of nsw.gov.au is less likely among the older Mandarin and Cantonese speakers.**

nsw.gov.au Site Users by Age (Chinese Languages)



Site User Age by Chinese Written Language



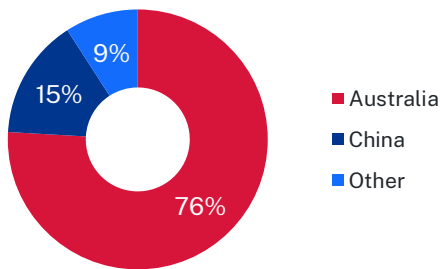
Where do Chinese language website users connect from? What device do they use?



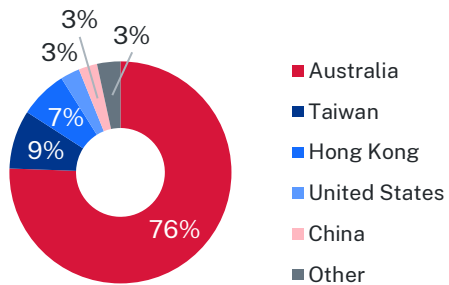
Insight

- **3 in 4 Traditional Chinese users are based in Australia (76%),** of whom 84% are from NSW. **1 in 4 Traditional Chinese users are international** from Taiwan, Hong Kong or the United States.
- Similarly **3 in 4 Simplified Chinese site users are based in Australia (76%),** of whom 77% are from NSW.
- **Mobile is the preferred device** for both Chinese Simplified and Traditional in-language site users in NSW.

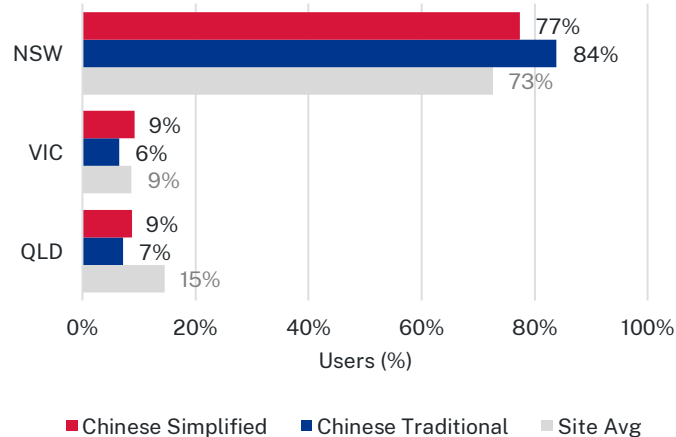
nsw.gov.au Site Users by Country (Chinese Simplified)



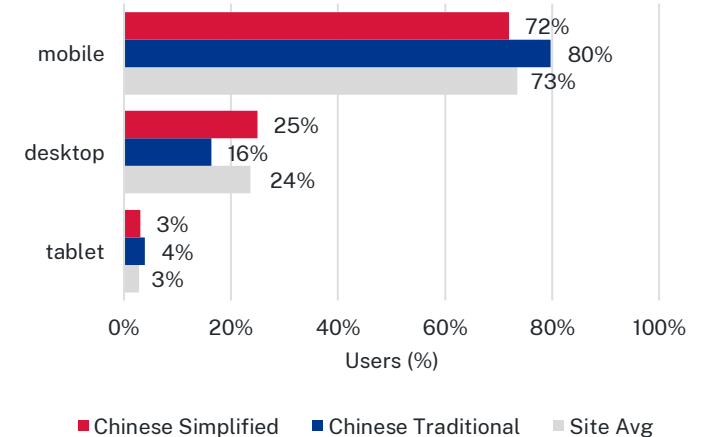
nsw.gov.au Site Users by Country (Chinese Traditional)



nsw.gov.au Site Users by State/Region (Chinese Languages)



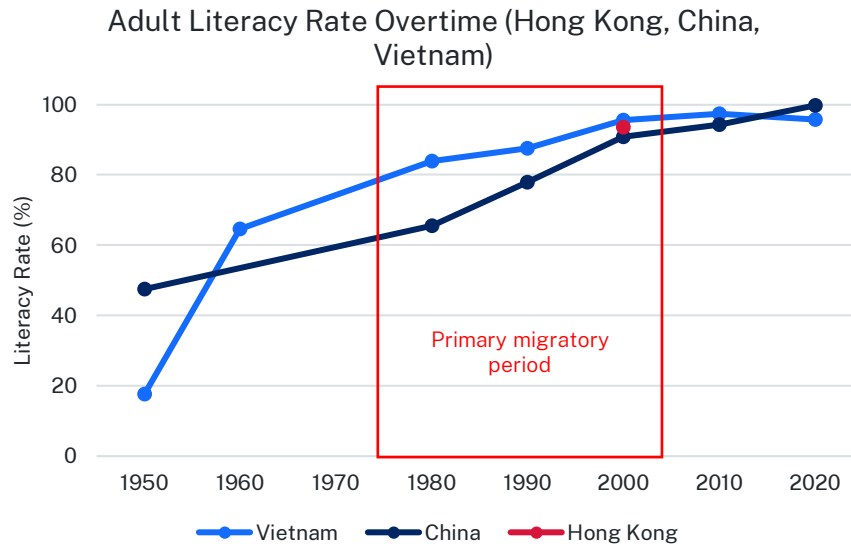
nsw.gov.au Users by Device (Chinese Languages) (NSW)



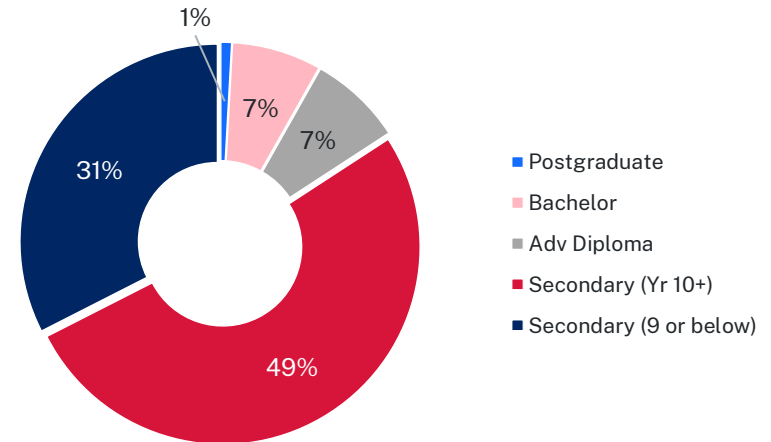
Are these at-risk groups literate in their native language?

Insight

- **First language proficiency is likely highest among new migrants** with China and Vietnam reporting 94 to 99.8% of people being literate during this period. The majority of new migrants who speak Cantonese therefore are likely literate in Chinese.
- Whereas, **literacy rates in both China and Vietnam were considerably lower during 1970 to 1990**, being as low as 65.5% in 1980. Therefore, migrants who arrived during this period are **less likely to be literate in Chinese**. The literacy rate is likely at or above 65%.
- **Education among Cantonese speakers is at a medium level**, with a third being at or below a secondary year 9 level (31%) and half at a secondary year 10-12 level (49%). Only 8% are educated at a bachelor level or higher.
- Therefore, **translation into Chinese Simplified/ Traditional is likely suitable for the vast majority of new migrants and some 65+% of those who arrived in Australia greater than 10 years ago who speak Cantonese**.



Low ELP by Education Level NSW (Cantonese)



1.

What is the expected reach of publishing translated content on nsw.gov.au in Cantonese/ Chinese Traditional/ Simplified?

Recommendation

English proficiency: Cantonese has the 2nd largest population not proficient in English and of those who speak English 'not at all'. There is also a large number of international students.

Current nsw.gov.au usage: Traditional Chinese is the 4th most used language on nsw.gov.au, of whom the majority of users are young. While Simplified Chinese is the most used language on nsw.gov.au after English, accounting for a 1/3 of all in-language users.

First language literacy and education is high among new migrants. However, some 20-30% of older Cantonese-speaking migrants may not be literate in Chinese.

Current reach of translated content on nsw.gov.au is low among those 55+ who are most at risk of exclusion: 78% of low ELP are 55+, but only 16% of users.

Therefore, the expected reach of publishing translated content on nsw.gov.au in Cantonese/ Chinese Traditional/ Simplified is very high. However, it is not sufficient and other channels needed to ensure inclusion of the majority older demographic.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Chinese Simplified/Traditional?



Recommendation

Mobile is the preferred device for 3 in 4 people who are currently accessing nsw.gov.au in Chinese Traditional/Simplified.

The majority of users accessing nsw.gov.au in Chinese are young: 44% of Chinese Traditional and 58% of Chinese Simplified users are younger than 35.

While older demographics are underrepresented on nsw.gov.au: users 65+ only account for 5-7% of users, despite representing half of the Cantonese speakers with low English language proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Cantonese demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Cantonese-speaking community?

Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Elderly established migrant
- Elderly new migrant
- Young new migrant
- International student

Other communication channels beyond nsw.gov.au are recommended to reach these at risk groups, including the use of intermediaries, in-language media, and social/ cultural/ religious groups.

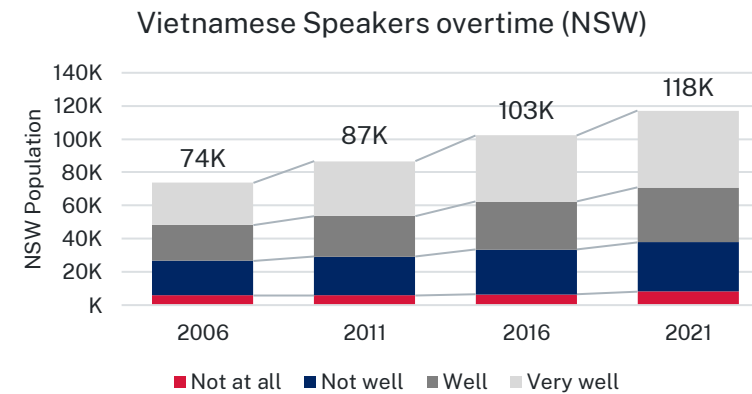
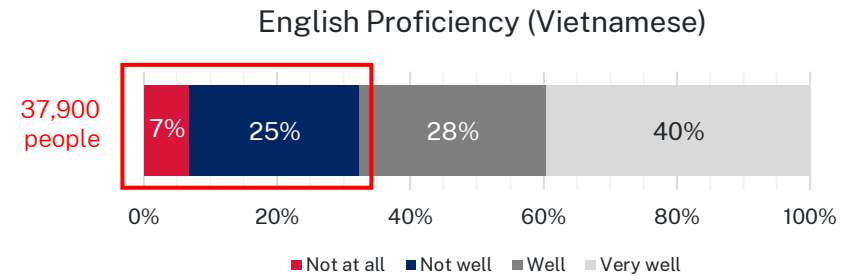
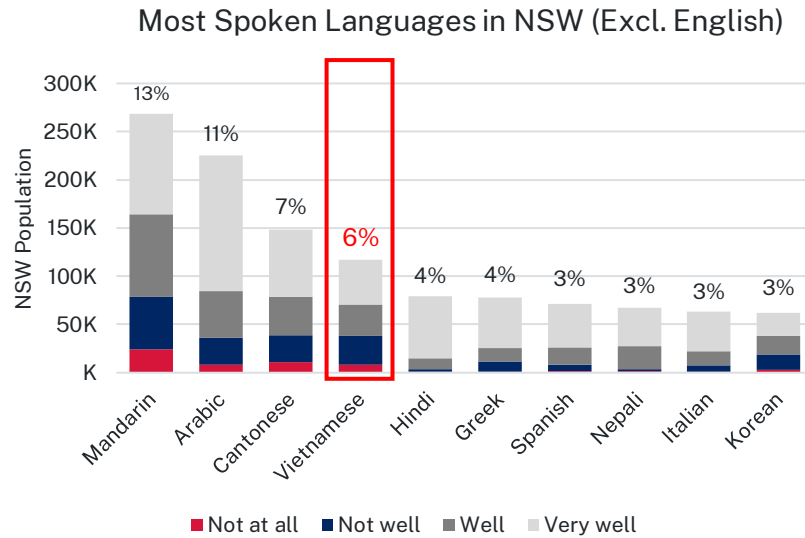
Information in an **audio visual format is recommended** to aid accessibility and comprehension due to low English proficiency and first language literacy among these groups.

Vietnamese

How many Vietnamese-speakers in NSW are at risk of exclusion to accessing government information?

Insight

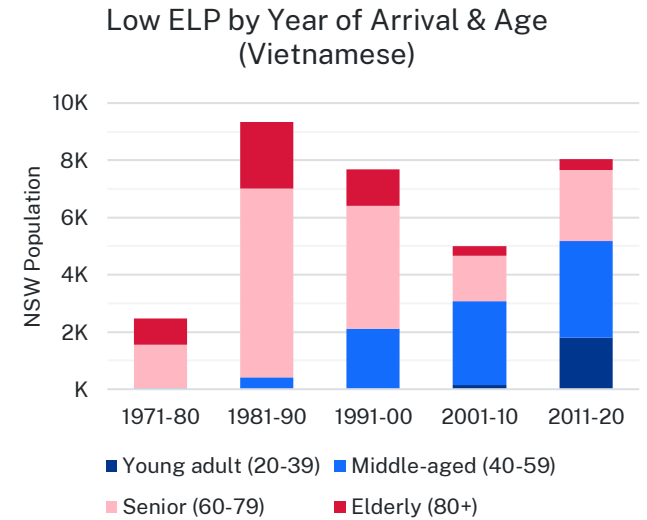
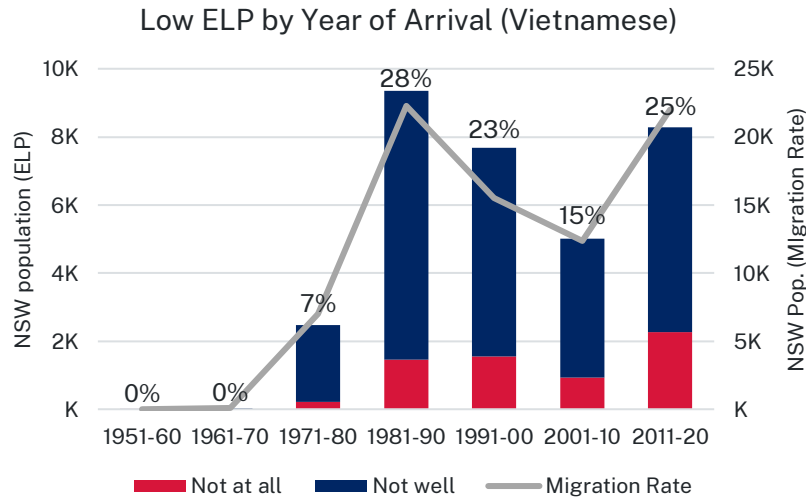
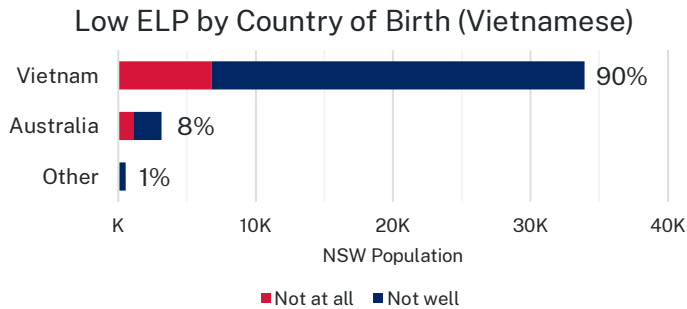
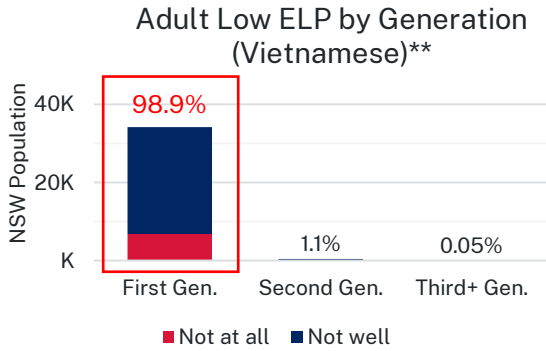
- Vietnamese is the **4th most spoken language in NSW** (excl. English) with **117,000 speakers**.
- Vietnamese has the **3rd largest population of people not proficient in English (37,900)** and who therefore may be at risk of exclusion
- **1 in 3 Vietnamese speakers have low English proficiency**, the **2nd highest portion of low ELP speakers (32%) of all language groups in NSW**. Vietnamese has the **4th largest population of people who speak English 'not at all'** (8,100, 7%)
- **The population of Vietnamese speakers is in growth from continued migration**: ↑14% in last 5 years (+14,800 speakers), and ↑35% in the last 10 years (+30,400).



What groups within the Vietnamese community are at risk of exclusion?

Insight

- 99% of Vietnamese-speakers with low ELP (34,500) are first generation migrants born in Vietnam.
- Only half of first generation Vietnamese migrants are proficient in English (58%), compared to 91% of 2nd/3rd generation migrants.
- Half of low ELP Vietnamese-speakers migrated as refugees in the 1980s/90s and are aged 70+. While a quarter are new migrants* being predominately young and middle-aged.

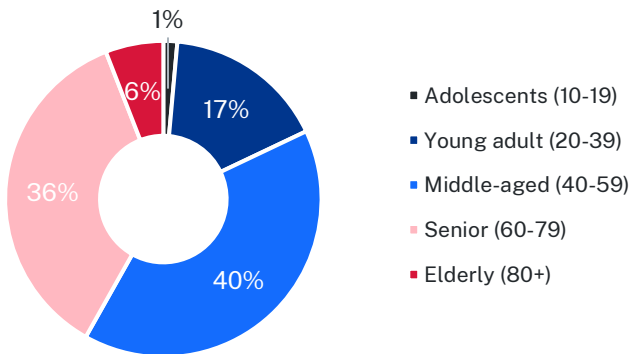


What groups within the Vietnamese community are at risk of exclusion?

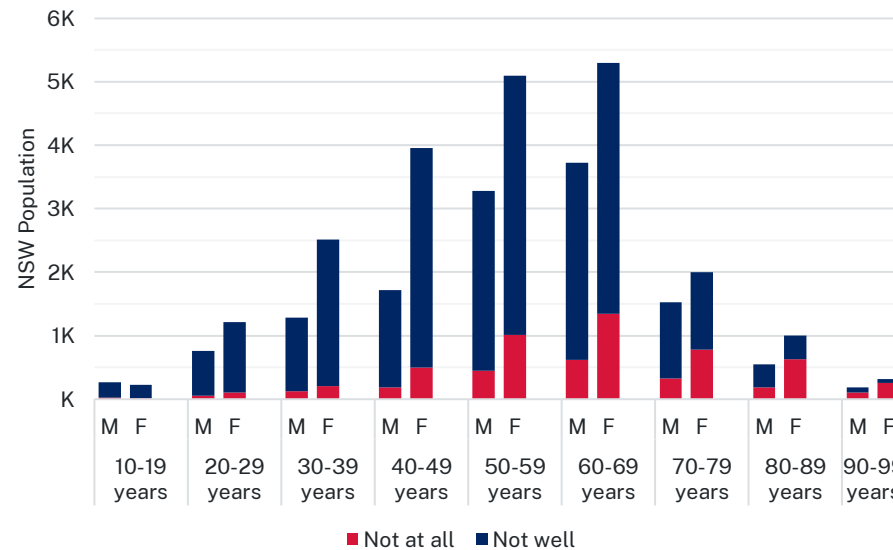
Insight

- **Strong relationship between age and English proficiency:** the older the person, the lower their proficiency in English. The portion of Vietnamese-speakers **not proficient in English is 3x higher among those 50+ vs those younger than 50.**
- The majority of Vietnamese speakers with low ELP fall within **two age groups: seniors 60-79 yo (36%) and middle-aged 40-59 yo (40%).**
- The **English proficiency of females is significantly lower than males across almost all age groups.** Overall, 61% of low ELP population are female, 39% are male.

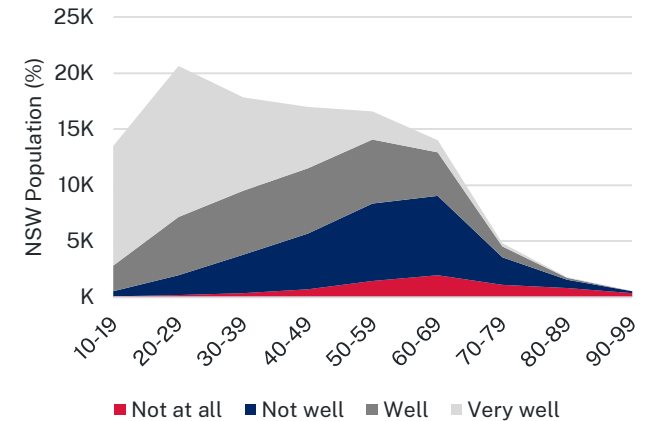
Low ELP Population by Age Group (Vietnamese)



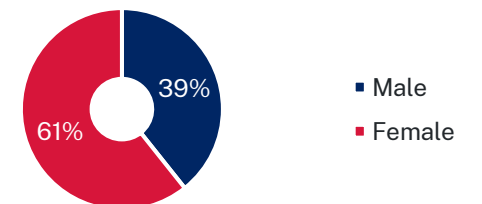
Low ELP by Age and Gender (Vietnamese)



ELP by Age (Vietnamese)



Low ELP by Gender (Vietnamese)

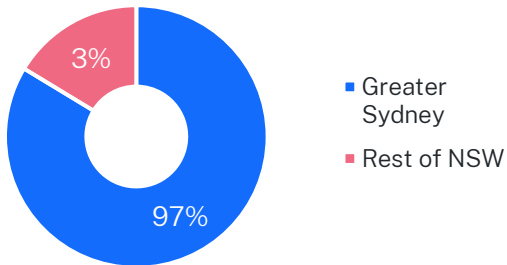


Where do at risk Vietnamese groups currently reside in NSW? What religion do they affiliate with?

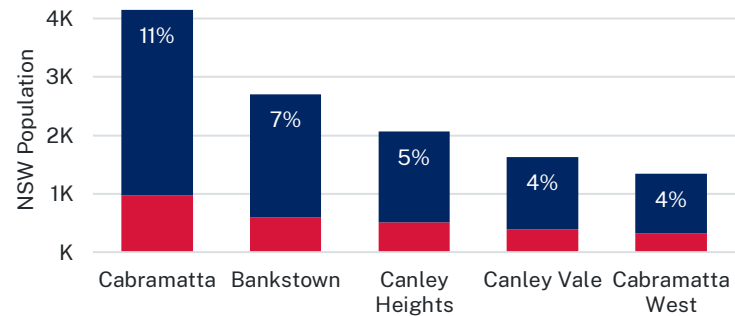
Insight

- The **vast majority of Vietnamese-speakers with low ELP (97%) reside in Greater Sydney**, predominantly in South Western Sydney in **Cabramatta** and surrounding suburbs.
- Half of low ELP Vietnamese-speakers are Buddhist, a quarter are non-religious and a fifth are Catholic.

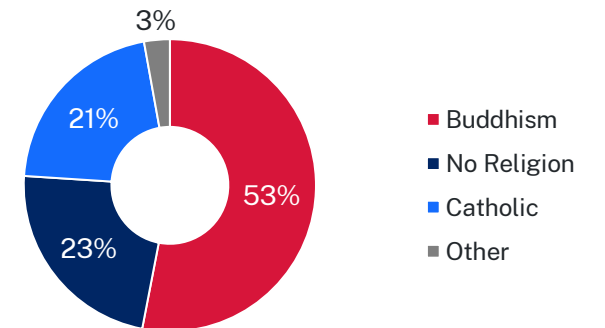
Low ELP by Region (Vietnamese speakers)



Low ELP by Suburb of Residence (Vietnamese)



Low ELP by Religion (Vietnamese)

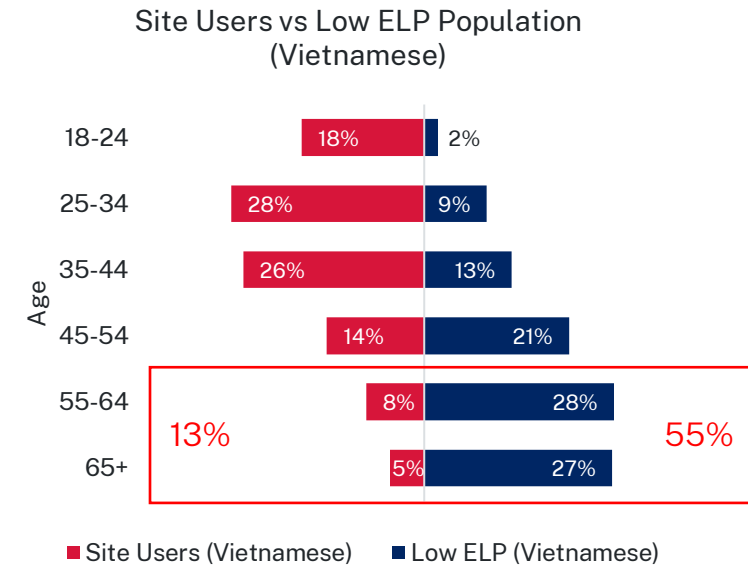
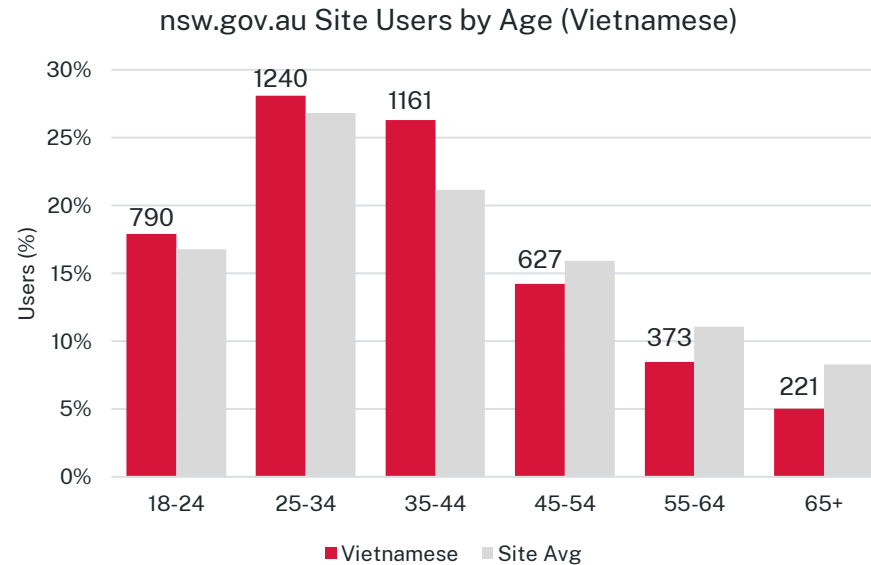
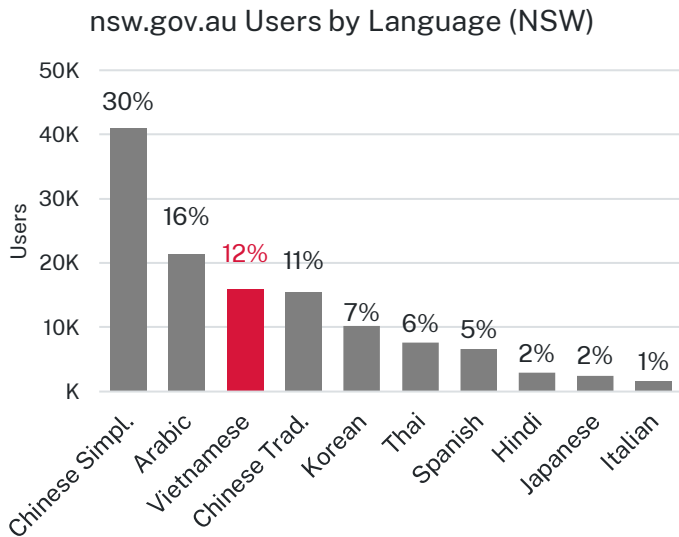


Are at risk groups in the Vietnamese community currently accessing nsw.gov.au for government information and services?



Insight

- Vietnamese is the **3rd most used language** on nsw.gov.au (excl. English) in NSW with **16,000 users**.
- Vietnamese in-language users accounts for **12% of all CALD users in NSW**, and **0.05% of total users** in NSW.
- **Over half of NSW Vietnamese low ELP population may currently NOT be reached via nsw.gov.au site (21,900 people).**
- **Older Vietnamese population is underrepresented: those 55+ represent over half of all Vietnamese-speakers with low ELP, but only 13% of site users.** While on the other hand, those 44 years or younger are overrepresented. **This suggests that the majority of the older Vietnamese demographic currently may not use nsw.gov.au to access government information and services.**

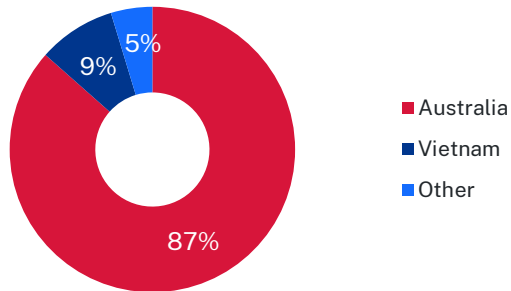


Where do Vietnamese website users connect from? What device do they use?

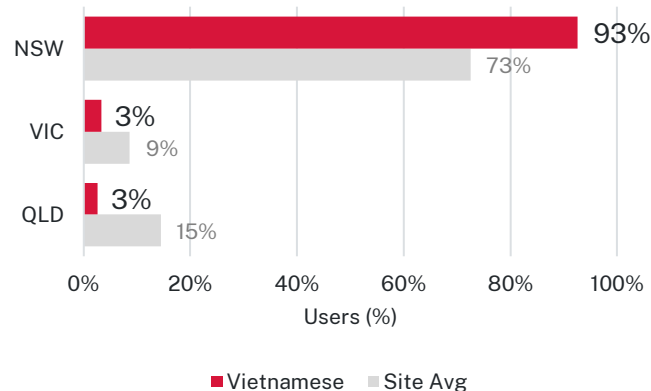
Insight

- **9 out of 10 Vietnamese in-language users are based in Australia (87%)**, of whom 93% are from NSW.
- **Mobile is the preferred device** for 9 in 10 Vietnamese users in NSW, well above the site average. While desktop usage is significantly below the average (20% below) accounting for only 4% of users.

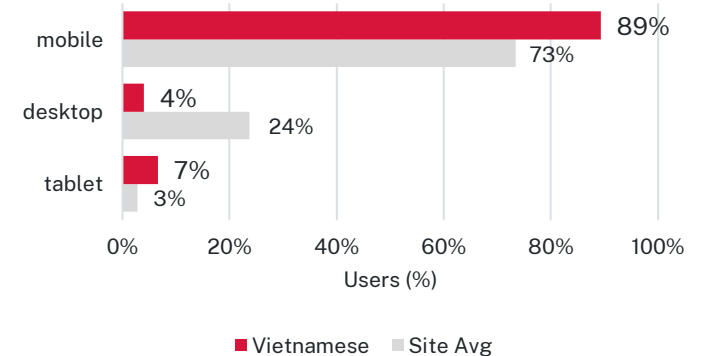
nsw.gov.au Site Users by Country (Vietnamese)



nsw.gov.au Site Users by State/Region (Vietnamese)



nsw.gov.au Users by Device (Vietnamese) (NSW)

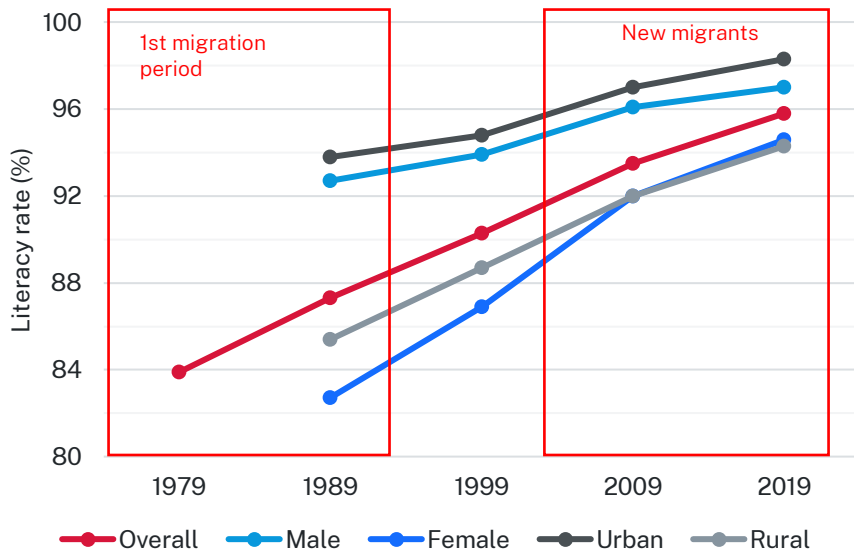


Are these at-risk groups literate in their native language?

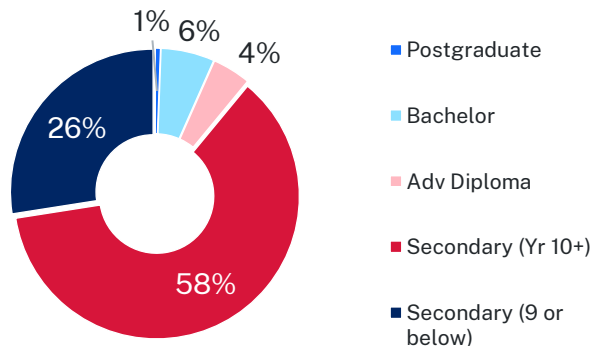
Insight

- During the primary migratory period (1980s/90s) the **adult literacy rate in Vietnam was 84 to 87%**. During this time, a significant **literacy gap existed between males and females (5%), and urban and rural (8%)**.
- Adult literacy in Vietnam has increased to **93.5% in 2009** and both the gender and urbanicity gaps have closed substantially. Therefore it is estimated that **the vast majority of new migrants and some 80% of earlier migrants are literate in Vietnamese**.
- **Education remains considerably lower in Vietnam for rural regions compared to urban centres**, with 1 in 3 rural residents having an education level beneath secondary. In NSW, a quarter of low ELP Vietnamese-speakers reported an education level of year 9 or below, while over half (58%) are educated at a year 10-12 level.

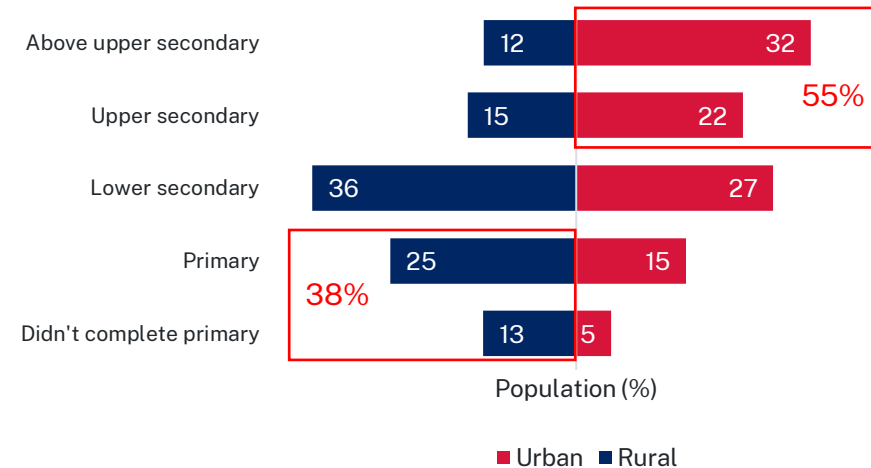
Adult Literacy Rate* (Vietnam)



Low ELP by Education Level NSW (Vietnamese)



Level of Education (Vietnam, 2019)*



1.

What is the expected reach of publishing translated content on nsw.gov.au in Vietnamese?



Recommendation

English proficiency: Vietnamese has the 3rd largest population not proficient in English and the 2nd lowest rate of English proficiency (32% not proficient).

Current nsw.gov.au usage: Vietnamese is the 4th most used language in NSW, used predominantly by younger speakers.

First language literacy is high among migrants (85+%), although a literacy gap exists for female and rural among those who migrated prior to 2010. Education is relatively low.

Current reach of translated content on nsw.gov.au is low among those 55+ who are most at risk of exclusion: 55% of low ELP are 55+, but accounts only 13% of users. Approx. 21,900 Vietnamese-speakers with low ELP are currently NOT reached via nsw.gov.au.

Therefore, the expected reach of publishing translated content on nsw.gov.au in Vietnamese is high. However, it is not sufficient and other channels & information formats needed to ensure inclusion.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Vietnamese?

Recommendation

Mobile is the preferred device for 9 in 10 people who are currently accessing nsw.gov.au in Vietnamese from NSW.

The majority of users accessing nsw.gov.au in Vietnamese are young: 46% of Vietnamese in-language users are younger than 35.

While older demographics are underrepresented on nsw.gov.au: users 55+ only account for 13% of users, despite representing over half of the Vietnamese speakers with low English language proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Vietnamese demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Vietnamese-speaking community?



Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Elderly established migrant
- Young new migrant
- Young established migrant

Other communication channels beyond nsw.gov.au are recommended to reach these at risk groups, including the use of intermediaries, in-language media, and social/ cultural/ religious groups.

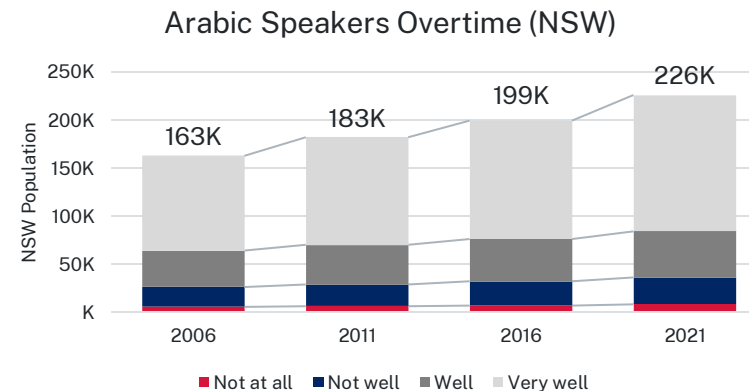
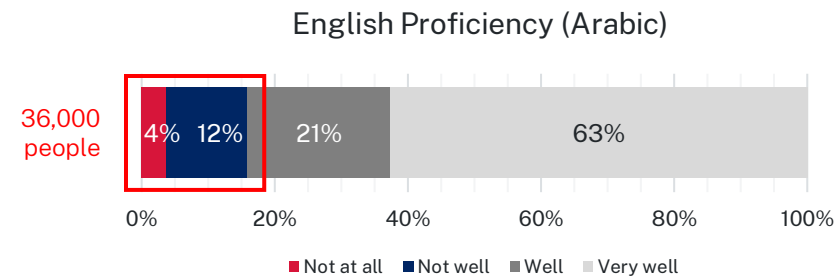
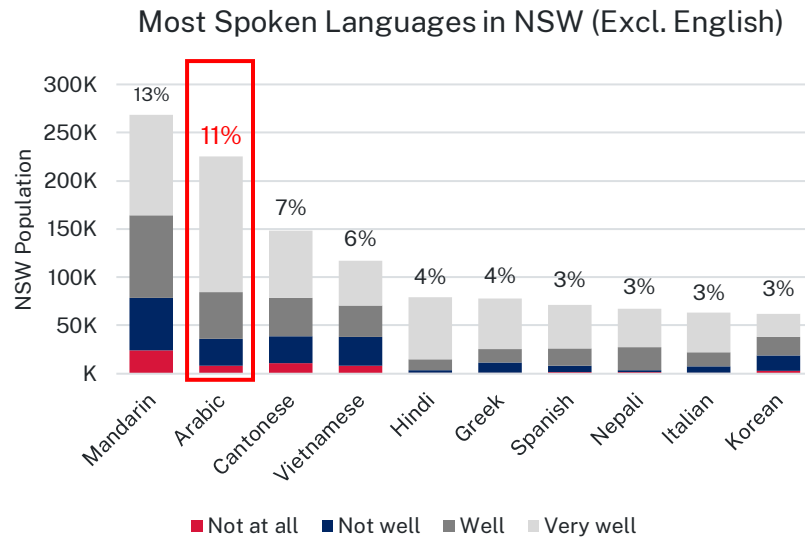
Information in an **audio visual format** is recommended to aid accessibility and comprehension due to low English proficiency and first language literacy among these groups.

Arabic

How many Arabic-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Arabic is the **2nd most spoken** language in NSW (excl. English) with **226,000 speakers**.
- Arabic has the **4th largest population in NSW not proficient in English (36,000)**, and therefore who are at risk of exclusion.
- The rate of **English proficiency is high** with **84% of Arabic-speakers being proficient in English**. However, Arabic also has the **3rd largest population of people who speak English 'not at all' (8,300, 4%)**.
- The **Arabic language is in growth from new migrants**: ↑13% in last 5 years (+27,000 speakers), and ↑24% in the last 10 years (+43,500).

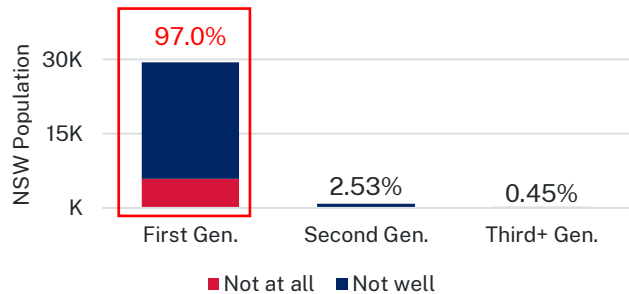


What groups within the Arabic community are at risk of exclusion?

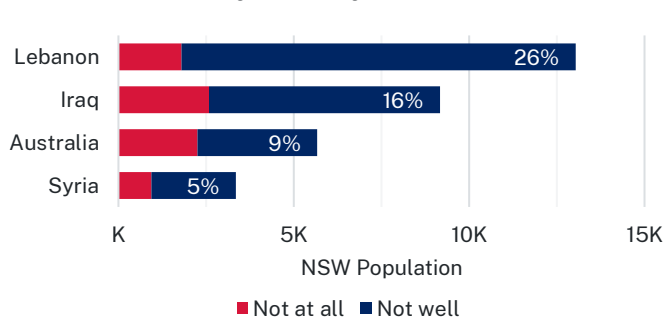
Insight

- **97% of Arabic-speakers with low ELP are first generation migrants (29,400, the majority of whom are **new migrants*** (41%) born in Lebanon or Iraq.**
- **1 in 4 first generation Arabic migrants aged 15+ are not proficient in English (25%),** while 99% of 2nd generation and 95% of 3rd generation migrants are proficient.
- **86% of first generation migrants with low ELP are 60+ years old,** while 2/3 of new migrants are younger than 60 years.

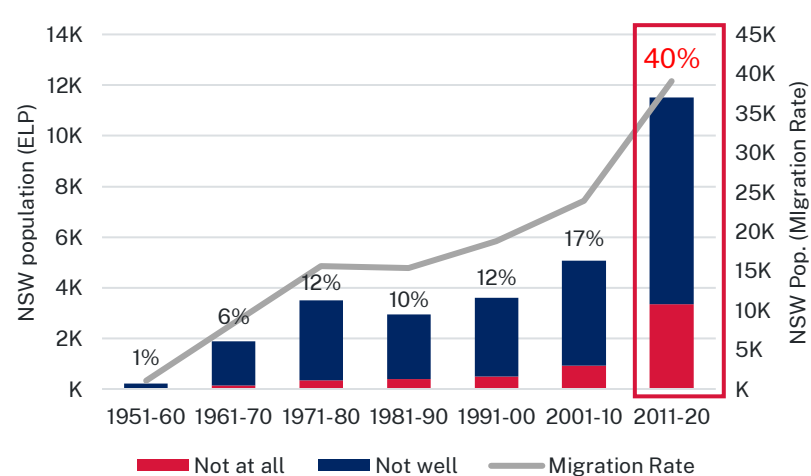
Adult Low ELP by Generation (Arabic)**



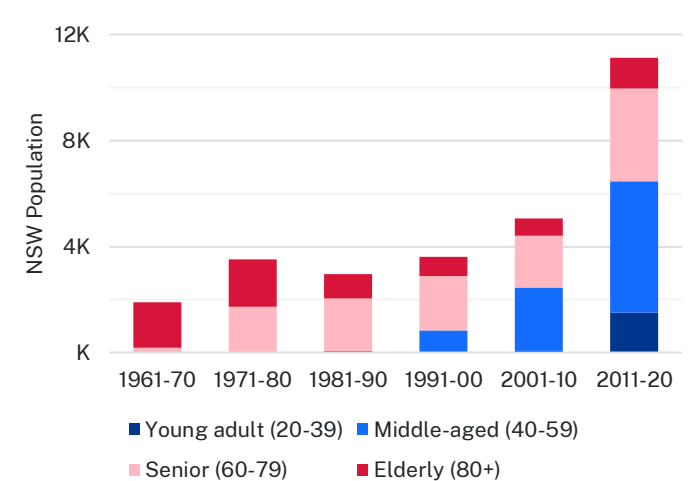
Low ELP by Country of Birth (Arabic)



Low ELP by Year of Arrival (Arabic)



Low ELP by Year of Arrival & Age (Arabic)

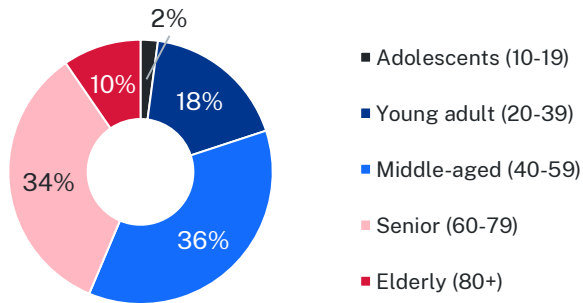


What demographics within the NSW Arabic community are at risk of exclusion?

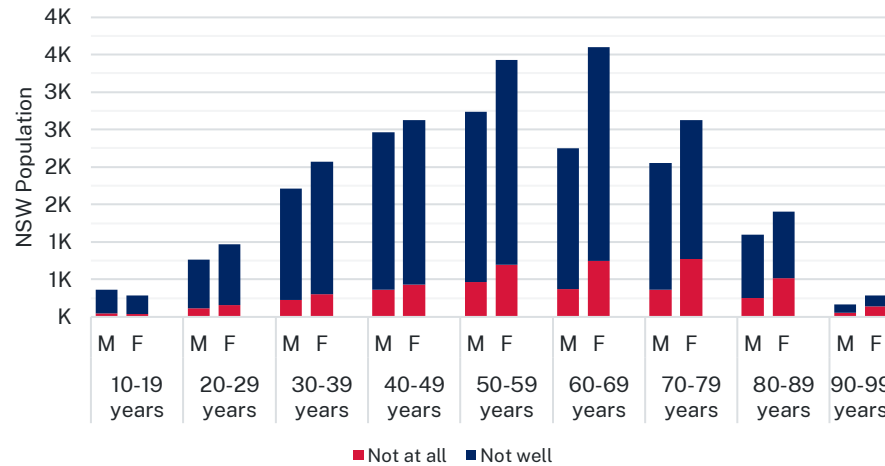
Insight

- The NSW Arabic community is young: 3/4 of all Arabic-speakers are 49 years or younger.
- The rate of English proficiency is lowest among the older demographic: 1 in 2 Arabic speakers aged 60+ on average are not proficient in English.
- 44% of low ELP Arabic speakers are 60+, 1/3 are middle-aged (40-59) and 1/5 are young adults (20-39).
- English proficiency of females among the 50+ demographic is significantly lower than males. Of those aged 50+ with low ELP, 59% are female, 41% are male.

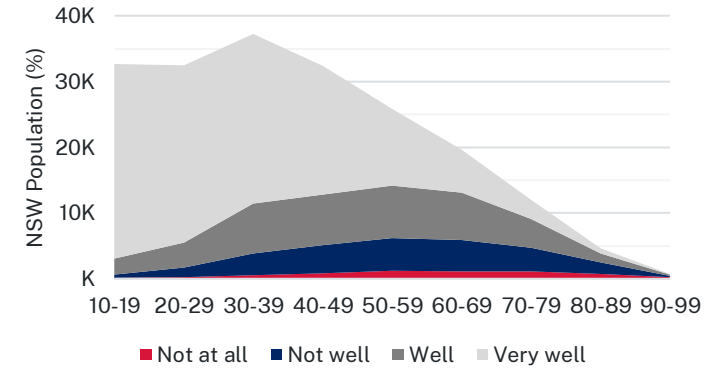
Low ELP Population by Age Group (Arabic)



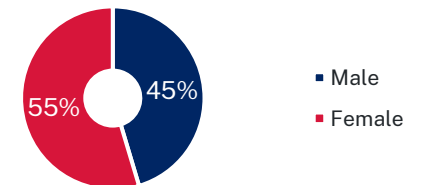
Low ELP by Age and Gender (Arabic)



ELP by Age (Arabic)



Low ELP by Gender (Arabic)

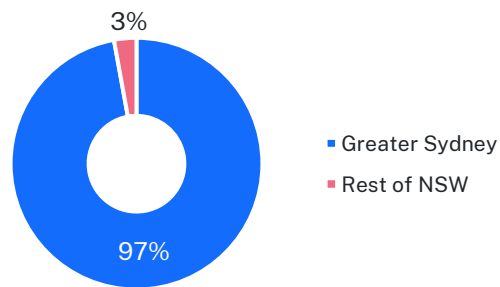


Where do at risk Vietnamese groups currently reside in NSW? What religion do they affiliate with?

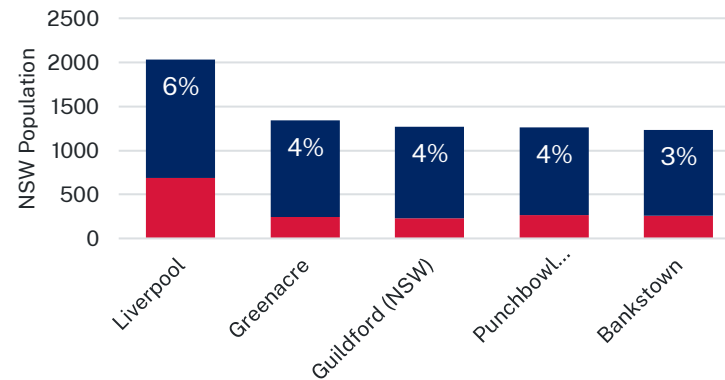
Insight

- The vast majority of Arabic-speakers with low ELP (97%) reside in Greater Sydney, predominately in Western Sydney.
- Liverpool, Greenacre and Guildford are the suburbs with the highest population of Arabic speakers with low ELP in NSW.
- Half of low ELP Arabic-speakers in NSW are Islamic, a quarter are Catholic.

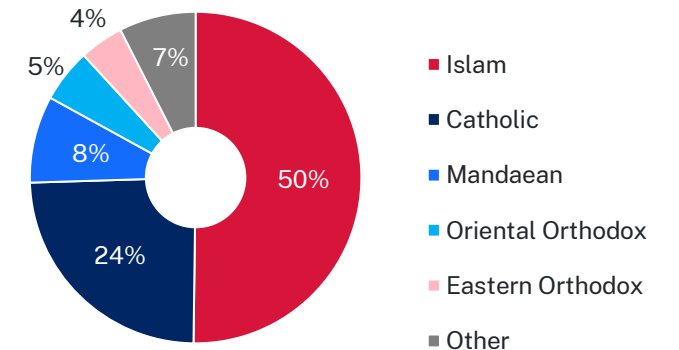
Low ELP by Region (Arabic)



Low ELP by Suburb of Residence (Arabic)



Low ELP by Religion (Arabic)

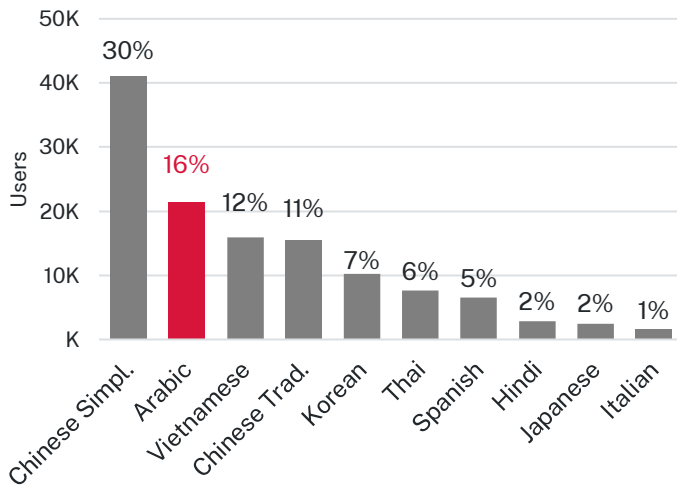


Are at risk groups in the Arabic community currently accessing nsw.gov.au for government information and services?

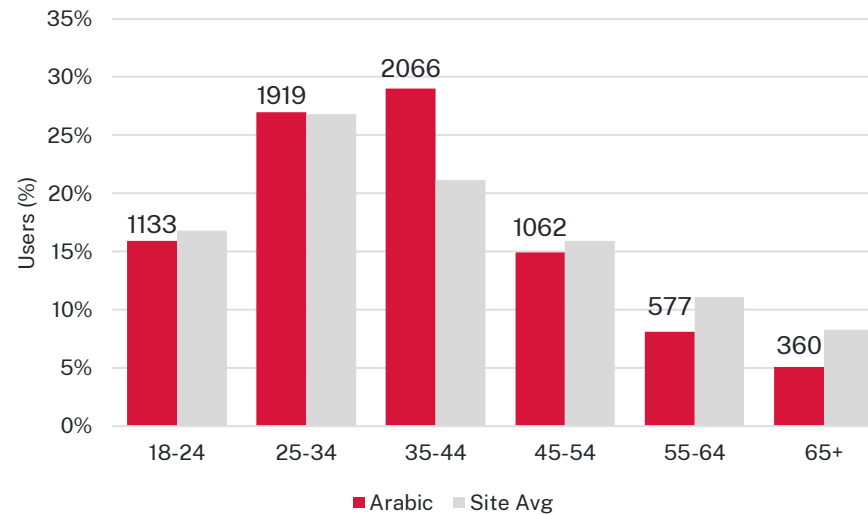
Insight

- Arabic is the **2nd most used language** on nsw.gov.au (excl. English) in NSW with **21,400 users**.
- **Some 40% of low ELP Arabic-speakers in NSW may currently NOT be being reached via nsw.gov.au (14,600 people)**
- **Older Arabic population is underrepresented: those 55+ represent over half of all Arabic-speakers with low ELP, but only 13% of site users.** While on the other hand, those 44 years and younger are overrepresented. **This suggests that the majority of the older Arabic demographic *currently* do not use nsw.gov.au to access government information and services.**

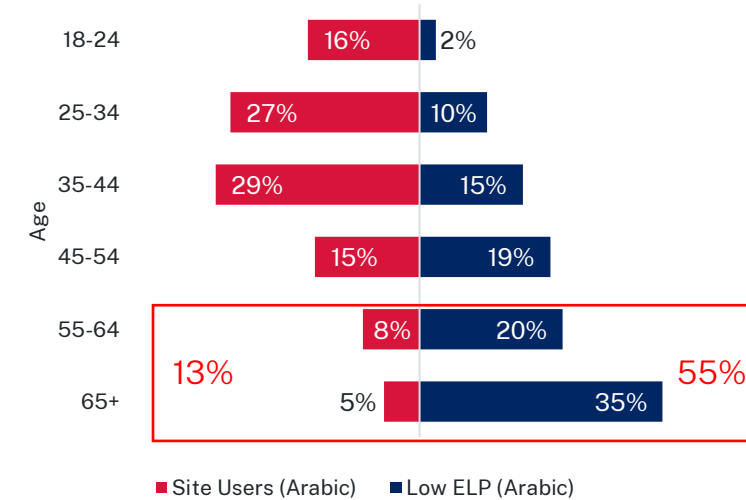
nsw.gov.au Users by Language (NSW)



nsw.gov.au Site Users by Age (Arabic)



Site Users vs Low ELP Population (Arabic)



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

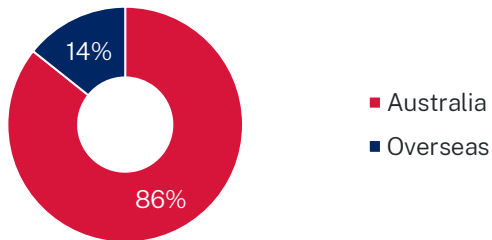
Age data is for global users. Insufficient data to filter by country or region. See Appendix D for explanations of Google Analytics metrics. Note: the 65+ age group in Google Analytics cannot be broken down further.

Where do Arabic users connect from? What device do they use?

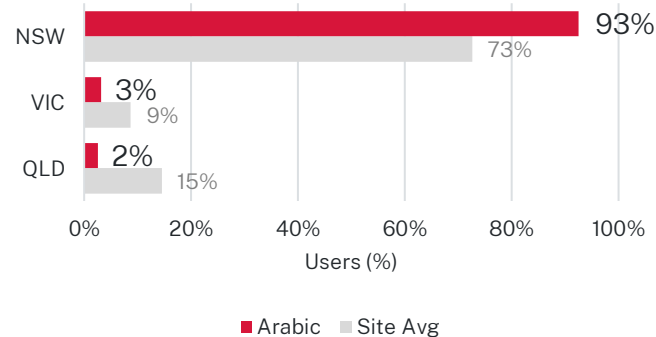
Insight

- **The majority of Arabic in-language users are based in Australia (86%),** while 14% are overseas including Egypt, the United States and Saudi Arabia.
- Of the Arabic users in Australia, the vast majority (93%) are from NSW.
- **Mobile is the preferred device** for 95% of Arabic in-language users in NSW, substantially above the site average. While only 4% are desktop users, significantly below the site average.

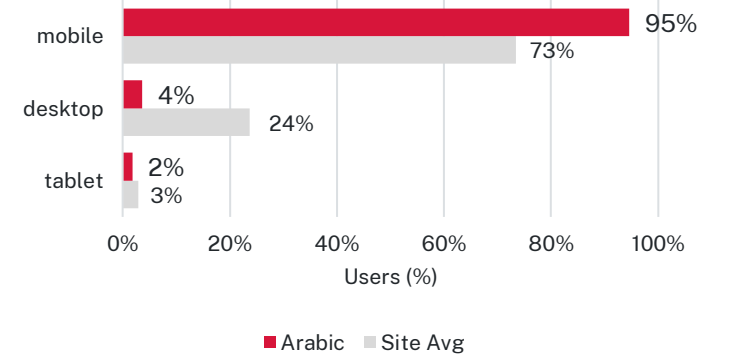
nsw.gov.au Site Users by Country (Arabic)



nsw.gov.au Site Users by State/Region (Arabic)



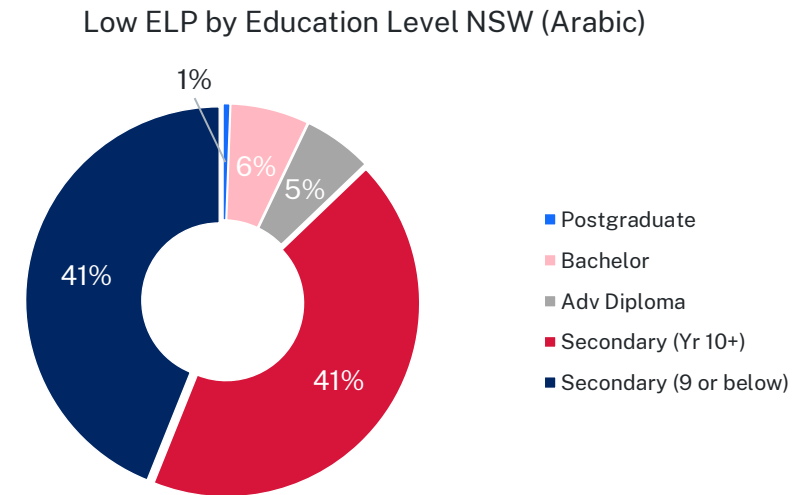
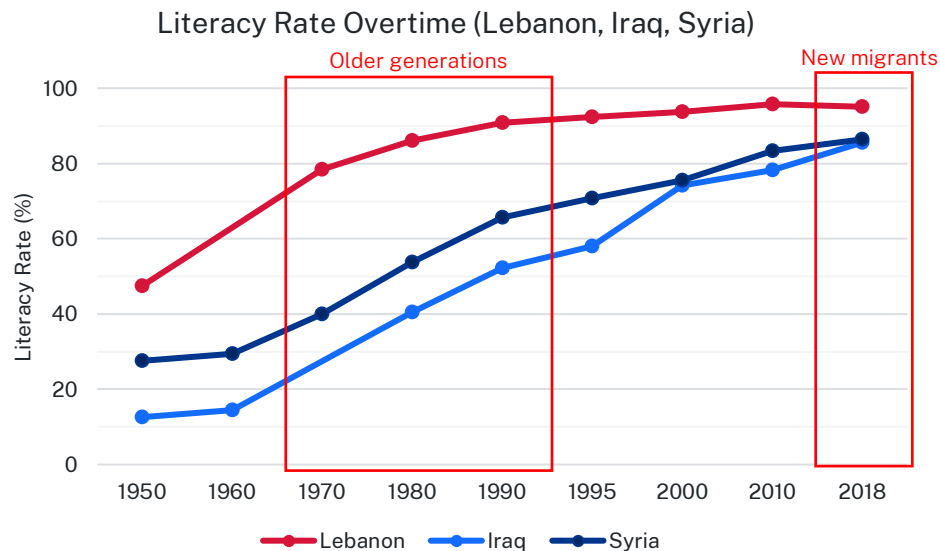
nsw.gov.au Users by Device (Arabic) (NSW)



Are these at risk groups literate in their native language?

Insight

- First language literacy varies considerably by country of birth and year of arrival among Arabic speakers. The **majority of new migrants are likely literate in Arabic, with Lebanon, Iraq and Syria reporting literacy rates above 85% in 2018.**
- Whereas as many as **half of those migrants born in Iraq and Syria who migrated prior to 1990 are reported to have lower literacy rates in Arabic.** Lebanon reported significantly higher literacy rates of 80+% during this same period, and are more likely to be literate in Arabic.
- The **level of education among NSW Arabic speakers not proficient in English is low: 4 in 10 (41%) have an education level of year 9 or below.**
- Therefore, **translation of text into Arabic is likely to be suitable for new migrants who speak Arabic. While being less suitable for those older Arabic speakers who arrived to Australia in prior decades.**



1.

What is the expected reach of publishing translated content on nsw.gov.au in Arabic?

Recommendation

Arabic is the 2nd most spoken language in NSW excl. English.

English proficiency: Arabic has the 4th largest population not proficient in English and the 3rd largest of those who speak English 'not at all'.

Current nsw.gov.au usage: Arabic is the 2nd most used language on nsw.gov.au (excl. English) in NSW, used predominantly by younger speakers.

First language literacy is high among new migrants (85+%). However, half of those who migrated prior to 1990 from Iraq and Syria may not be literate in their native language. Education is low.

Current reach of translated content on nsw.gov.au is low among those 55+ who are most at risk of exclusion: 55% of low ELP are 55+, but only 13% of users. Approx. 14,600+ Arabic-speakers with low ELP in NSW may currently NOT be being reached via nsw.gov.au.

Therefore, the expected reach of publishing translated content on nsw.gov.au in Arabic is high. However, it is not sufficient and other channels & information formats needed to ensure inclusion of the older demographic, particularly those with poor first language literacy.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Arabic?

Recommendation

Mobile is the preferred device for 9 in 10 people who are currently accessing nsw.gov.au in Arabic.

The majority of users accessing nsw.gov.au in Arabic are young: 43% of Arabic in-language users are younger than 35.

While older demographics are underrepresented on nsw.gov.au: users 65+ only account for 13% of users, despite representing over half of the Arabic speakers with low English language proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Arabic demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Arabic-speaking community?

Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Elderly established migrant
- Elderly new migrant
- Young new migrant

Other communication channels beyond nsw.gov.au are recommended to reach these at risk groups, including the use of intermediaries, in-language media, and social/ cultural/ religious groups.

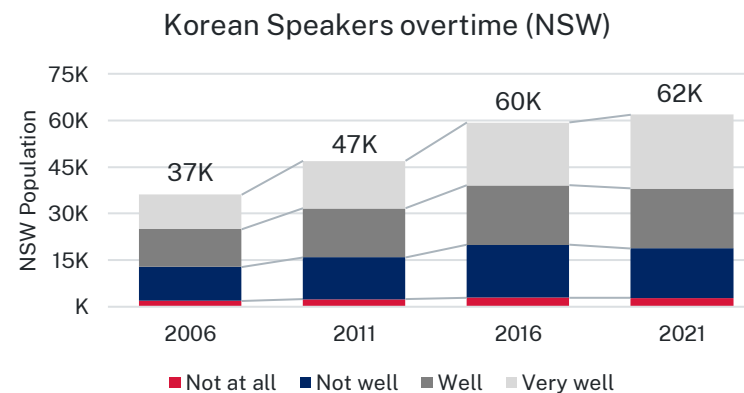
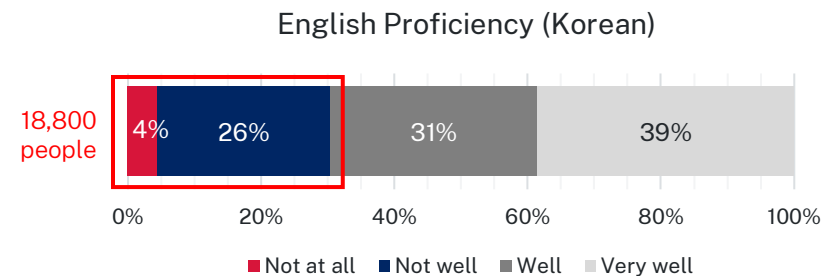
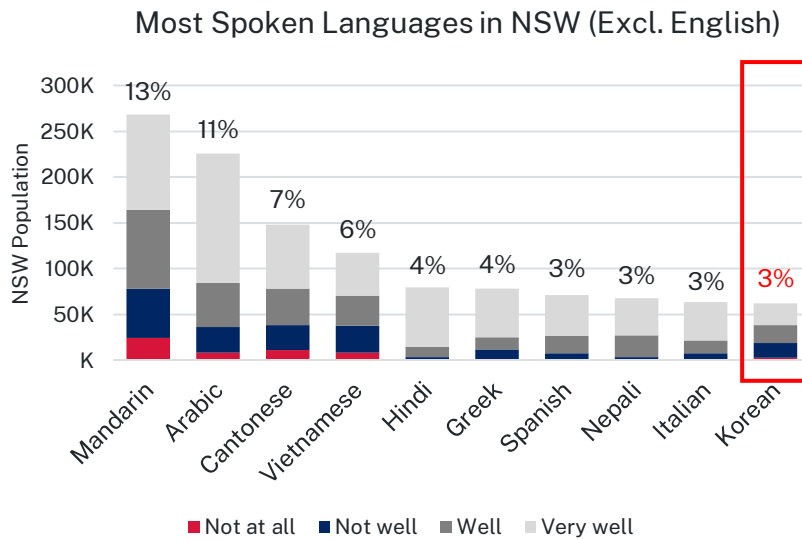
Information in an **audio visual format** is recommended to aid accessibility and comprehension due to low English proficiency and first language literacy among these groups. Audio popular format, such as in-language radio.

Korean

How many Korean-speakers in NSW are at risk of exclusion to accessing government information?

Insight

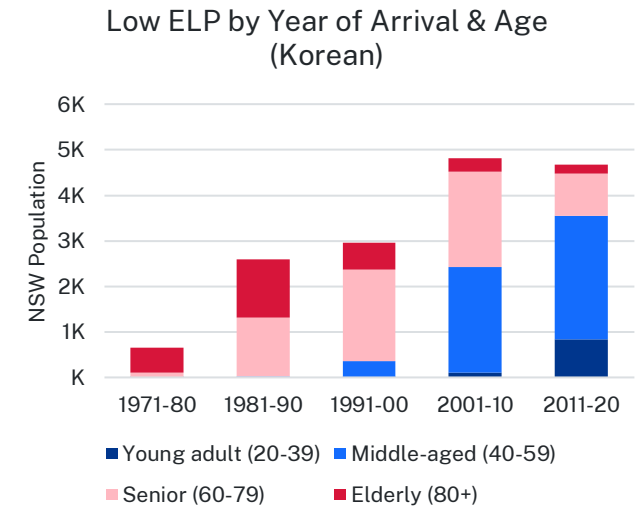
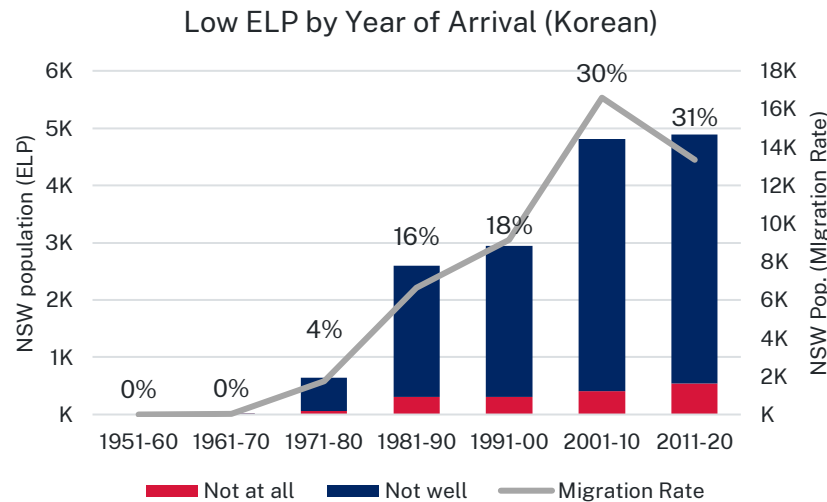
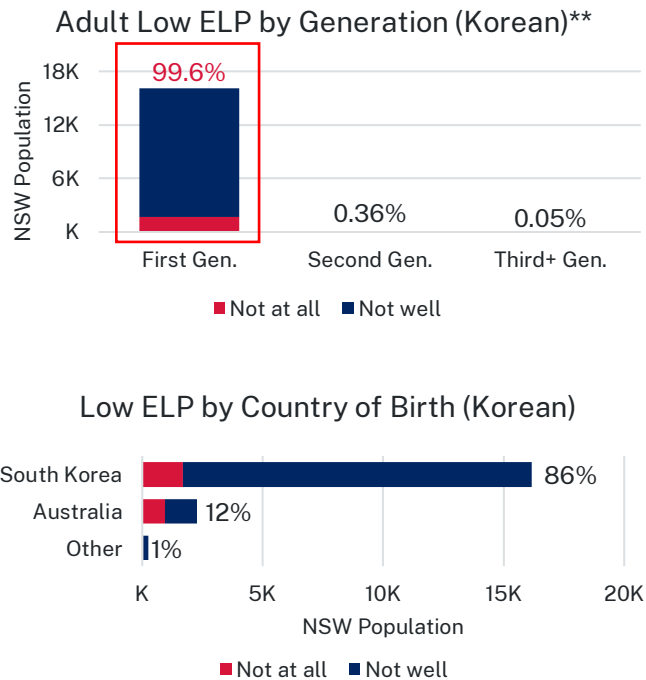
- Korean is the **10th most spoken language in NSW** (excl. English) with **62,000 speakers**.
- Korean has the **5th largest population in NSW not proficient in English (18,800)**, and therefore who are at risk of exclusion.
- The rate of **English proficiency is very low** with **1 in 3 Korean-speakers (30%)** not being proficient.
- The population of Korean-speakers has grown sizeably in the last 10 years (+32%, 15,000 speakers), however, has since **stagnated in the last 5 years** (+4%, 2,500). The **population of low ELP speakers has decreased since 2016 (-6%, -1,200)**, despite the overall population growth.



What groups within the Korean community are at risk of exclusion?

Insight

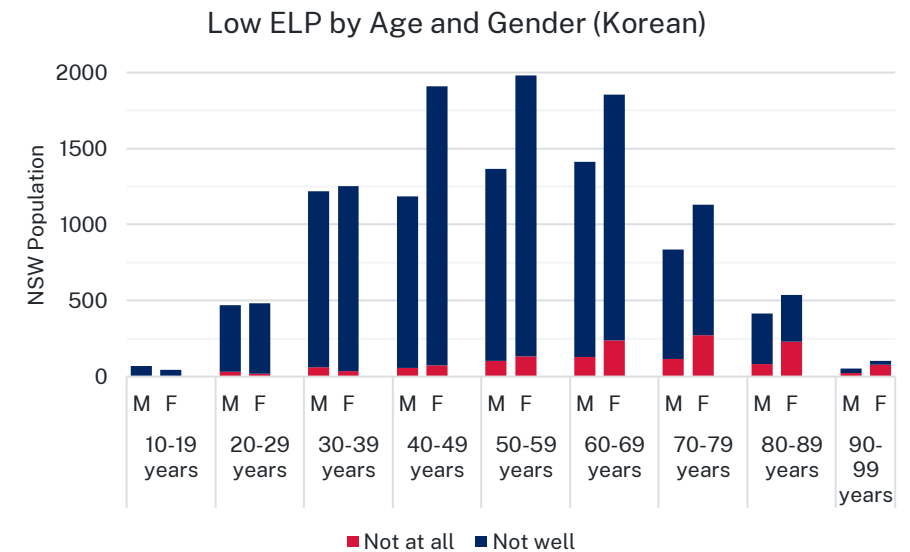
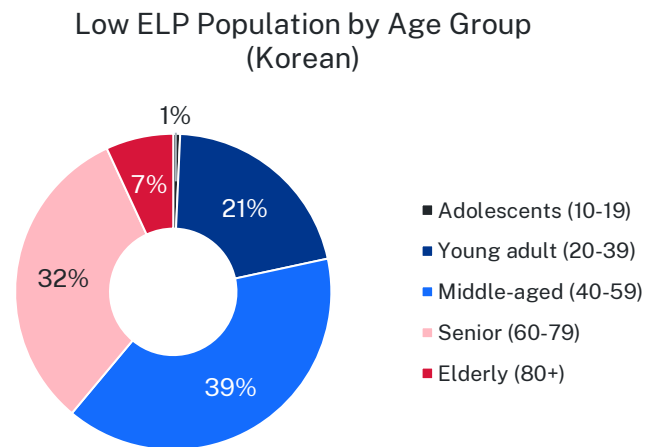
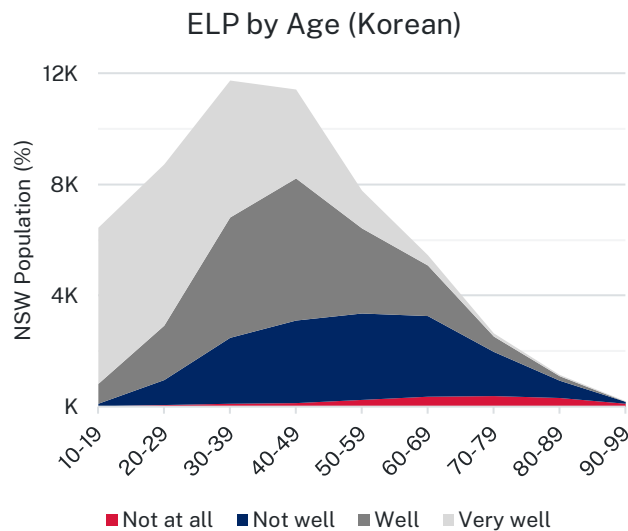
- **99% of Korean-speakers aged 15+ with low ELP in NSW are first generation migrants (16,000) born in South Korea.**
- **1 in 3 first generation Korean migrants are not proficient in English (34%),** while 99% of 2nd generation and 94% of 3rd generation Korean-speakers are proficient.
- **1 in 3 low ELP Korean-speakers are new migrants* who migrated from South Korea.** Of whom, the majority (56%) are middle-aged (40-59 years). Korean-speakers is a relatively new language community in NSW, with 61% arriving to Australia within the last 20 years.



What groups within the Korean community are at risk of exclusion?

Insight

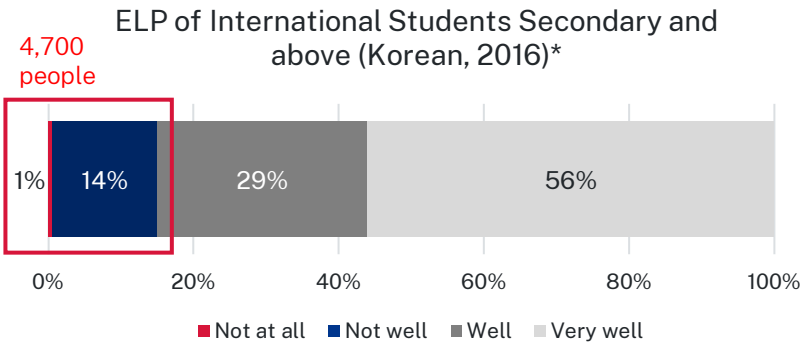
- The **overall population of the Korean community is young**: 3/4 are younger than 50, 1/3 are younger than 30, 1/5 younger than 20. The median age is 30-39 years.
- The majority of low ELP Korean-speakers are middle-aged (40-50, 39%) or senior-aged (60-79, 32%).
- The rate of English proficiency is **3x lower among people aged 60+ compared to those younger than 60 (68% vs 24%). 2 in 3 Korean-speakers aged 60+ are not proficient in English (68%).**



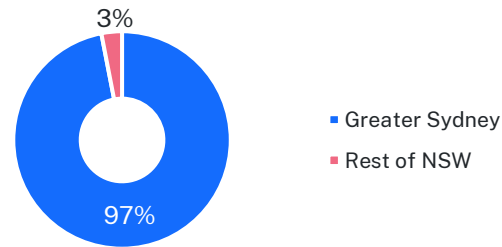
What groups within the Korean community are at risk of exclusion?

Insight

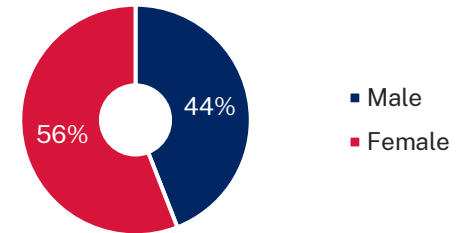
- There are some **31,300 international students** studying in NSW who speak Korean, of whom **15% (4,700) are not proficient in English**. This represents **1/4 of all Koreans with low ELP**.
- The **vast majority of Korean-speakers with low ELP (97%) reside in Greater Sydney**, predominantly in Western Sydney and Northern Sydney.
- 56% of Korean-speakers with low ELP are female (10,500), 44% are male (8,300).
- 1/3 of Korean-speakers with low ELP are non-religious, while 1/4 are Presbyterian, and 1/5 are Catholic.



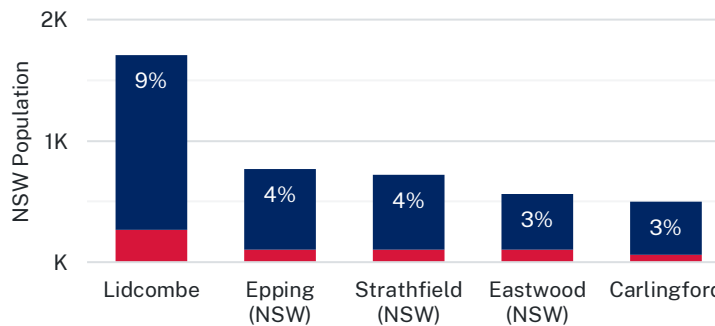
Low ELP by Region (Korean)



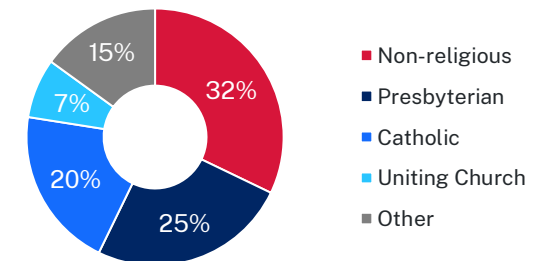
Low ELP by Gender (Korean)



Low ELP by Suburb of Residence (Korean)



Low ELP by Religion (Korean)



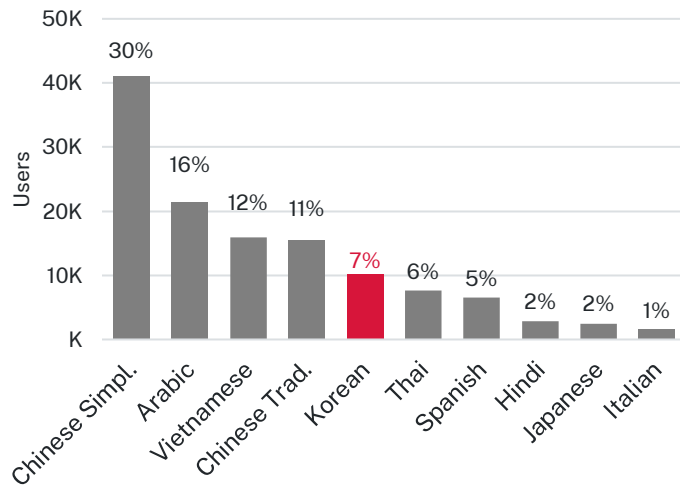
Are at risk groups in the NSW Korean community currently accessing nsw.gov.au for government information and services?



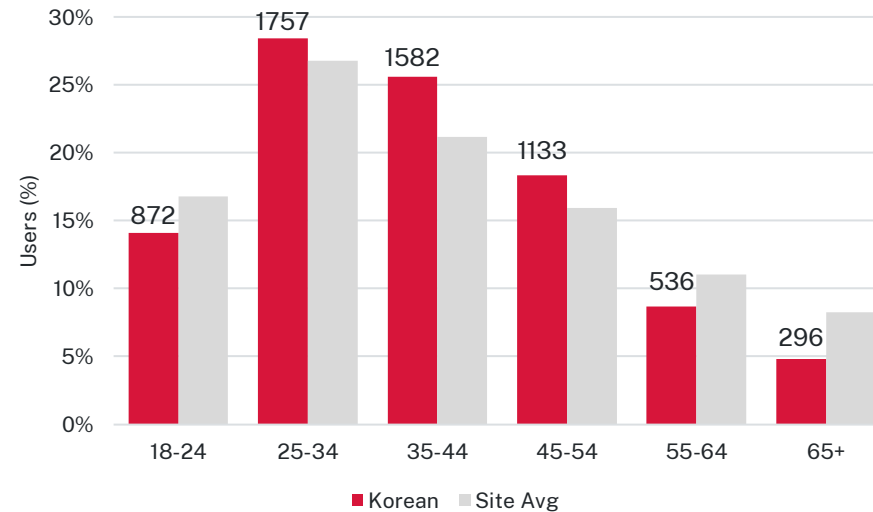
Insight

- Korean is the **5th most used language** on nsw.gov.au in NSW (excl. English) with **10,200 users**.
- Korean in-language users accounts for **7.5% of all CALD users** in NSW, and **0.03% of total users** in NSW.
- **An estimated half of low ELP Korean-speakers in NSW may currently NOT be reached via nsw.gov.au (8,600 people)**
- **Older Korean population is underrepresented: those 55+ represent half of all Korean-speakers with low ELP, but only 14% of site users.** While on the other hand, those 44 years and younger are overrepresented. **This suggests that the majority of the older Korean demographic currently do not use nsw.gov.au to access government information and services.**

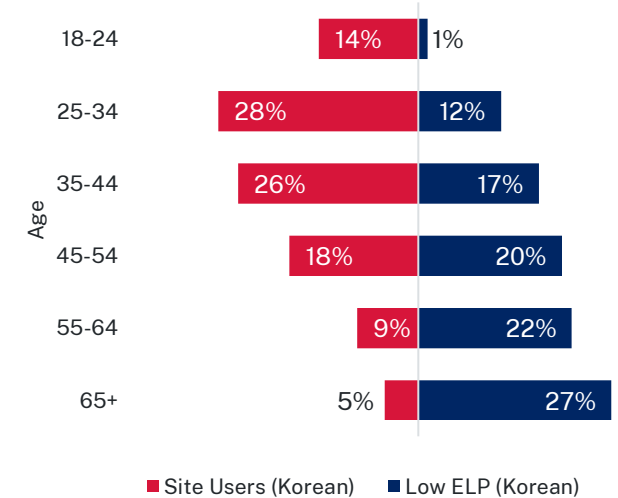
nsw.gov.au Users by Language (NSW)



nsw.gov.au Site Users by Age (Korean)



Site Users vs Low ELP Population (Korean)



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

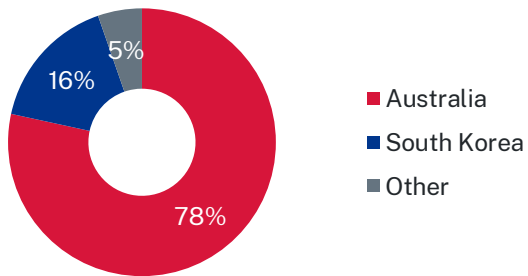
Age data is for global users. Insufficient data to filter by country or region. See Appendix D for explanations of Google Analytics metrics. Note: the 65+ age group in Google Analytics cannot be broken down further.

Where do Korean users connect from? What device do they use?

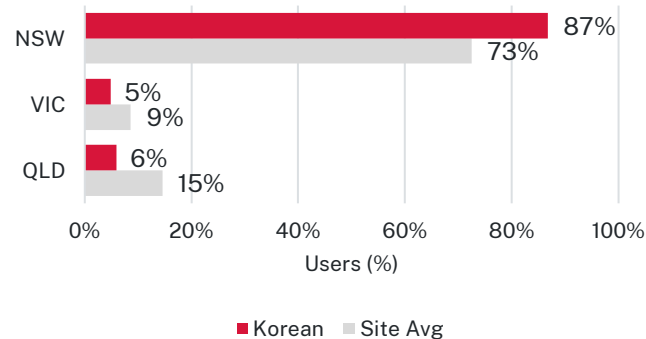
Insight

- **The majority of Korean in-language users are based in Australia (78%),** while 1/4 are overseas including predominantly from South Korea.
- Of the Korean users in Australia, the majority (87%) are from NSW.
- **Mobile is the preferred device** for 7 out of 10 Korean in-language users in NSW. While 1 in 4 Korean users use desktop, inline with the site average.

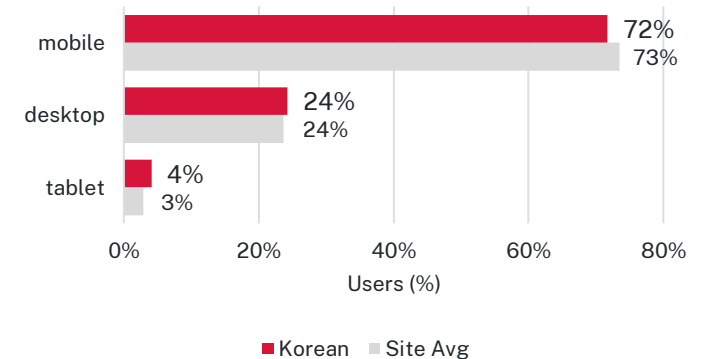
nsw.gov.au Site Users by Country (Korean)



nsw.gov.au Site Users by State/Region (Korean)



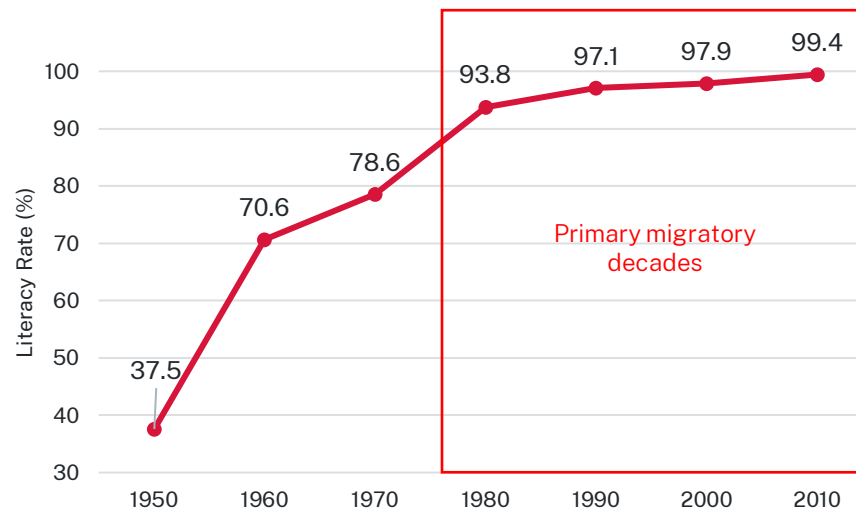
nsw.gov.au Users by Device (Korean) (NSW)



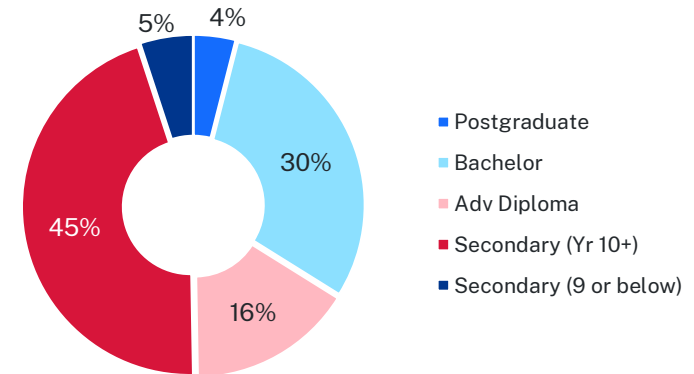
Insight

- **Almost all South Koreans reported being able to read & write in Korean from 1980 to present (94+%).** Therefore, the vast majority of Korean-speaking migrants living in NSW are likely literate in Korean, many of whom migrated to Australia within the last 20 years while South Korea reporting an adult literacy rate higher than 99%.
- **The education of Korean-speakers in NSW with low ELP is high:** Only 5% have an education level lower than year 10, while a third (32%) being at bachelor level or higher.
- Therefore, **translation into Korean is highly suitable for at risk Korean-speakers** with both high rates of first language literacy and education.

Adult Literacy Rate Overtime (South Korea)



Low ELP by Education Level NSW (Korean)



1.

What is the expected reach of publishing translated content on nsw.gov.au in Korean?

Recommendation

English proficiency: Korean has the 5th largest population not proficient in English and a low rate of English proficiency (1 in 3 not proficient).

Current nsw.gov.au usage: Korean is the 5th most used language on nsw.gov.au in NSW, used predominantly by younger speakers. Younger population of Korean community is more suitable for online information.

First language literacy is very high among Korean migrants from 1980 or later (85+%). Education is similarly high.

Current reach of translated content on nsw.gov.au is low among those 55+ who are most at risk of exclusion. Approx. 8,600 Korean speakers with low ELP in NSW may currently NOT be reached via nsw.gov.au.

Therefore, the expected reach of publishing translated content on nsw.gov.au in Korean is high. However, it is not sufficient and other channels needed to ensure inclusion of the older demographic.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Korean?

Recommendation

Mobile is the preferred device for 2 in 3 people who are currently accessing nsw.gov.au in Korean from NSW.

The majority of users accessing nsw.gov.au in Korean are **young**: 42% of Korean in-language users are younger than 35.

While **older demographics are underrepresented on nsw.gov.au**: users 55+ only account for 14% of users, despite representing half of the Vietnamese speakers with low English language proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Korean demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Korean-speaking community?

Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Elderly established migrant
- Young new migrant
- Young established migrant
- International student

Other communication channels beyond nsw.gov.au are recommended to reach these at risk groups, including the use of intermediaries, in-language media, service/ cultural/ student groups and social media.

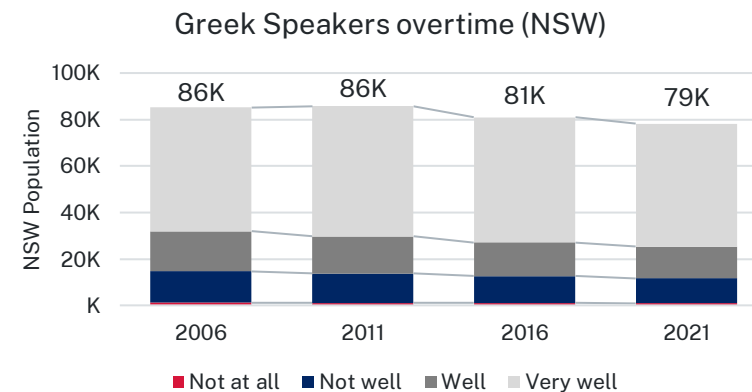
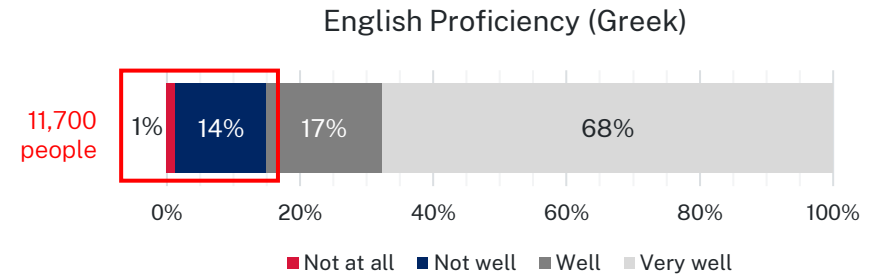
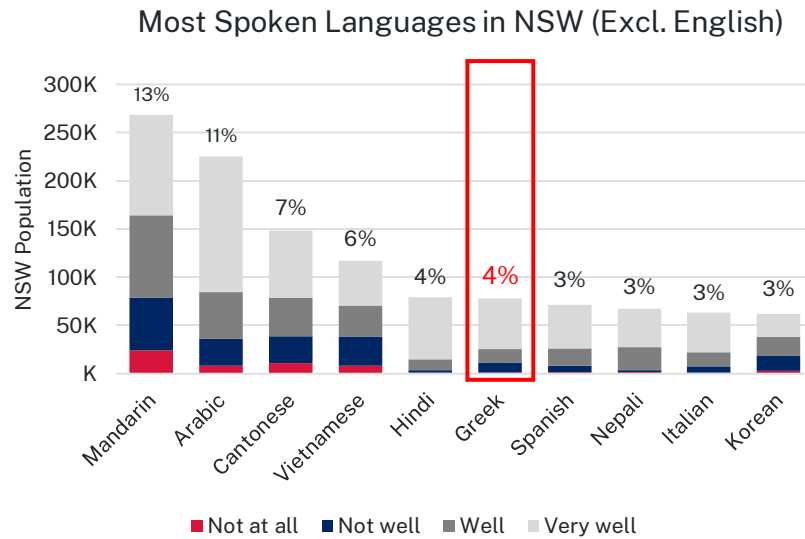
Audio-visual and text format of information recommended. Text impactful due to high first language proficiency and younger demographic. Audio-visual recommended for engagement, as well as comprehension among older demographic.

Greek

How many Greek-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Greek is the **6th most spoken language in NSW** (excl. English) with **78,000 speakers**.
- Greek has the **6th largest population in NSW not proficient in English (11,700)**, and therefore who are at risk of exclusion.
- The rate of **English proficiency is high with 85% of Greek-speakers being proficient in English**. Only 1% speak English 'not at all'.
- The Greek language has been in **decline in NSW for the last 10 years** (-3% 2,700 speakers since 2016 and -9%, 7,500 since 2011). **The population of low ELP Greek-speakers declined 15% during this time.**

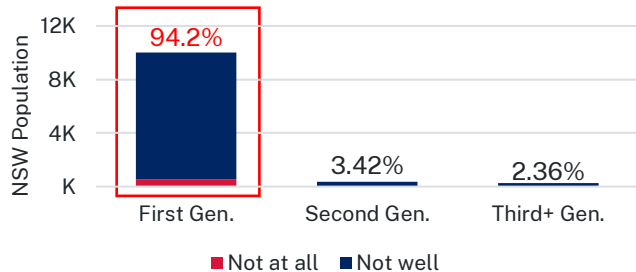


What groups within the Greek community are at risk of exclusion?

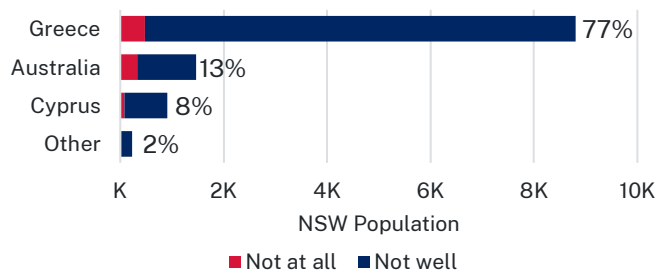
Insight

- **94% of Greek-speakers aged 15+ with low ELP are first generation migrants (10,000)** born predominantly in Greece.
- **1 in 3 first generation Greek migrants are not proficient in English (31%)**, while 99% of 2nd generation and 96% of 3rd generation Greek-speakers are proficient in English.
- **93% of low ELP Greek migrants arrived in Australia in 1980 or earlier and are 80+ years old.** Less than 250 low ELP Greek speakers are new migrants.

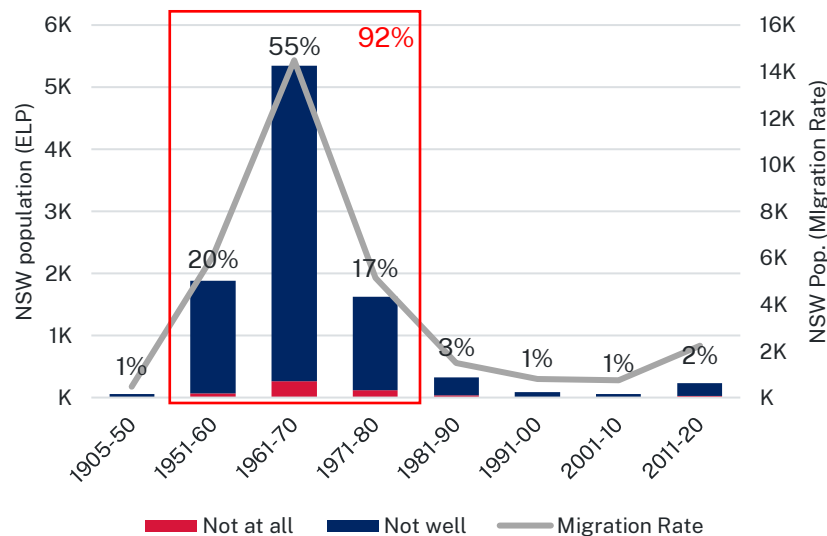
Adult Low ELP by Generation (Greek)**



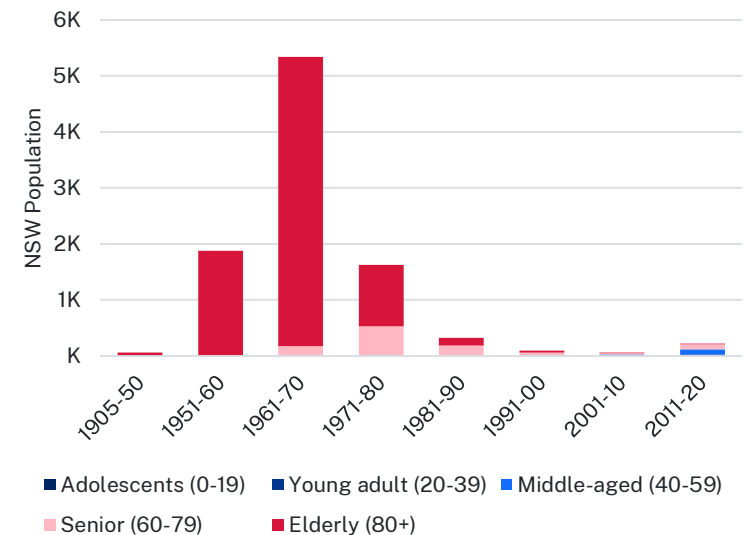
Low ELP by Country of Birth (Greek)



Low ELP by Year of Arrival (Greek)



Low ELP by Year of Arrival & Age (Greek)

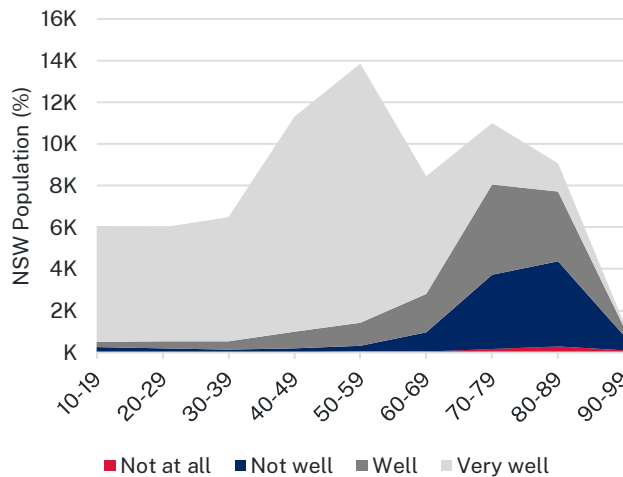


What groups within the Greek community are at risk of exclusion?

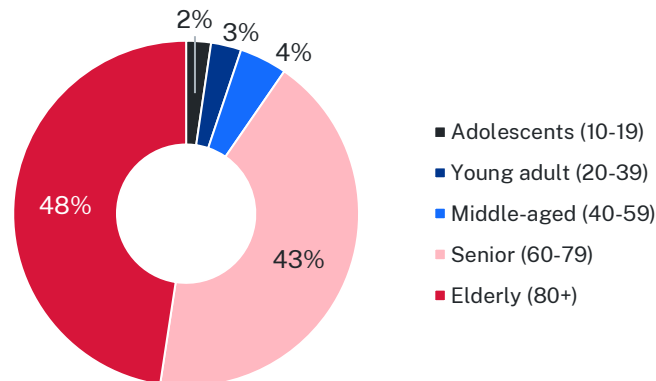
Insight

- The **population of Greek-speakers with low ELP community is elderly**: 3/4 are 70 years or older, 1/2 are 80 years or older. Only 1 in 10 people with low English proficiency are younger than 60 years.
- The rate of English proficiency is **2x lower among Greek-speakers aged 80+ compared to those aged 60-79 (49% vs 24%)**. **1 in 2 Greek-speakers aged 80+ are not proficient in English (49%)**.
- English proficiency is substantially lower in females (60%) compared to males (40%), particularly among those 60+ years old.

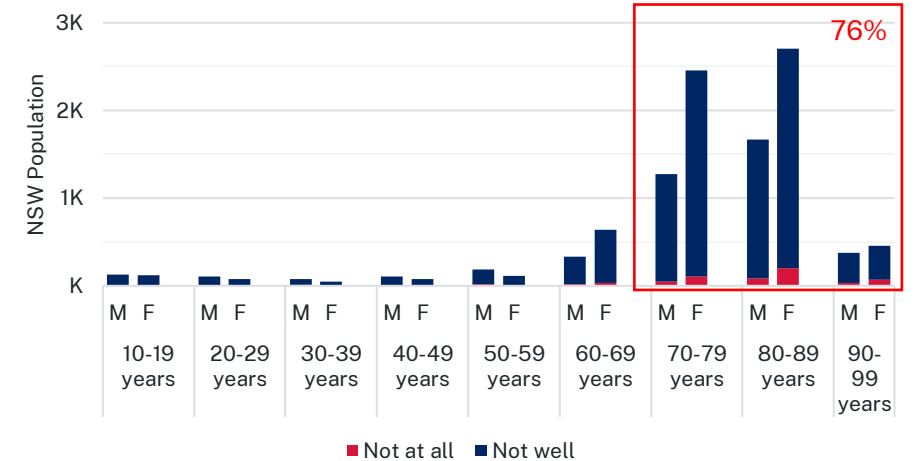
ELP by Age (Greek)



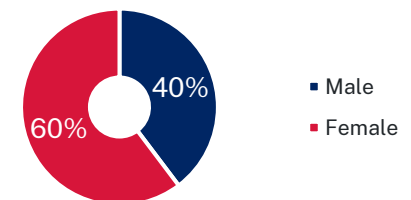
Low ELP Population by Age Group (Greek)



Low ELP by Age and Gender (Greek)



Low ELP by Gender (Greek)

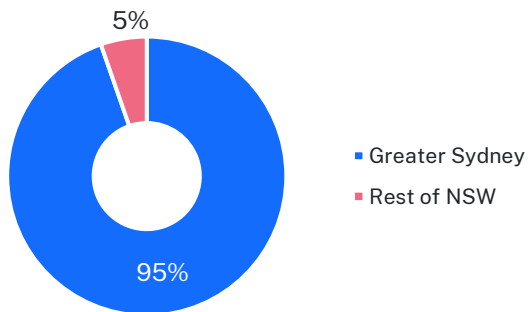


What groups within the Greek community are at risk of exclusion?

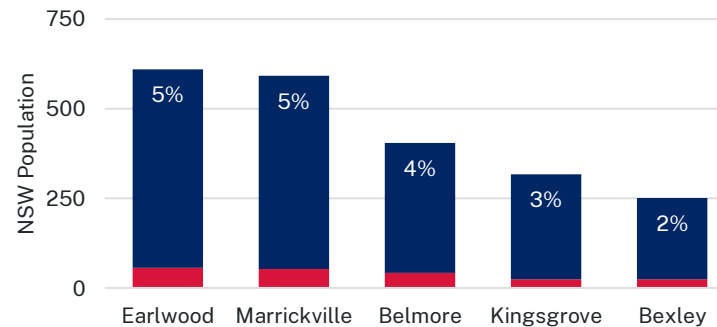
Insight

- The **majority of Greek-speakers with low ELP (95%) reside in Greater Sydney**, predominantly in Southern Sydney and the Inner West. The suburbs with the highest population of low ELP Greek-speakers are Earlwood, Marrickville and Belmore.
- Of the 5% who reside outside Greater Sydney, 1/3 are based in the Illawarra and 1/4 in Newcastle and Lake Macquarie.
- There is a **very high rate of affiliation with the Eastern Orthodox religion (95%)** among Greek-speakers with low ELP.

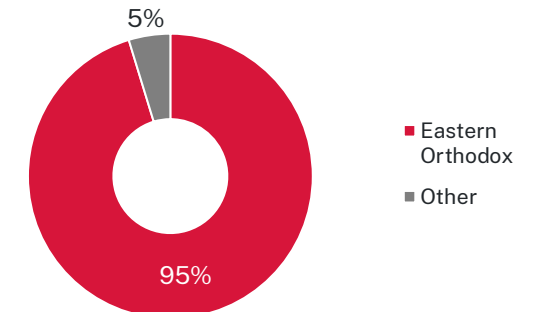
Low ELP by Region (Greek)



Low ELP by Suburb of Residence (Greek)



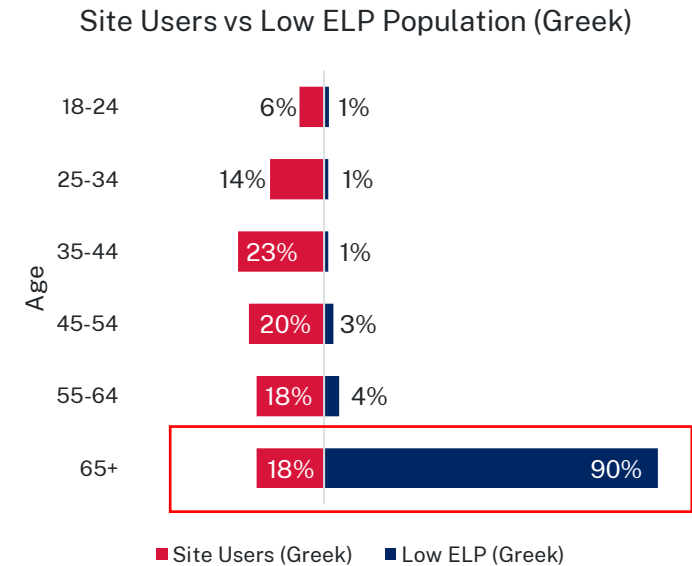
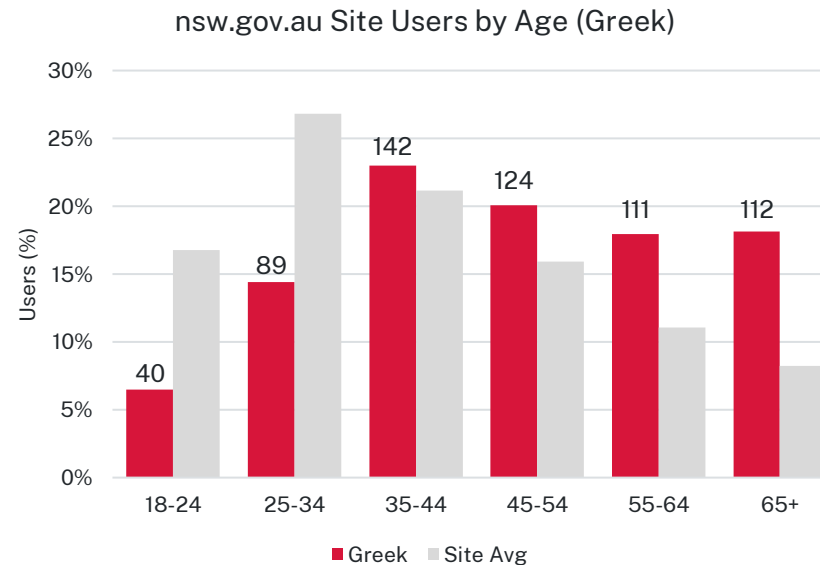
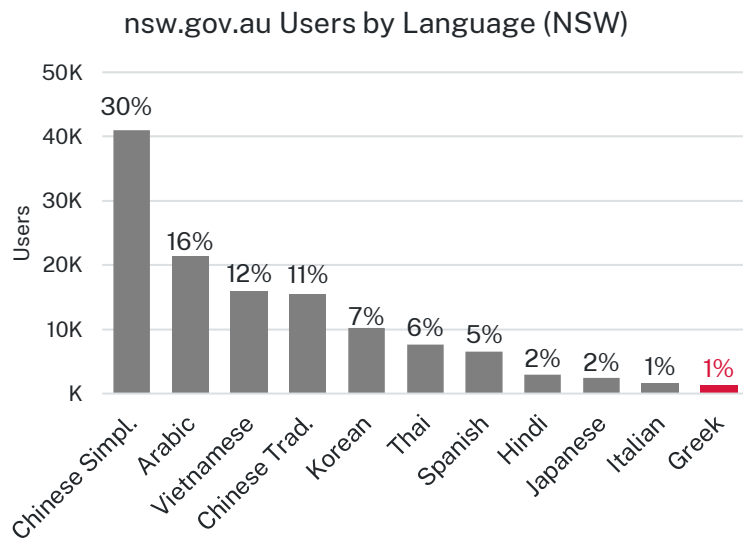
Low ELP by Religion (Greek)



Are at risk groups in the NSW Greek community currently accessing nsw.gov.au for government information and services?

Insight

- Greek is the **11th most used language** on nsw.gov.au in NSW (excl. English) with **1,375 users**.
- **An estimated 9 in 10 low ELP Greek-speakers may currently NOT be reached via nsw.gov.au (10,300 people).**
- **The older Greek population is significantly underrepresented:** those 65+ represent 90% of all Greek-speakers with low ELP, but only 18% of site users. While those younger than 65 which make up 10% of low ELP population represent 82% of site users. **This suggests that the vast majority of the older Greek demographic currently do not use nsw.gov.au to access government information and services.**



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

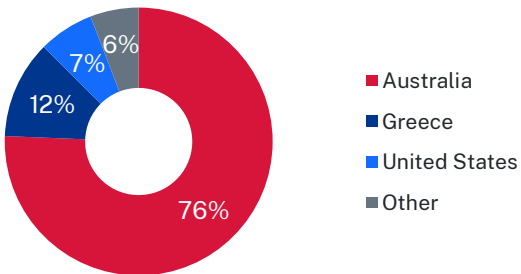
Age data is for global users. Insufficient data to filter by country or region. See Appendix D for explanations of Google Analytics metrics. Note: the 65+ age group in Google Analytics cannot be broken down further.

Where do Greek users connect from? What device do they use?

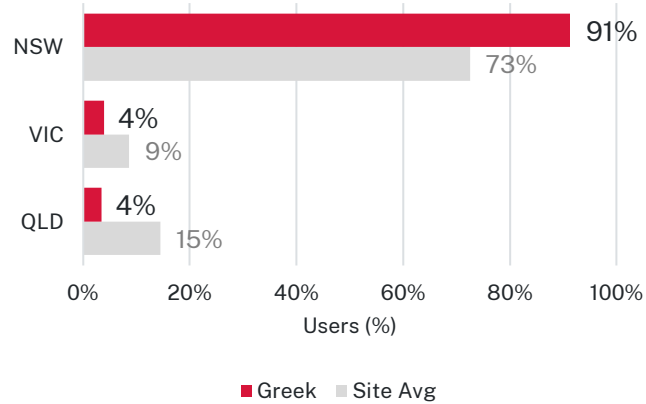
Insight

- **The majority of Greek in-language users are based in Australia (76%),** while 1/4 are overseas including predominantly from the United States and Greece.
- Of the Greek users in Australia the majority (91%) are from NSW.
- **Mobile is the preferred device** for 7 out of 10 Greek in-language users in NSW. While 1 in 4 use tablets, substantially above the site average. No Greek in-language users were recorded to use desktop.

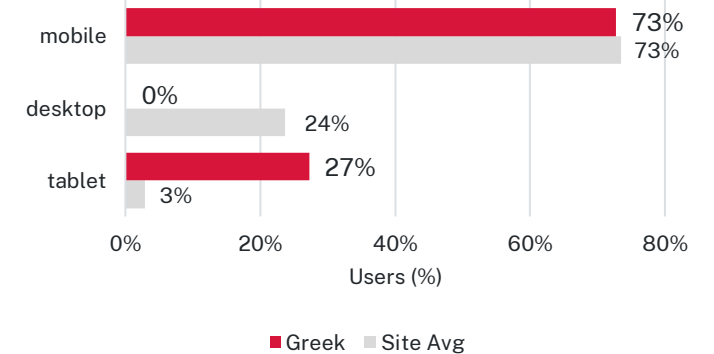
nsw.gov.au Site Users by Country (Greek)



nsw.gov.au Site Users by State/Region (Greek)



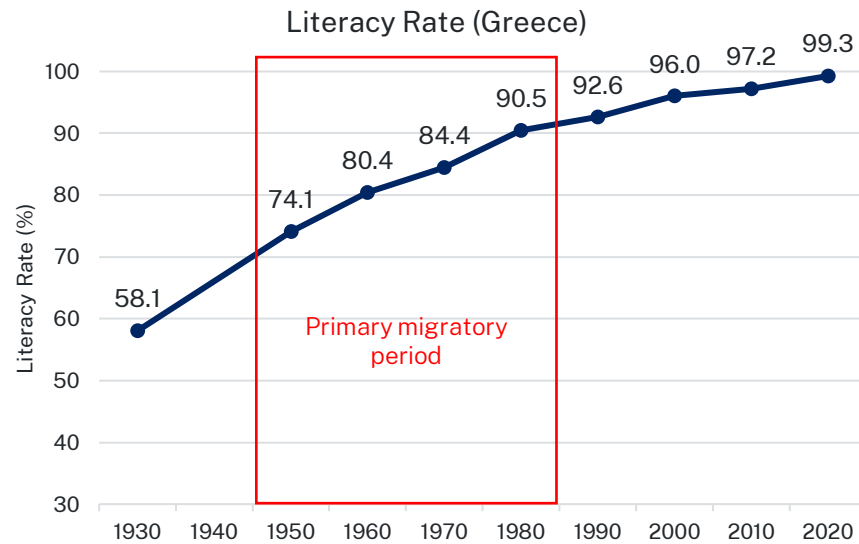
nsw.gov.au Users by Device (Greek) (NSW)



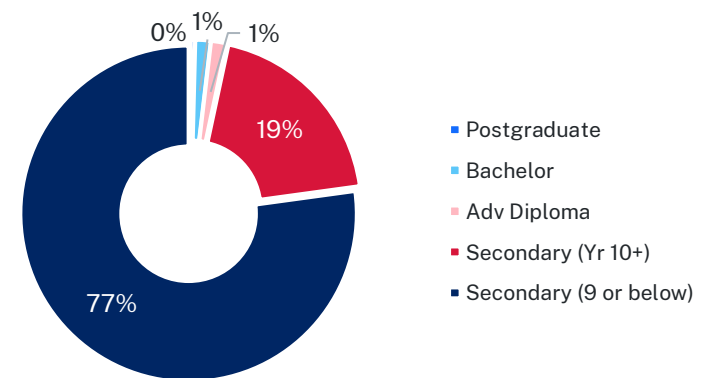
Are these at risk groups literate in their native language?

Insight

- The adult literacy rate in Greek was approx. 80% when the majority of low ELP Greek-speakers migrated to Australia. Therefore, it is estimated that 1 in 5 Greek speakers with low ELP in NSW may not be able to read and write in Greek.
- The education of Greek-speakers in NSW with low ELP is very low: 3 in 4 (77%) have an education level at or below year 9, while only 2% are educated at a bachelor level or higher.
- Therefore, translation into Greek will be suitable for the majority of at risk Greek-speakers. However, some 20% of this population may be unable to comprehend the translated information. Comprehension of the information may also be an barrier for the other 80%, depending on their level of literacy in Greek.



Low ELP by Education Level NSW (Greek)



1.

What is the expected reach of publishing translated content on nsw.gov.au in Greek?

Recommendation

English proficiency: Greek has the 6th largest population of people not proficient in English, 3 in 4 of whom are 70+ years old.

Current nsw.gov.au usage: Greek is the 15th most used language on nsw.gov.au. 65+ age group represents 90% of low ELP population but only 18% of users on nsw.gov.au.

First language literacy: approx. 1 in 5 Greek-speakers with low ELP are not literate in Greek. Education is very low.

Current reach of translated content on nsw.gov.au is very low. Approx. 10,300 Greek speakers with low ELP may currently NOT be being reached via nsw.gov.au (87%), the majority being 80+ years old.

Despite Greek being the 6th most spoken language in NSW, the expected reach of publishing translated content on nsw.gov.au in Greek is low. Other channels are needed to ensure inclusion of the older demographic, particularly offline channels.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Greek?

Recommendation

Mobile is the preferred device for 70% of people who are currently accessing nsw.gov.au in Greek.

90% of Greek-speakers with low English proficiency are 65+ years old, however, this demographic only represents 18% of users on nsw.gov.au.

While those younger than 45 years account for 43% of users, despite representing only 4% of people with low ELP.

Therefore a multi-channel approach is recommended to reach and engage with the older Greek demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Greek-speaking community?

Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- **Elderly established migrant**

Other communication channels beyond nsw.gov.au are recommended to reach the at risk elderly migrant persona, including the use of intermediaries, service/ cultural/ religious groups and in-language media.

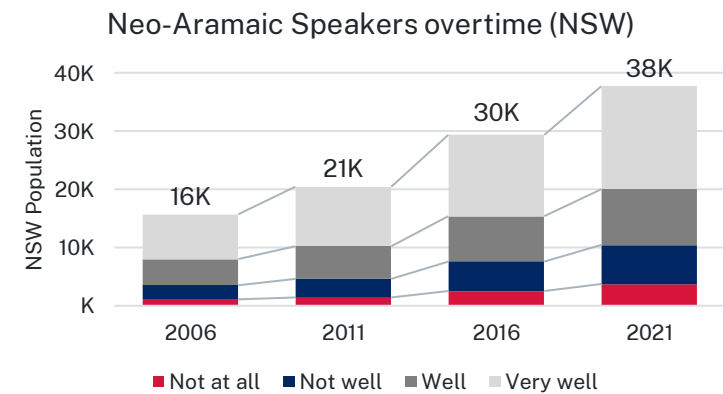
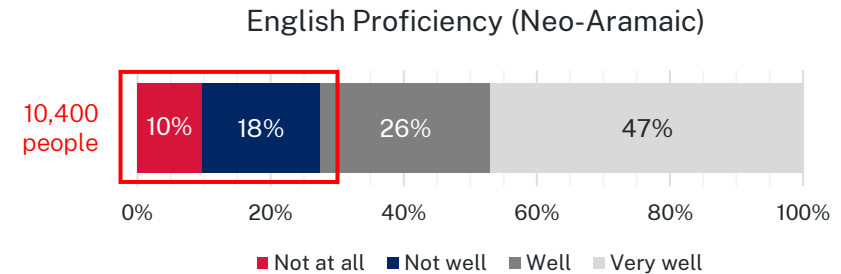
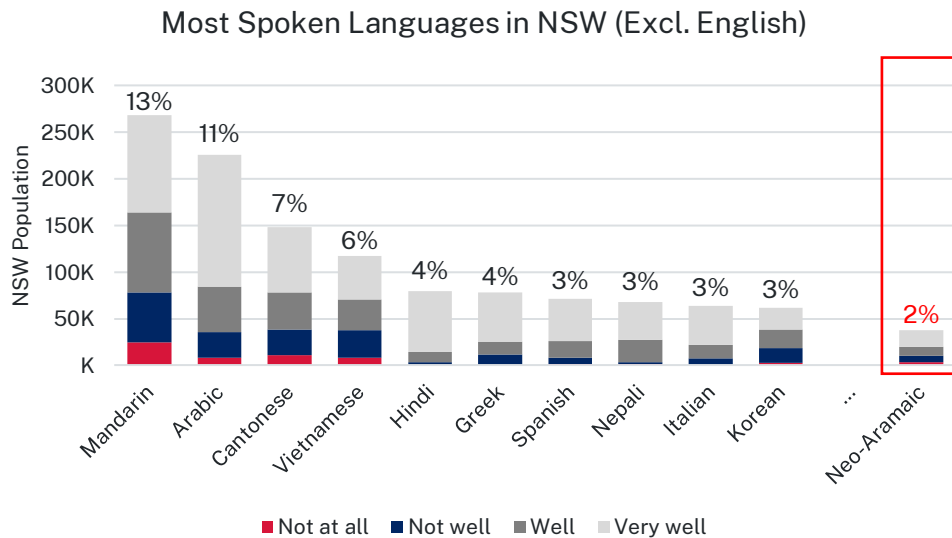
Audio-visual and offline text format of information recommended. Audio-visual recommended to engage low literacy elderly population. While offline text format recommended to reach those not digitally literate.

Neo-Aramaic

How many Neo-Aramaic speakers in NSW are at risk of exclusion to accessing government information?

Insight

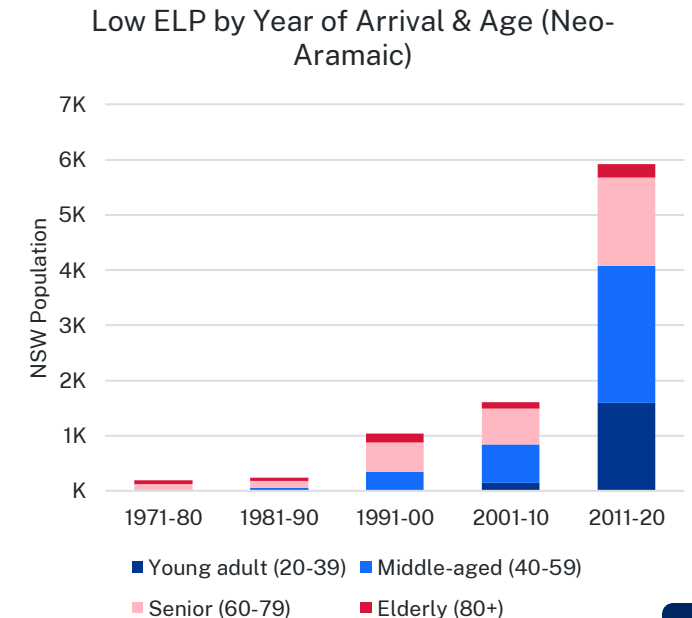
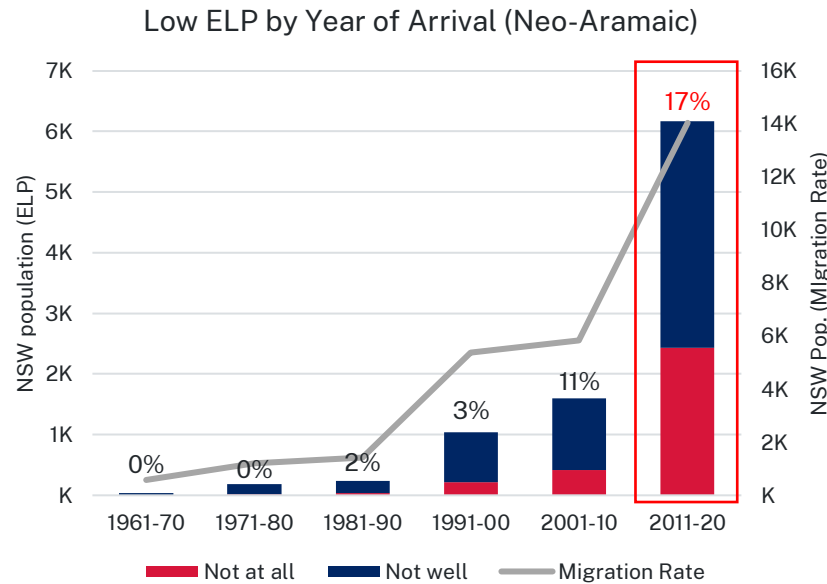
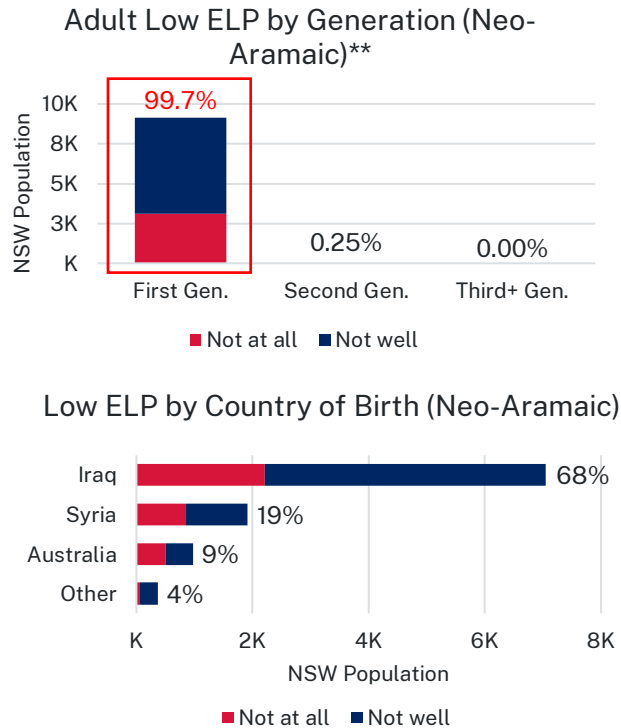
- Neo-Aramaic (Assyrian & Chaldean) is the **16th most spoken language in NSW** (excl. English) with **37,800 speakers**.
- Neo-Aramaic has the **7th largest population in NSW not proficient in English (10,400)**, and therefore who may be at risk of exclusion.
- **1 in 4 Neo-Aramaic speakers in NSW are not proficient in English (28%). Neo-Aramaic has the largest rate of people who speak English 'not at all' (10%) and the 5th highest population (3,700).**
- The Neo-Aramaic language is in **growth** in NSW, the number of **people with low ELP grew 126% (5,800) in the last 10 years through migration.**



What groups within the Neo-Aramaic community are at risk of exclusion?

Insight

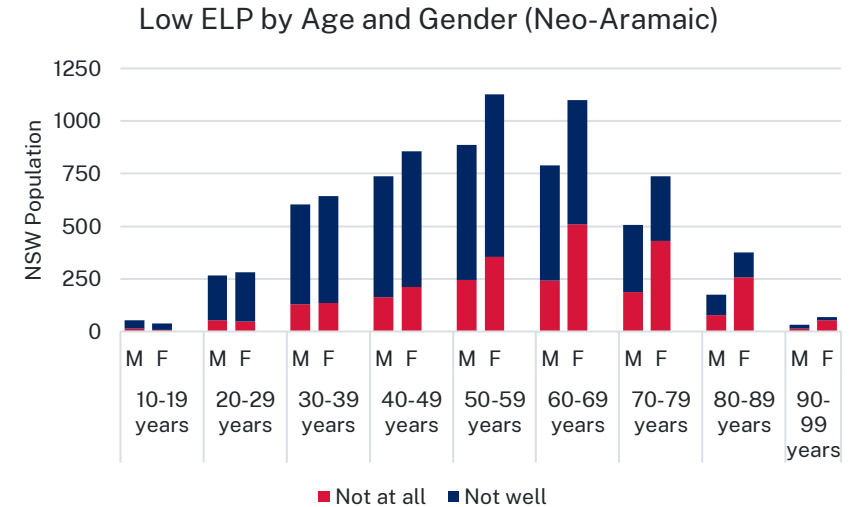
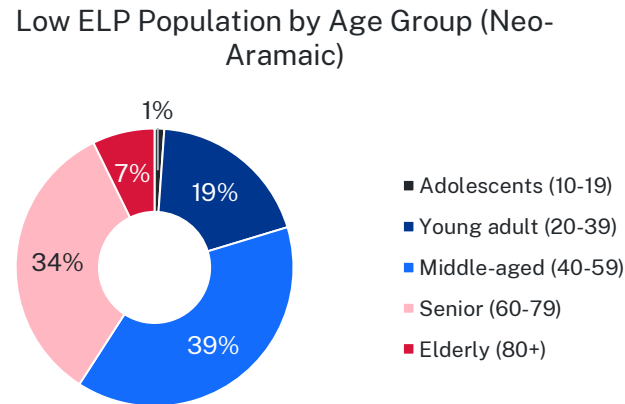
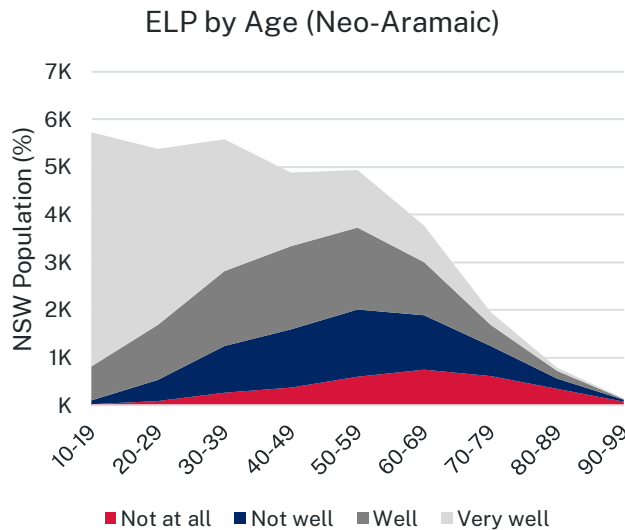
- **99.7% of Neo-Aramaic speakers aged 15+ with low ELP are first generation migrants (9,300) who were born in the Middle Eastern countries of Iraq, Syria and Iran.**
- **2 in 3 Neo-Aramaic-speakers with low ELP are new migrants* (67%) of whom almost half are not proficient in English (44%).** While one-third migrated in 2010 or earlier and are 60+ years old.
- Half of those Neo-Aramaic speakers who migrated from Syria are not proficient in English (47%), compared to 32% of Iraqis and 18% of Iranians.



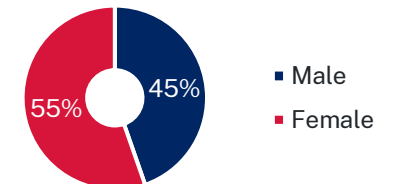
What groups within the Neo-Aramaic community are at risk of exclusion?

Insight

- The **NSW population of Neo-Aramaic speakers is relatively young**: half are younger than 40 years old (56%). However, those **middle-aged** (39%) and **seniors** (34%) represent the largest portion with low ELP.
- **English proficiency is lower among females across almost all age groups, particularly those 50+ years old**. Overall, females represent 55% of people with low ELP (45% male), and 60% of those 60+ years old with low ELP (40% male).



Low ELP by Gender (Neo-Aramaic)

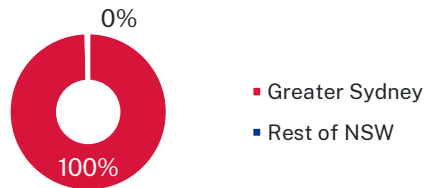


What groups within the Neo-Aramaic community are at risk of exclusion?

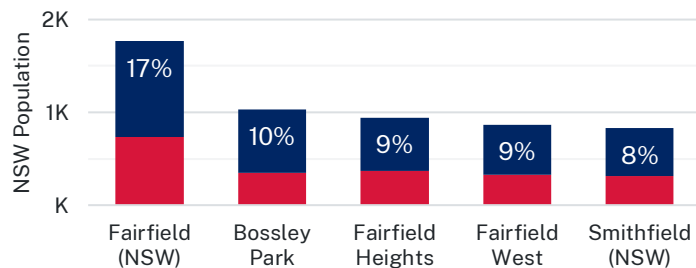
Insight

- **All Neo-Aramaic speakers with low ELP in NSW reside in Greater Sydney**, with a high concentration in Western Sydney's Fairfield and surrounding suburbs.
- Almost a fifth of the Neo-Aramaic low ELP population reside in Fairfield (17%). While half reside in the five suburbs with the largest population of people with low ELP (54%).
- **Half of Assyrians affiliate with Assyrian Apostolicism (53%)**, 28% with Catholicism and 13% with Christianity. There is a **very high rate of Catholicism (97%)** among Chaldeans.

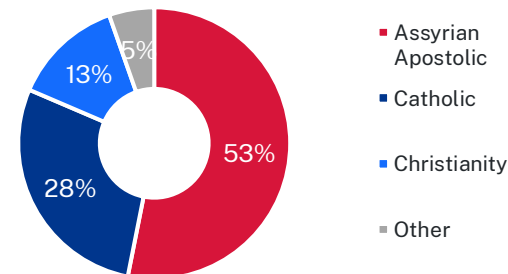
Low ELP by Region (Neo-Aramaic)



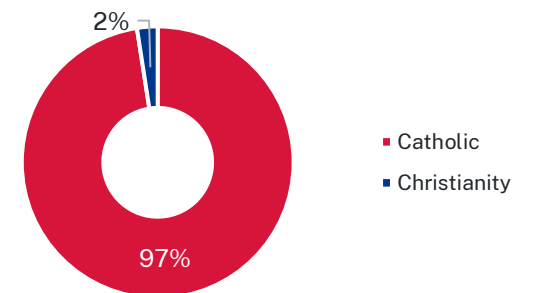
Low ELP by Suburb of Residence (Neo-Aramaic)



Low ELP by Religion (Assyrian Neo-Aramaic)



Low ELP by Religion (Chaldean Neo-Aramaic)



Are at risk groups in the NSW Neo-Aramaic community currently accessing nsw.gov.au for government information and services?

The Neo-Aramaic languages of Assyrian and Chaldean are currently **not supported by Google Translate**.

Consequently, these languages are **not currently available for machine translation on the nsw.gov.au site**.

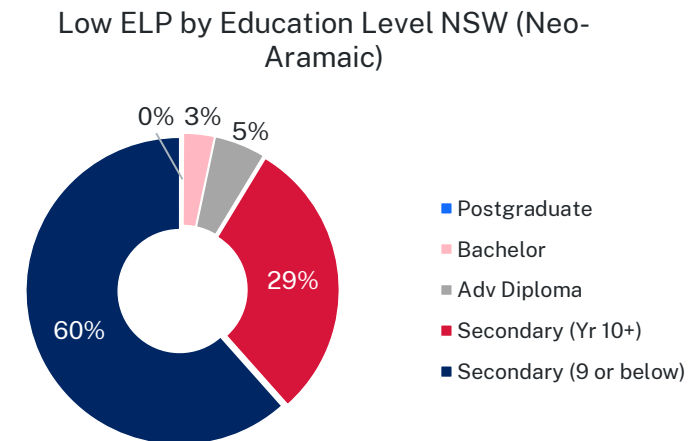
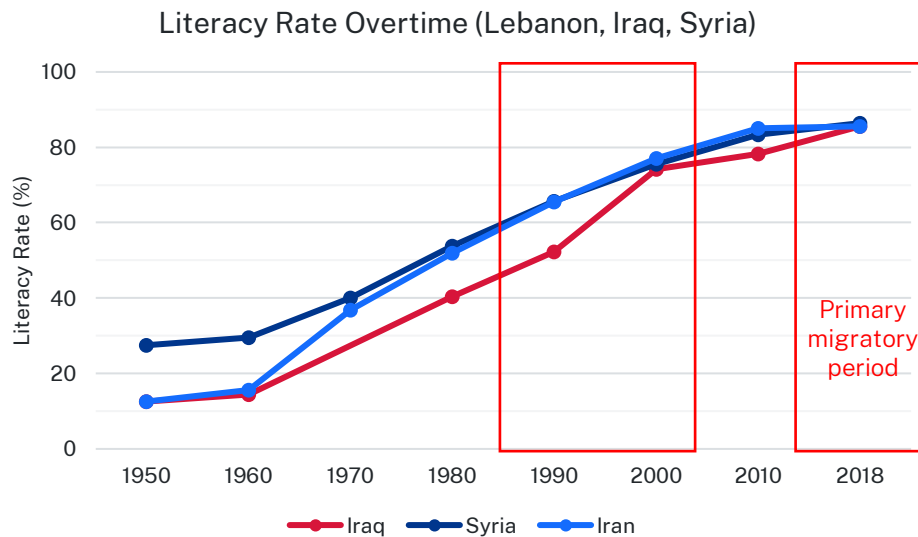
Some resources and information has been human translated into Assyrian.

See [Appendix C](#) for more information.

Are these at risk groups literate in their native language?

Insight

- The adult literacy rate of Neo-Aramaic speakers who are **new migrants** is approximately **85%** across Iraq, Syria and Iran. Therefore, we can assume that the majority of these peoples can read and write in their native language.
- **Whereas for those Neo-Aramaic speakers who migrated prior to 2010, the literacy rate reported in Iraq, Syria and Iran was considerably lower, ranging from 50% to 85%.** The earlier the person migrated to Australia, the higher the likelihood of them not being literate in their native language. **It is estimated that as high as 1/2 to 1/3 of these people cannot read and write in their native language.**
- **The level of education among Neo-Aramaic speakers is very low**, with 60% being at a secondary year 9 level or below and 29% at a year 10-12 level. Only 3% are educated at a bachelor level or higher.



1.

What is the expected reach of publishing translated content on nsw.gov.au in Assyrian/ Chaldean?

Recommendation

English proficiency is low: 7th largest population of people not proficient in English and the highest rate of people who speak English 'not at all'. Large new migrant population.

Current nsw.gov.au usage: Both Assyrian and Chaldean are currently not supported by Google Translate, and therefore, are not available for machine translation on nsw.gov.au.

First language literacy: Approx. 15% of new migrants, and 25-50% of older demographic are not literate in their native language. Education is very low.

Therefore, the expected reach of publishing translated content on nsw.gov.au in Assyrian/ Chaldean is high, however it requires content to be human translated.

It is recommended producing and publishing human translated content on nsw.gov.au in Assyrian/ Chaldean, and then measuring usage analytics to inform a business case for further investment of human translated content in Neo-Aramaic.

Other channels & information formats are also recommended however to ensure accessibility with low or no first language literacy.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Neo-Aramaic?



Recommendation

The Neo-Aramaic languages of Assyrian and Chaldean are currently not supported by Google Translate.

These languages are not currently available for machine translation on the nsw.gov.au site.

Consequently, we do not have analytics on the characteristics of users who speak Neo-Aramaic languages.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Neo-Aramaic community?



Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Young new migrant
- Elderly new migrant
- Elderly established migrant

Other communication channels beyond nsw.gov.au are recommended to reach the at risk personas, including the use of intermediaries, religious/ service/ cultural groups, in-language media and social media.

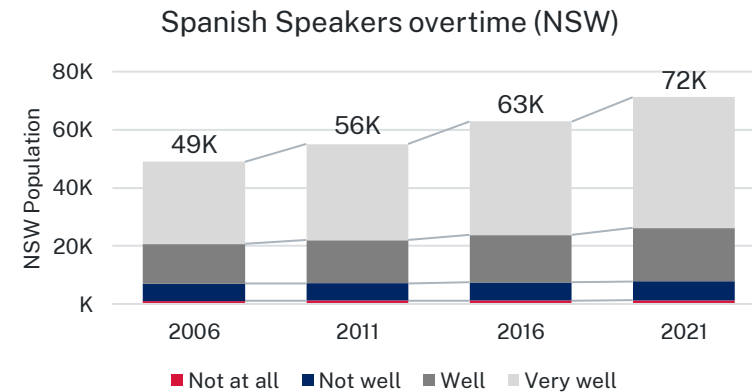
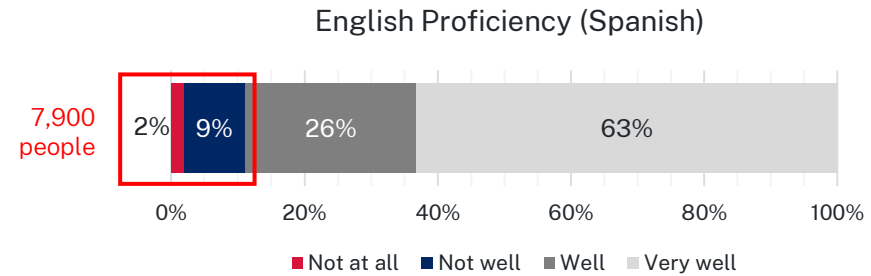
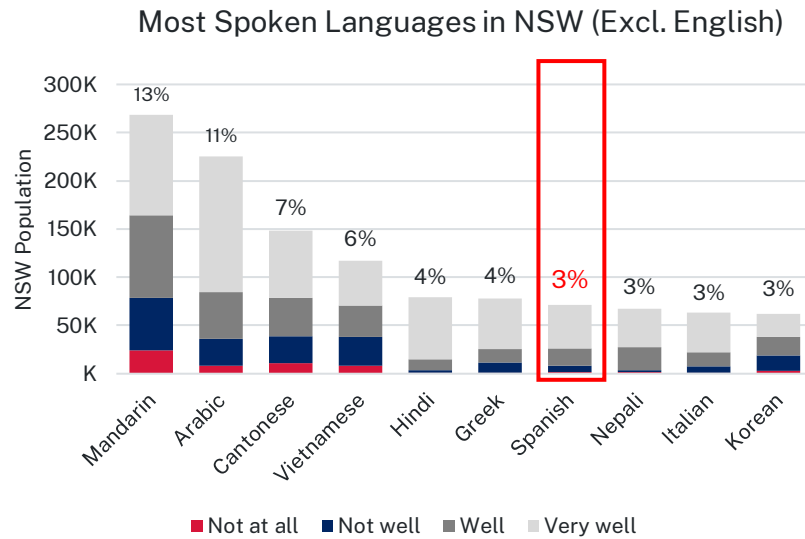
Audio-visual format of information recommended due to the low first language literacy rate. The use of audio-visual information (video, voice, infographic) will aid comprehension and accessibility.

Spanish

How many Spanish-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Spanish is the **7th most spoken language in NSW** (excl. English) with **71,200 speakers**.
- Spanish has the **7th largest population in NSW not proficient in English (7,900)**, and therefore who are at risk of exclusion.
- The rate of **English proficiency is high with 89% of Spanish-speakers being proficient in English**. Only 2% speak English 'not at all'.
- The Spanish language is in **growth in NSW with a large number of new migrants** (+13% 8,400 speakers since 2016 and +29%, 16,200 since 2011).



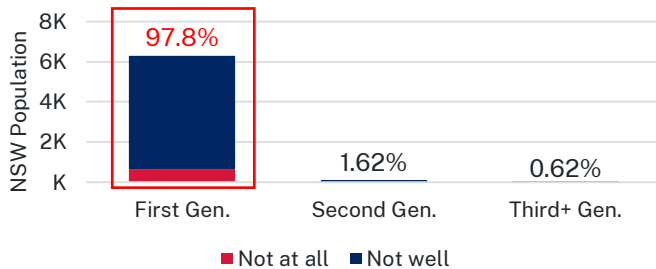
What groups within the Spanish community are at risk of exclusion?



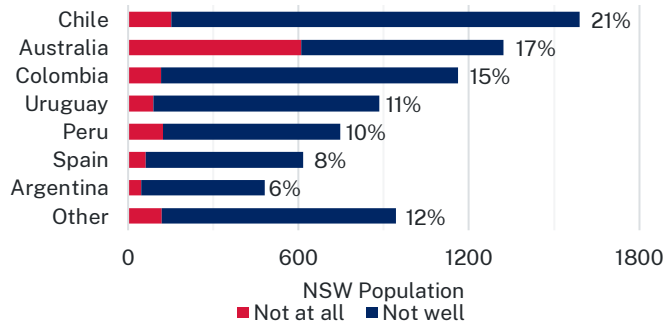
Insight

- 98% of Spanish-speakers aged 15+ with low ELP are first generation migrants (6,300). 1 in 10 first generation Spanish migrants aged 15+ are not proficient in English (12%), while 99% of 2nd generation and 98% of 3rd generation Spanish-speakers are proficient.
- Half (54%) of low ELP Spanish migrants arrived in Australia prior in 1990 or earlier and are 80+ years old. While 1/3 (28%) are young new migrants* of whom 1/2 were born in Colombia. 160% increase in Spanish-speaking migrants in last 10 years vs the 10 years prior.
- The majority of Low ELP Spanish-speakers were born in South America (Chile, Colombia, Uruguay, Peru and Argentina). While only 8% of Spanish-speakers with low ELP were born in Spain.

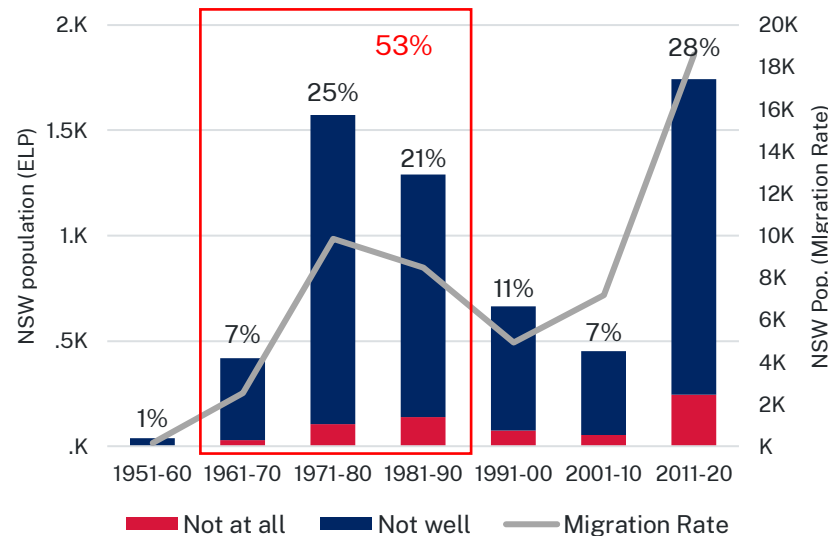
Adult Low ELP by Generation (Spanish)**



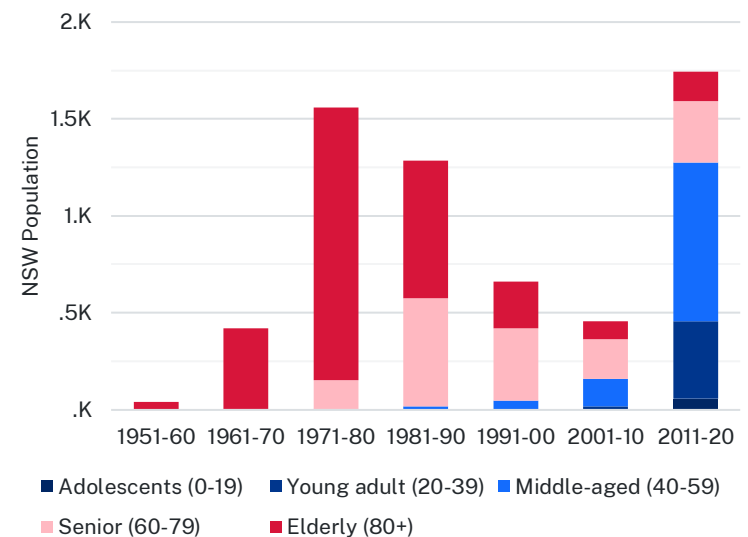
Low ELP by Country of Birth (Spanish)



Low ELP by Year of Arrival (Spanish)



Low ELP by Year of Arrival & Age (Spanish)



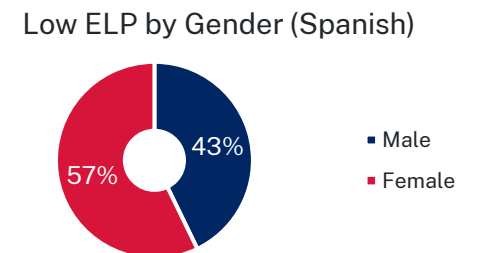
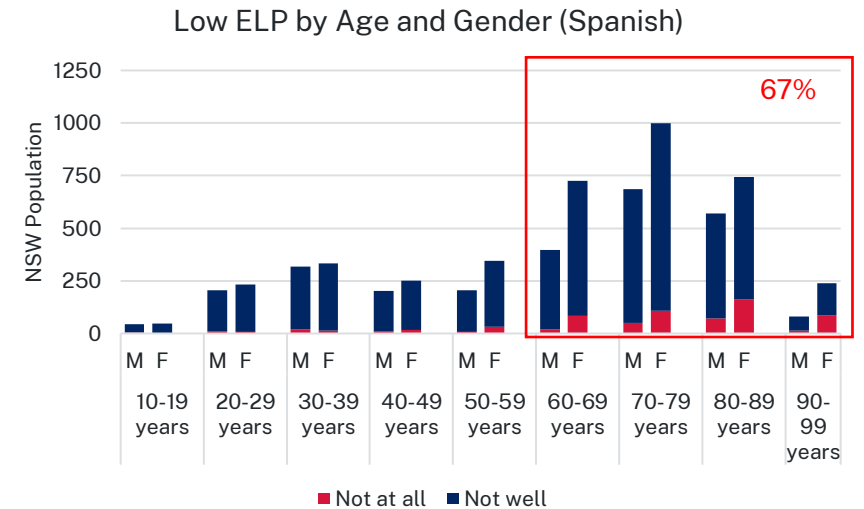
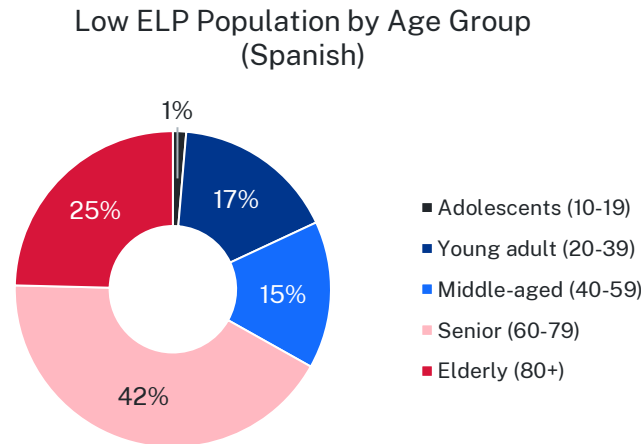
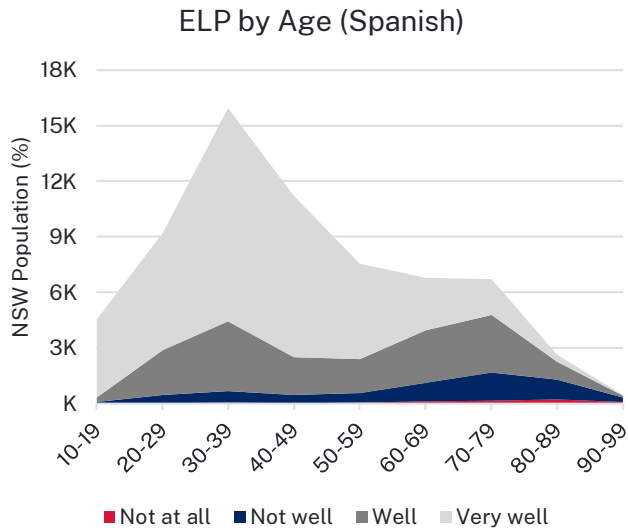
*New Migrant defined a person born overseas who has arrived in Australia in the last 10 years.

**Adult English proficiency is a measurement of a person's proficiency in spoken English who is 15 years or older.

What groups within the Spanish community are at risk of exclusion?

Insight

- The **population of Spanish-speakers with low ELP community is elderly**: those 60+ represent 24% of the overall population but account for 2/3 (67%) of those with low ELP. A 1/4 (25%) of Spanish-speakers with low ELP are 80+ years old.
- While those new migrants with low ELP are young: 1/2 (47%) are middle-aged (40-59) and 1/4 (23%) are young adults (20-39).
- The rate of English proficiency is **3x lower among Spanish-speakers aged 60+ compared to those younger than 60 (21% vs 6%)**. **1 in 2 Spanish-speakers aged 80+ are not proficient in English (52%)**.
- English proficiency is substantially lower in females of those aged 50+, of whom 61% are female and 39% are male.

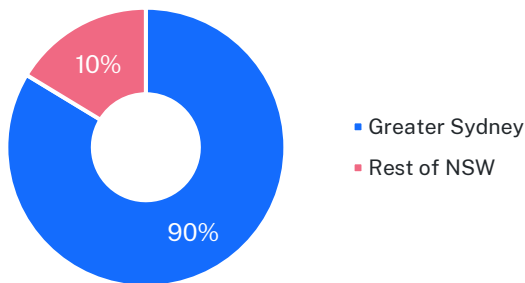


What groups within the Spanish community are at risk of exclusion?

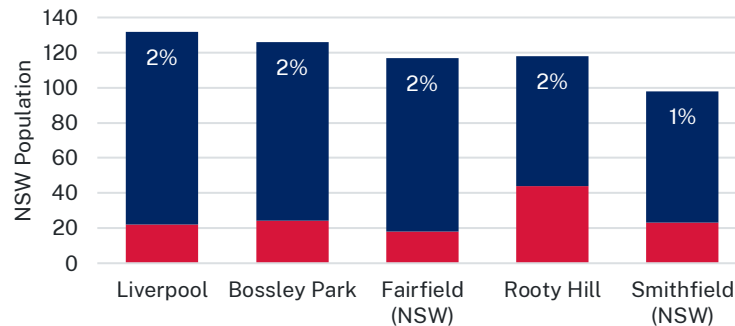
Insight

- **9 in 10 Spanish-speakers with low ELP (90%) reside in Greater Sydney**, predominantly in Western Sydney.
- The suburbs with the highest population of low ELP Spanish-speakers are Liverpool, Bossley Park, and Fairfield.
- Of the 10% who reside outside Greater Sydney, 41% are based in the Illawarra (300) and 13% in Newcastle and Lake Macquarie (100).
- **2 in 3 affiliate with Catholicism (67%)**, 17% are non-religious and 6% are Christian.

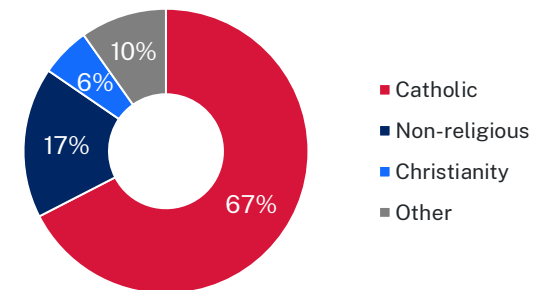
Low ELP by Region (Spanish)



Low ELP by Suburb of Residence (Spanish)



Low ELP by Religion (Spanish)

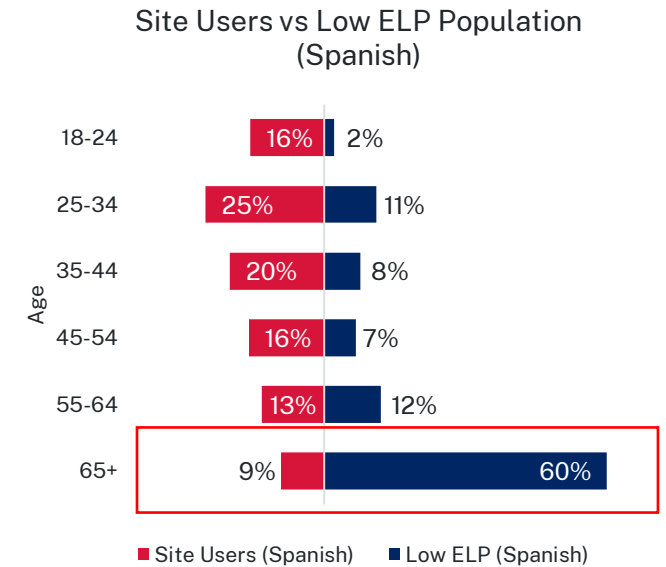
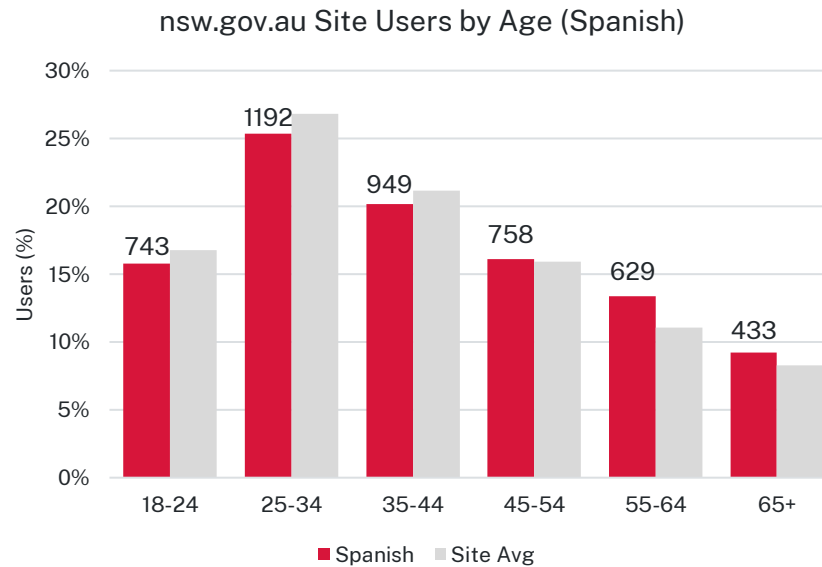
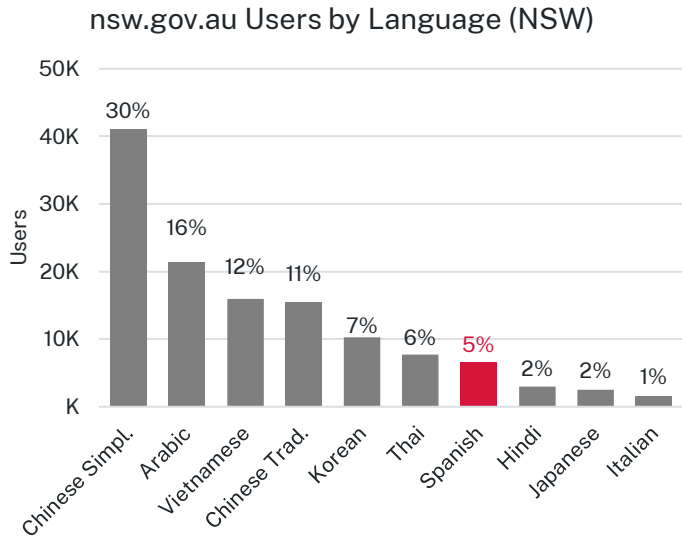


Are at risk groups in the NSW Spanish community currently accessing nsw.gov.au for government information and services?



Insight

- Spanish is the **7th most used language** on nsw.gov.au in NSW (excl. English) with **6,600 users**.
- There is a high reach in the Spanish community, some **83% of low ELP Spanish-speakers reached**. While some **1,300 people** may currently not be being reached.
- Older Spanish population is significantly underrepresented**: those 65+ represent 60% of all Spanish-speakers with low ELP, but only 9% of site users. While younger users are overrepresented. **This suggests that the majority of the older Spanish demographic currently do not use nsw.gov.au to access government information and services.**



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

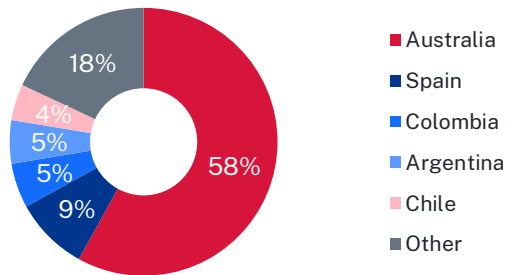
Age data is for global users. Insufficient data to filter by country or region. See Appendix D for explanations of Google Analytics metrics. Note: the 65+ age group in Google Analytics cannot be broken down further.

Where do Spanish users connect from? What device do they use?

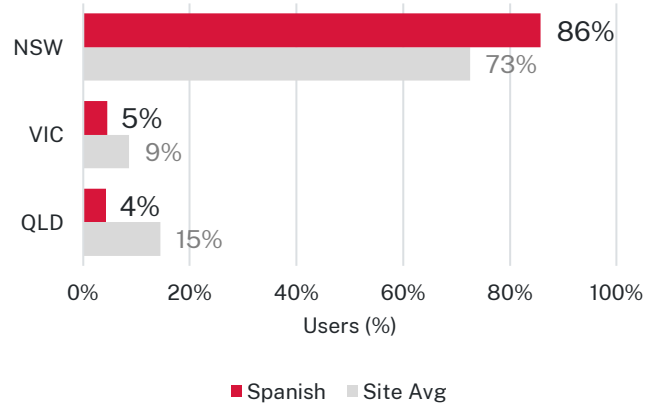
Insight

- **Over half of Spanish in-language users are based in Australia (58%),** while a very high portion (42%) are based overseas, predominantly from Spain, Colombia and Argentina.
- Of the Spanish users in Australia, the majority (86%) are from NSW.
- **Mobile is the preferred device** for 8 out of 10 Spanish in-language users in NSW. While desktop usage is almost half the site average.

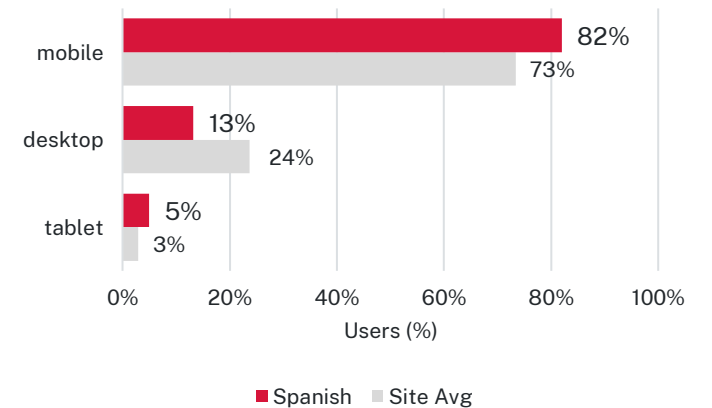
nsw.gov.au Site Users by Country (Spanish)



nsw.gov.au Site Users by State/Region (Spanish)



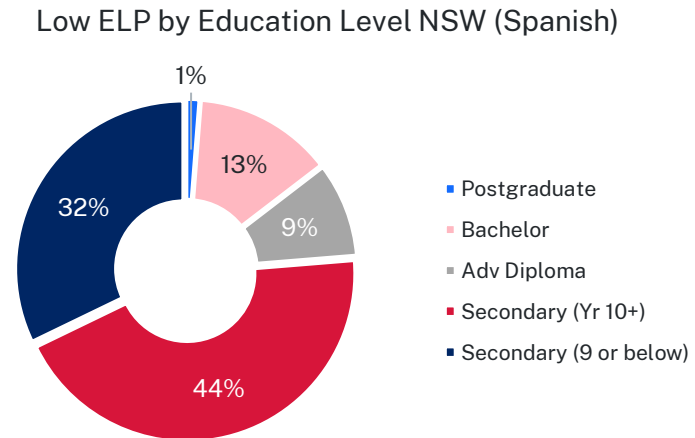
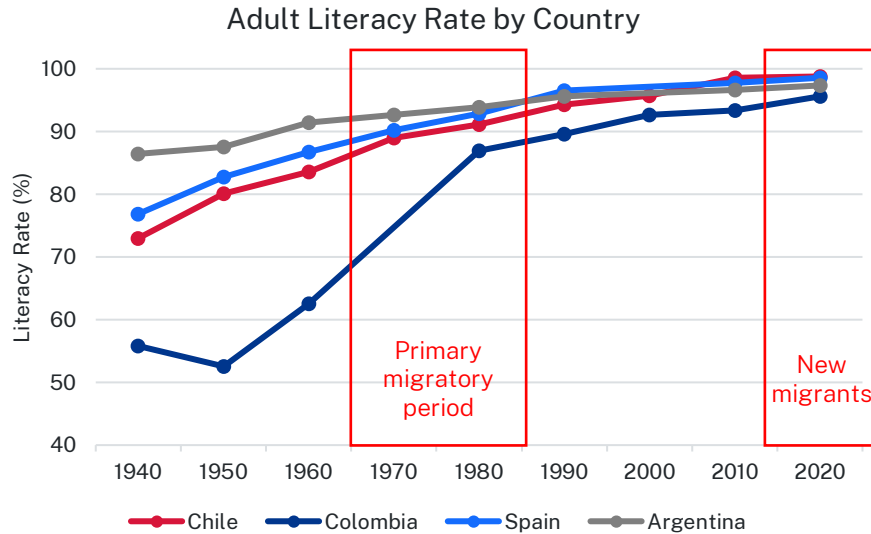
nsw.gov.au Users by Device (Spanish) (NSW)



Are these at risk groups literate in their native language?

Insight

- The adult literacy rate of Spanish-speakers is **approx. 90+% of those who migrated between 1970 and 1990 from Chile, Spain and Argentina.** The literacy rate in **Colombia** during this same period **was significantly lower at approx. 70%.**
- The literacy rates of Chile, Spain, Argentina and Colombia are all **95% or higher in the last 10 years.** Therefore, it is **highly likely that new Spanish-speaking migrants can read and write in Spanish.**
- **The education of 1 in 3 Spanish-speakers in NSW with low ELP is low,** at or below year 9. While the majority (44%) are educated at a secondary year 10-12 level. Only 14% are educated at a bachelor level or higher.
- Therefore, **translation into Spanish will be suitable for the majority of at risk Spanish-speakers.** However, **some of the elderly population may be unable to read and/or comprehend the translated information.**



1.

What is the expected reach of publishing translated content on nsw.gov.au in Spanish?

Recommendation

English proficiency is high, 9 in 10 are proficient. Spanish has the 7th largest population of people not proficient in English, 2 in 3 of whom are 60+ years old.

Current nsw.gov.au usage: Spanish is the 7th most used language on nsw.gov.au and some 9 in 10 low ELP Spanish speakers are reached. However, usage among 65+ demographic is low.

First language literacy: is generally high, 90+% among those born in Chile, Spain & Argentina. However, this is significantly lower for Colombia (~70%). Majority are likely literate in Spanish.

The expected reach of publishing translated content on nsw.gov.au in Spanish is medium. High reach rate among younger demographic, however, other channels are needed to ensure inclusion of the older demographic.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Spanish?



Recommendation

Mobile is the preferred device for 8 in 10 people who are currently accessing nsw.gov.au in Spanish.

4 in 10 Spanish in-language users are from outside Australia.

The majority of users accessing nsw.gov.au in Spanish are young: 41% of Spanish in-language users are younger than 35.

While older demographics are underrepresented on nsw.gov.au: users 65+ only account for 9% of users, despite representing 60% of the Spanish speakers with low English language proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Spanish demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Spanish-speaking community?



Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Elderly established migrant
- Young new migrant

Other communication channels beyond nsw.gov.au are recommended to reach the at risk elderly migrant persona, including the use of intermediaries, religious/ service & cultural groups, in-language media and social media.

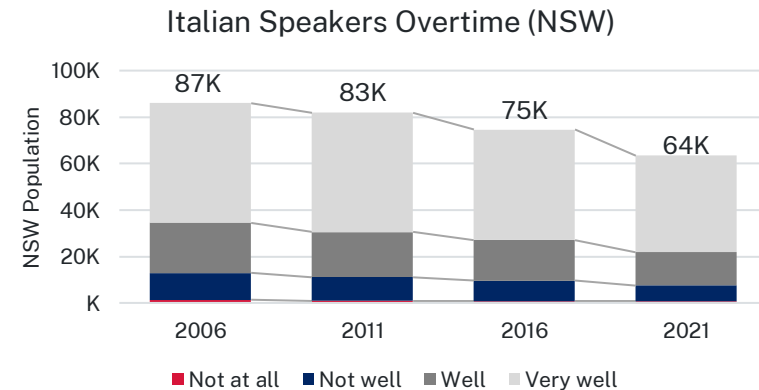
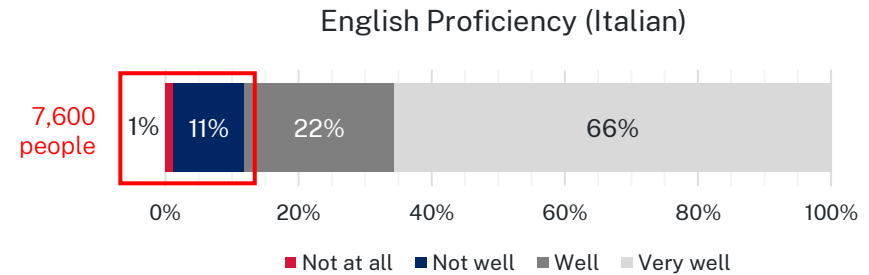
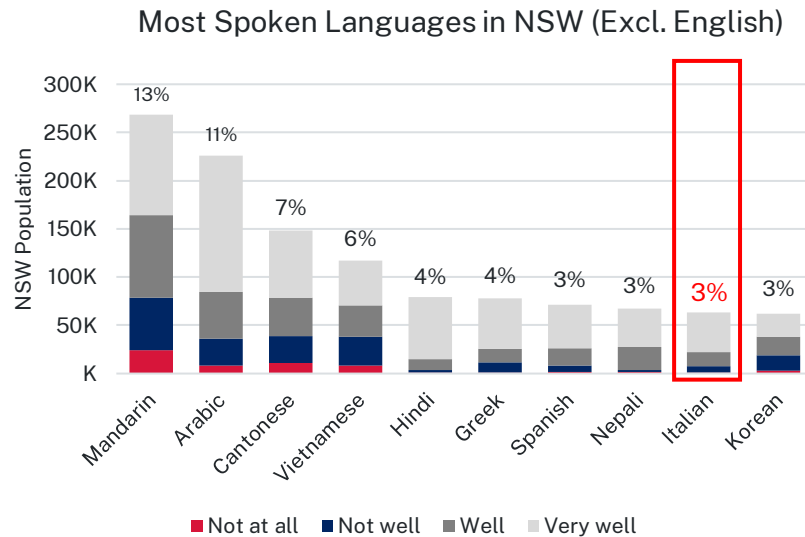
Audio-visual and text format of information recommended. Text impactful due to high first language proficiency and younger new migrant demographic. Audio-visual recommended for engagement, as well as comprehension among older demographic.

Italian

How many Italian-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Italian is the **9th most spoken** language in NSW (excl. English) with **63,400 speakers**.
- Italian has the **8th largest population in NSW not proficient in English (7,600)**, and therefore who are at risk of exclusion.
- The rate of **English proficiency is high with 9 in 10 Italian speakers being proficient in English (88%)**. Only 1% speak English 'not at all'.
- **Italian language is the fastest declining language in NSW**, -21% (18,500) since 2011. The population of low ELP speakers has declined -21% in the last 5 years and -32% in the last 10 years.

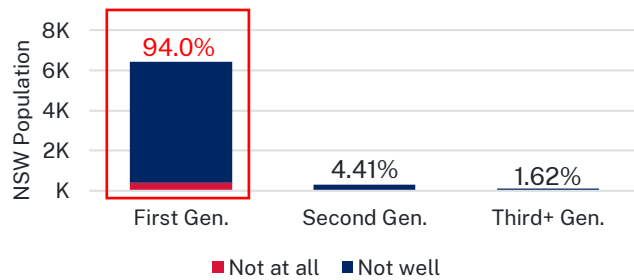


What groups within the Italian community are at risk of exclusion?

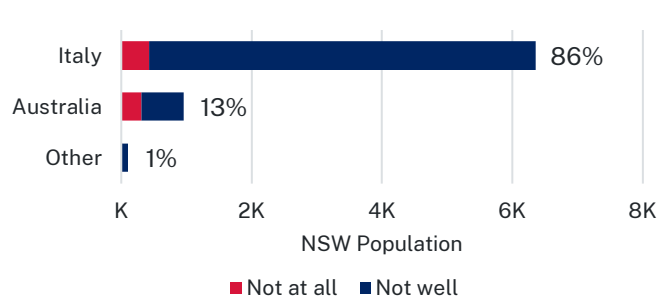
Insight

- **94% of Italian-speakers aged 15+ with low ELP are first generation migrants (6,400)** predominantly born in Italy.
- **1 in 5 first generation Italian migrants are not proficient in English (18%)**, while 98% of 2nd generation and 97% of 3rd generation Italian-speakers are proficient.
- **9 in 10 Italian-speakers with low ELP arrived in Australia at least 40 years ago**, of whom **2 in 3 are 90+ years old (67%)**. Whereas **96% of new migrants are proficient in English**, with less than 250 low ELP new migrants (4%).

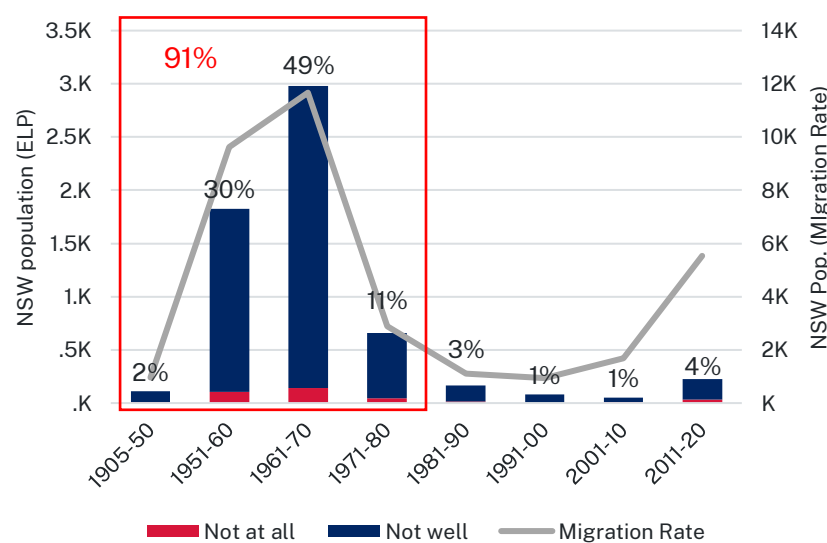
Adult Low ELP by Generation (Italian)**



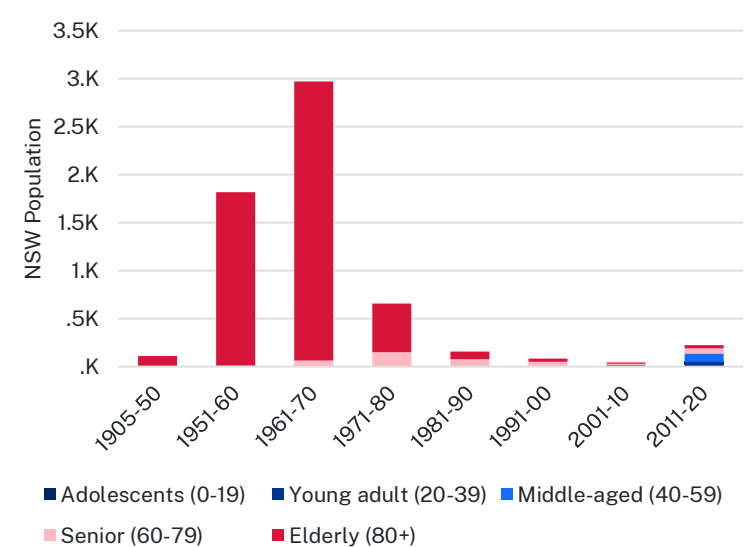
Low ELP by Country of Birth (Italian)



Low ELP by Year of Arrival (Italian)



Low ELP by Year of Arrival & Age (Italian)

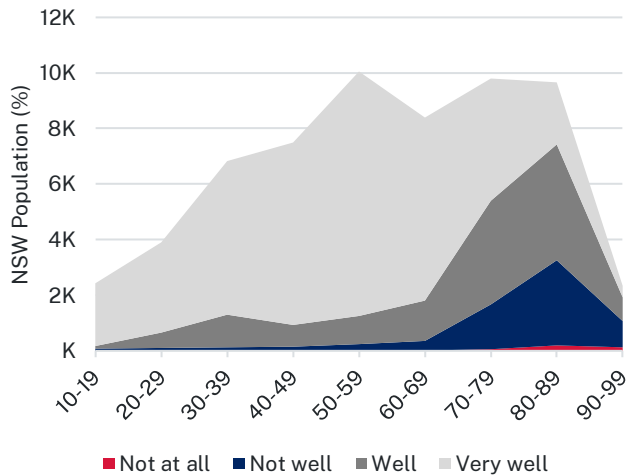


What groups within the Italian community are at risk of exclusion?

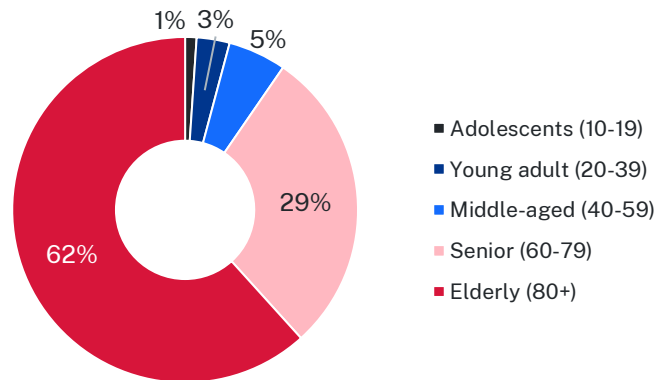
Insight

- The **population of Italian-speakers with low ELP community is elderly**: 84% are 60+ years old, 57% are 80+ years.
- The rate of English proficiency is very high among those aged 10 – 59 years at 98%. While **1 in 5 Italian-speakers aged 60+ are not proficient (21%), and 1 in 3 (36%) among those aged 80+**.
- Of the Italian-speakers with low ELP, **2 in 3 are elderly (80+), 29% are senior (60-79)** and only 10% are younger than 60.
- English proficiency is substantially lower in females (59%) compared to males (41%), particularly among those 70+ years old.

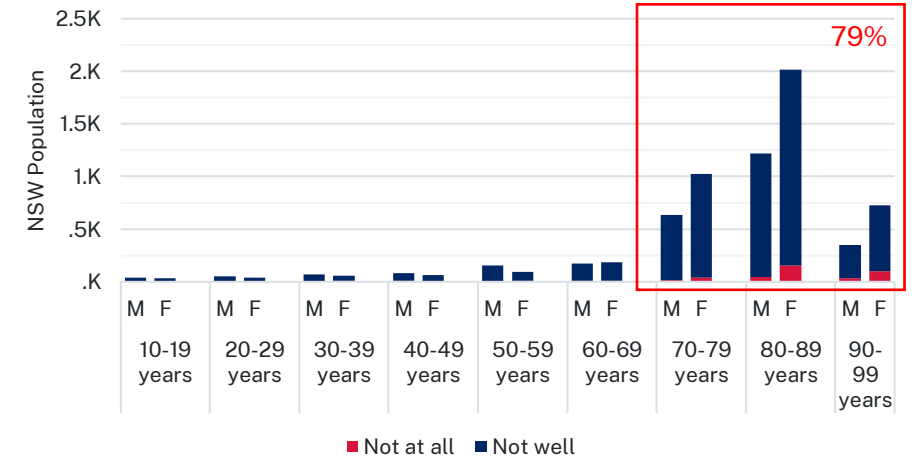
ELP by Age (Italian)



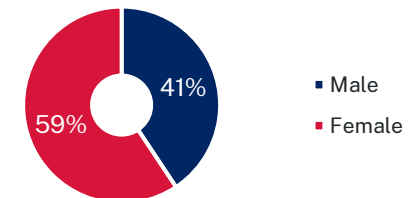
Low ELP Population by Age Group (Italian)



Low ELP by Age and Gender (Italian)



Low ELP by Gender (Italian)

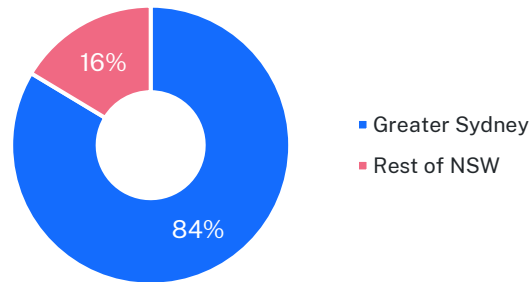


What groups within the Italian community are at risk of exclusion?

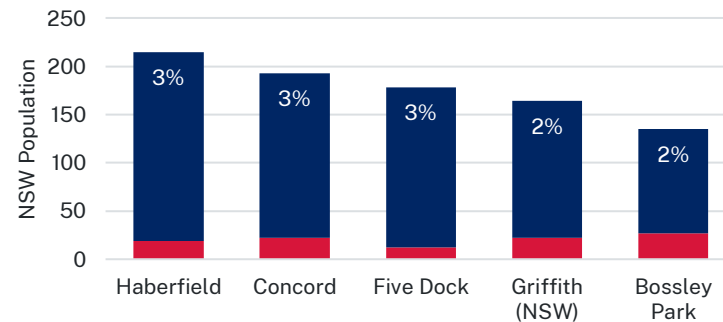
Insight

- The **majority of Italian-speakers with low ELP (84%) reside in Greater Sydney**, predominantly in the suburbs of Haberfield, Concord and Five Dock. There is a low population concentration of low ELP Italian speakers overall.
- Of those who reside outside Greater Sydney, 42% are based in the Illawarra and 20% in the Riverina region.
- There is a **very high rate of Catholicism (92%)** among Italian-speakers with low ELP.

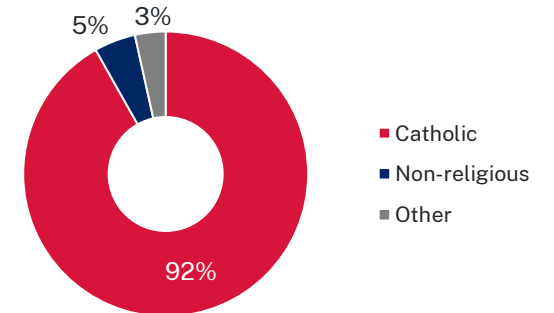
Low ELP by Region (Italian)



Low ELP by Suburb of Residence (Italian)



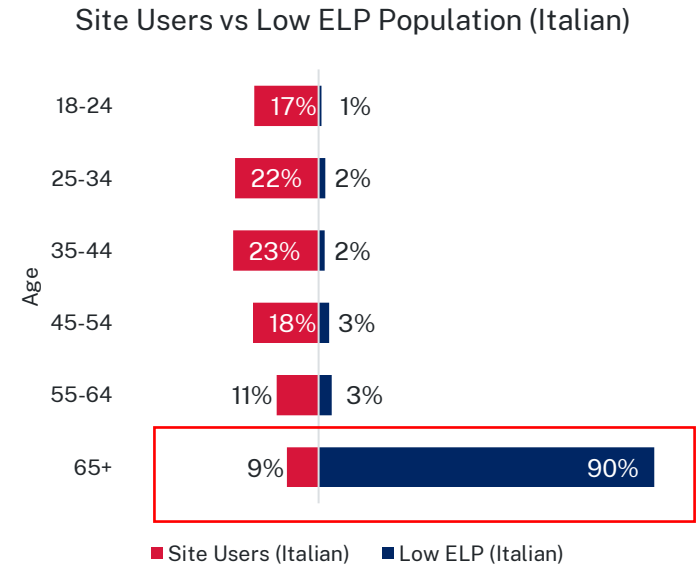
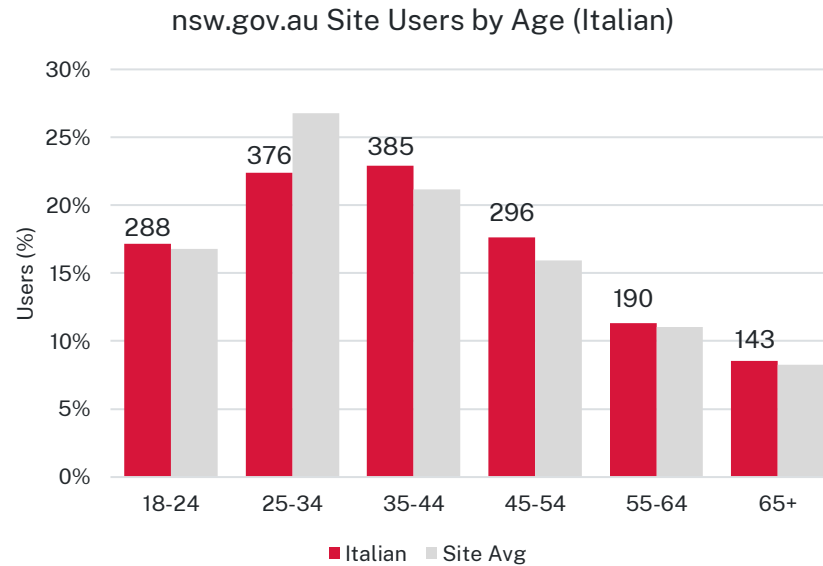
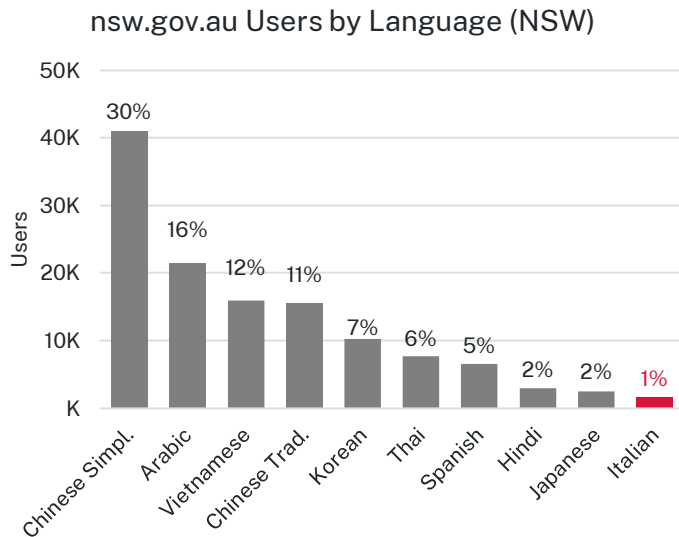
Low ELP by Religion (Italian)



Are at risk groups in the NSW Italian community currently accessing nsw.gov.au for government information and services?

Insight

- Italian is the **10th most used language** on nsw.gov.au in NSW (excl. English) with **1,600 users**.
- **Some 80% of low ELP Italian-speakers in NSW may currently NOT be being reached via nsw.gov.au (6,000 people)**
- **Older Italian population is significantly underrepresented:** those 65+ represent 90% of all Italian-speakers with low ELP, but only 9% of site users. While those younger than 65 which make up 10% of low ELP population represent 91% of site users. **This suggests that the vast majority of the older Italian demographic *currently* may not use nsw.gov.au to access government information and services.**



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

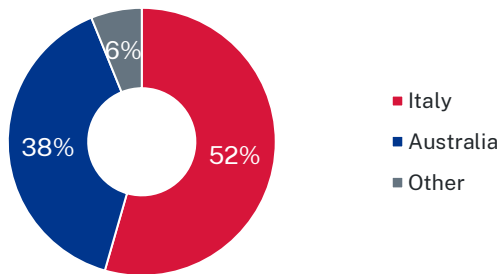
Age data is for global users. Insufficient data to filter by country or region. See Appendix D for explanations of Google Analytics metrics. Note: the 65+ age group in Google Analytics cannot be broken down further.

Where do Italian users connect from? What device do they use?

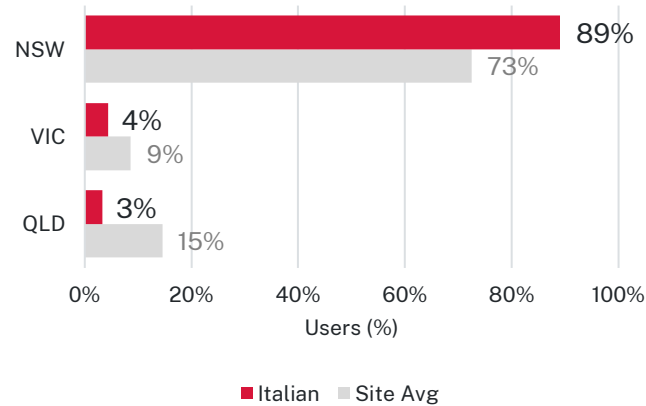
Insight

- **Half of Italian in-language users are based in Italy (52%)**, which is higher than the portion of users in Australia (38%).
- Of the Italian users in Australia, the majority (89%) are from NSW.
- **Mobile is the preferred device** for Italian in-language users in NSW. No Italian users in NSW were recorded to use either desktop and tablet. Note this may be due to insufficient data for Italian users in NSW.

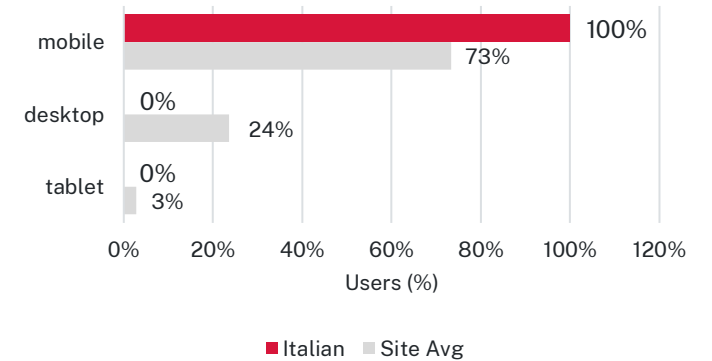
nsw.gov.au Site Users by Country (Italian)



nsw.gov.au Site Users by State/Region (Italian)



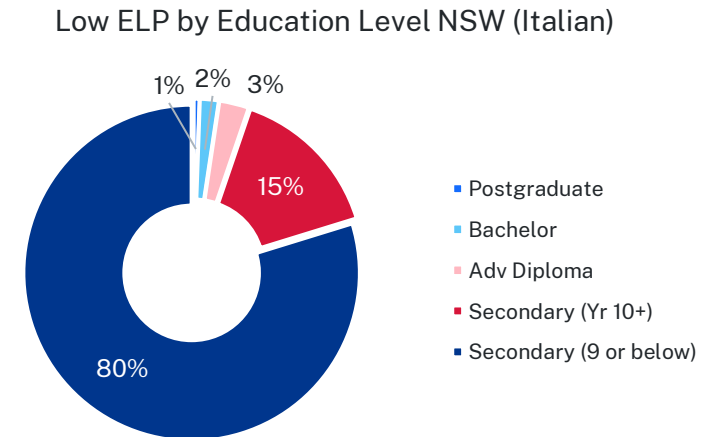
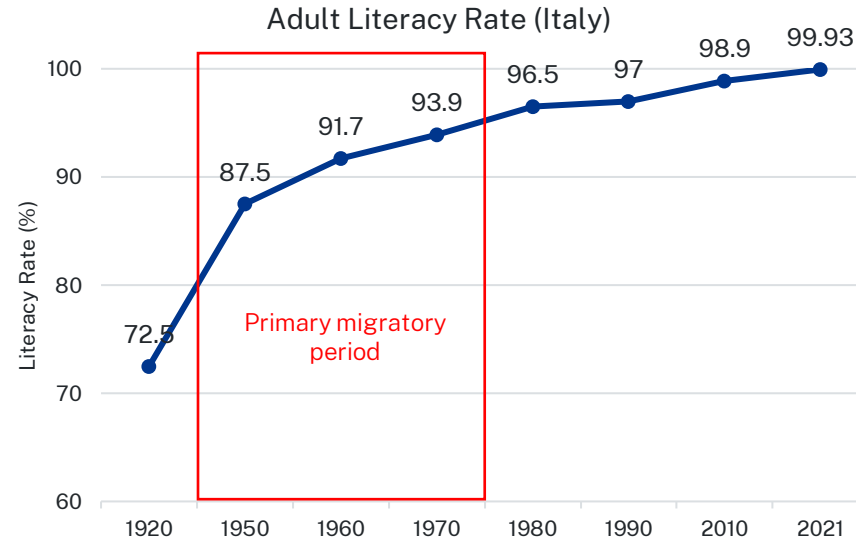
nsw.gov.au Users by Device (Italian) (NSW)



Are these at risk groups literate in their native language?

Insight

- **The adult literacy rate in Italy was approx. 80 to 94% when the majority of low ELP Italian-speakers migrated to Australia.** Therefore, it is estimated that the majority of Italian-speakers in NSW can read and write in Italian.
- **The education of Italian-speakers in NSW with low ELP is very low:** 3 in 4 (80%) have an education level at or below year 9, while only 3% are educated at a bachelor level or higher.
- Therefore, **translation of text into Italian will be suitable for the majority of at risk Italian-speakers.** The accessibility and comprehension of the information may however be a barrier due to the older at risk demographic.



1.

What is the expected reach of publishing translated content on nsw.gov.au in Italian?

Recommendation

English proficiency: Italian has the 8th largest population of people not proficient in English, over half of whom are 80+ years old.

Current site usage: Italian is the 10th most used language on nsw.gov.au; the digital literacy is assumed to be very low. 65+ represents 91% of low ELP population but only 10% of users.

First language literacy is high, 87 to 94% literacy rate reported in Italy during primary migration period. Education is very low, 80% of low ELP Italian-speakers educated at or below a secondary year 9 level.

Some 80% of low ELP Italian-speakers in NSW may currently not be being reached by nsw.gov.au (6,000 people).

Despite Italian being the 9th most spoken language in NSW, the expected reach of publishing translated content on nsw.gov.au in Italian is low. Other channels are needed to ensure inclusion of the older demographic, particularly offline channels.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Italian?



Recommendation

Mobile is the preferred device for people who are currently accessing nsw.gov.au in Italian.

The majority of users accessing nsw.gov.au in Italian from Australia are young: 63% of Italian in-language users are younger than 45.

While older demographics are underrepresented on nsw.gov.au: users 65+ only account for 9% of users, despite representing 90% of the Italian speakers with low English proficiency.

Therefore a multi-channel approach is recommended to reach and engage with the older Italian demographic.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Italian-speaking community?



Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- **Elderly established migrant**

Other communication channels beyond nsw.gov.au are recommended to reach the at risk elderly migrant persona, including the use of intermediaries, faith leaders, GPs and service groups, in-language media.

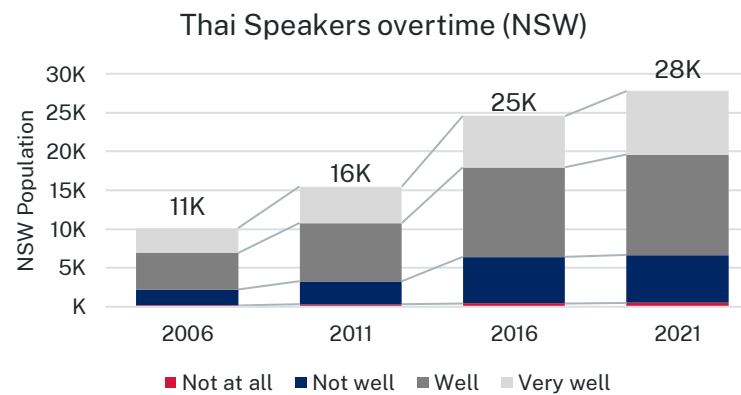
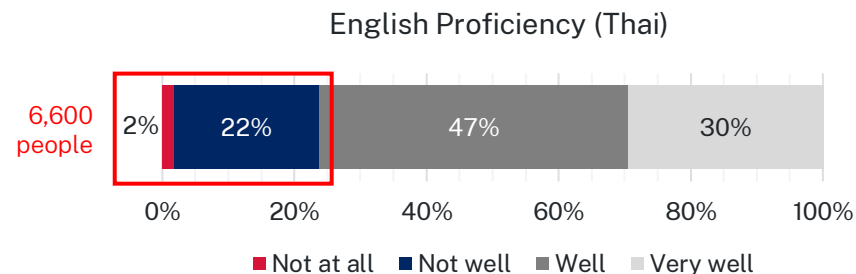
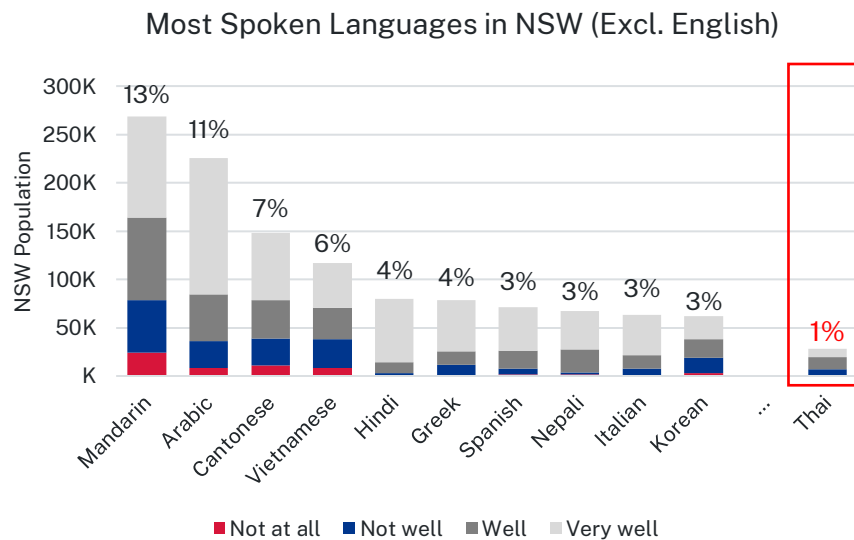
Audio-visual and offline text format of information recommended. Audio-visual recommended to engage low literacy elderly population. While offline text format recommended to reach those not digitally literate.

Thai

How many Thai-speakers in NSW are at risk of exclusion to accessing government information?

Insight

- Thai is the **20th most spoken language in NSW** (excl. English) with **27,850 speakers**.
- Thai has the **9th largest population in NSW not proficient in English (6,600)**, and therefore who may be at risk of exclusion.
- The rate of **English proficiency is medium with 3 in 4 (77%) of Thai-speakers being proficient in English**. Only 2% speak English 'not at all'. However, only 30% speak English 'very well', one of the lowest rates of all language groups in NSW.
- The Thai language is in **growth in NSW, increasing 80% in the last 10 years through a large number of new migrants (+12,400)**, and +13% (3,200) in the last 5 years.

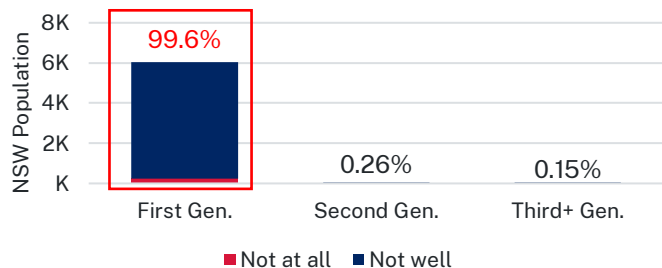


What groups within the Thai community are at risk of exclusion?

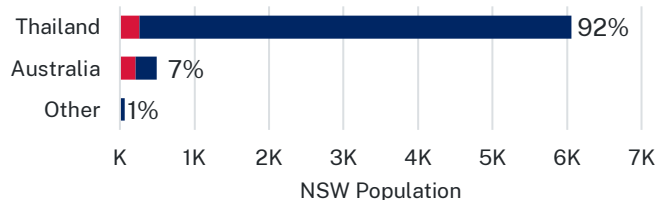
Insight

- **99.6% of Thai-speakers aged 15+ with low ELP are first generation migrants (6,000) born in Thailand.**
- **1 in 4 (26%) first 1st generation migrants are not proficient in English.** While 97% and 99% of 2nd and 3rd generation migrants are proficient, respectively.
- **2 in 3 Thai-speakers with low ELP are new migrants* (60%) and are predominantly middle-aged (40-59 years).** While 83% migrated to Australia within the last 20 years.

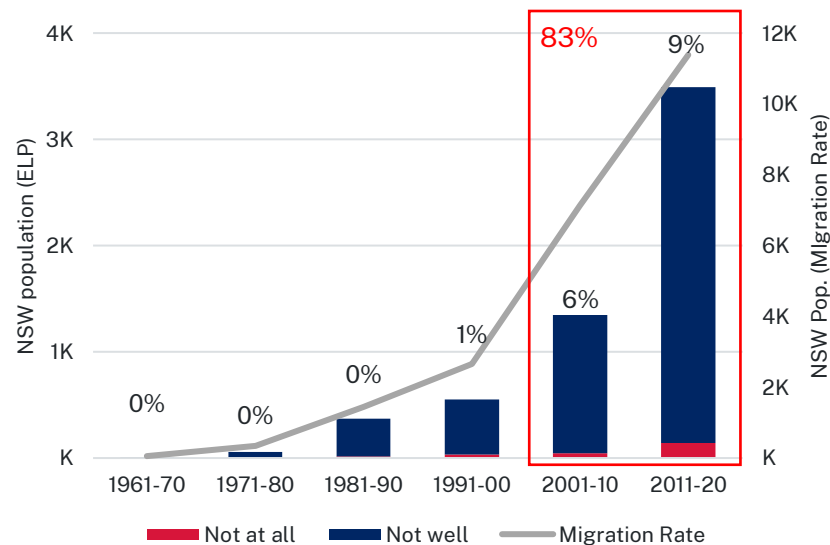
Adult Low ELP by Generation (Thai)**



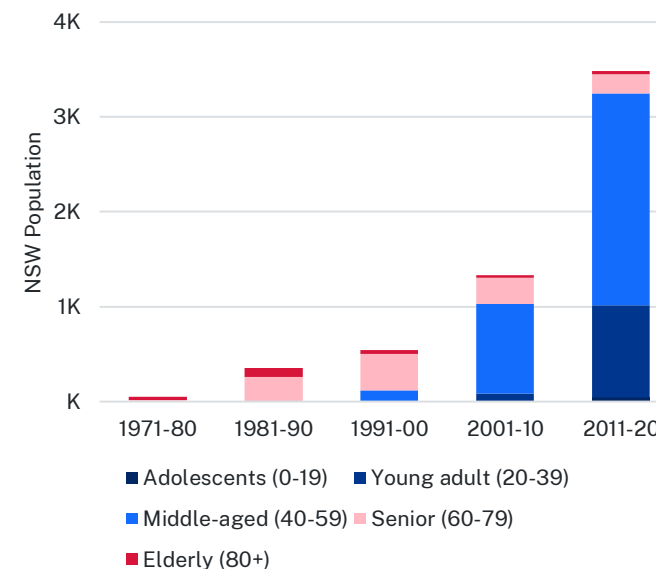
Low ELP by Country of Birth (Thai)



Low ELP by Year of Arrival (Thai)



Low ELP by Year of Arrival & Age (Thai)

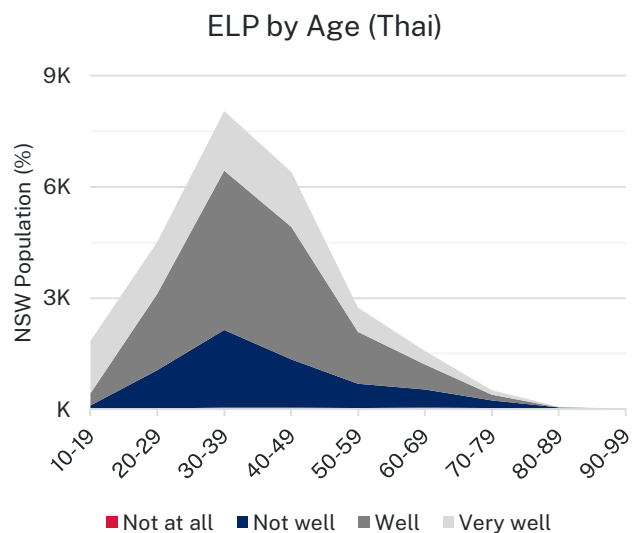


*New Migrant defined a person born overseas who has arrived in Australia in the last 10 years.
 **Adult English proficiency is a measurement of a person's proficiency in spoken English who is 15 years or older.

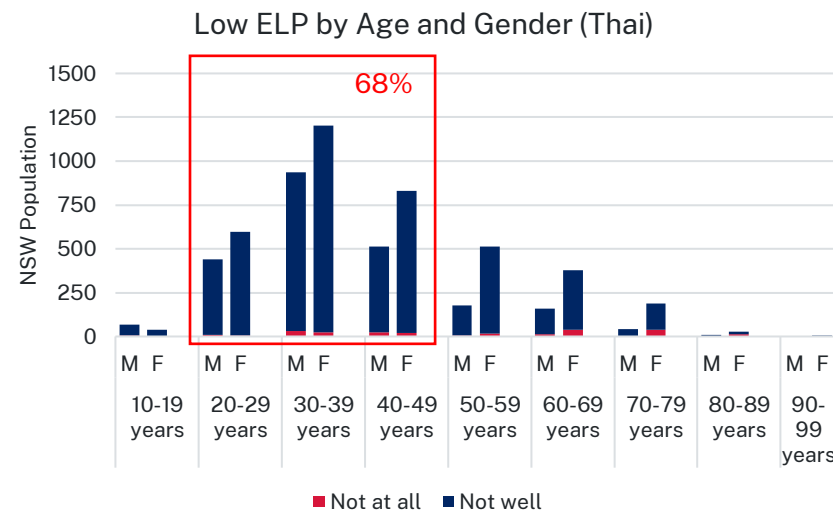
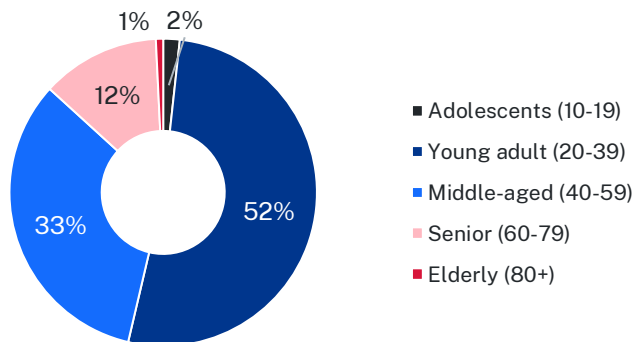
What groups within the Thai community are at risk of exclusion?

Insight

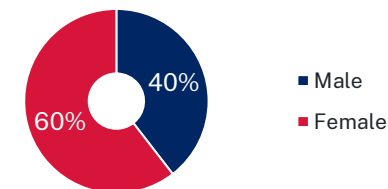
- The **population of Thai-speakers is young**: half (52%) of all Thai-speakers with low ELP in NSW are 30-49 years old. While **87% are younger 60 years old** and only 13% are 60 years or older.
- The Thai language group is predominantly female: 2 in 3 are female (66%, male 34%). Although the rate of English proficiency is higher among Thai-speaking females, by population 60% are female, 40% male.



Low ELP Population by Age Group (Thai)



Low ELP by Gender (Thai)

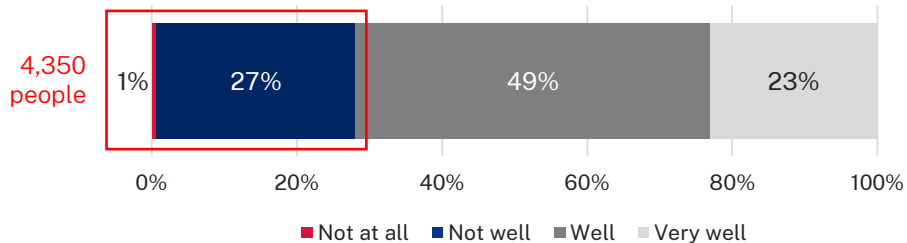


What groups within the Thai community are at risk of exclusion?

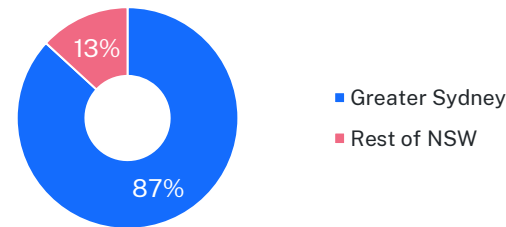
Insight

- Prior to COVID-19 there were some **15,500 Thai-speaking international students studying in NSW (2016)**. Of whom, **4,350 were not proficient in English, representing 2 in 3 (68%) of all low ELP Thai-speakers in 2016**.
- 28% of Thai-international students were not proficient in English, while almost half (49%) spoke English only 'well'.
- **9 in 10 Thai-speakers with low ELP (90%) reside in Greater Sydney**, predominantly in and around the Sydney CBD. Of the 13% who reside outside Greater Sydney, 18% are based in the Illawarra (150) and 17% in Newcastle and Lake Macquarie (150).
- There is a **very high rate of Buddhism (88%)** among low ELP Thai-speakers.

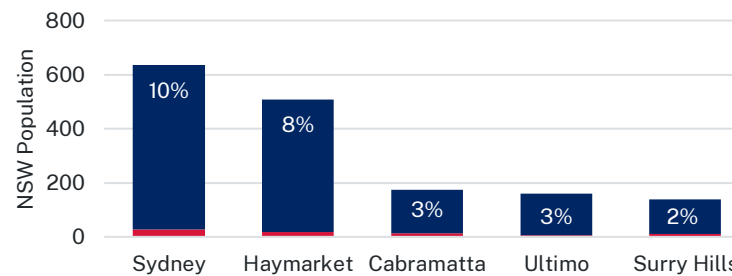
ELP of International Students Secondary and above (Thai, 2016)*



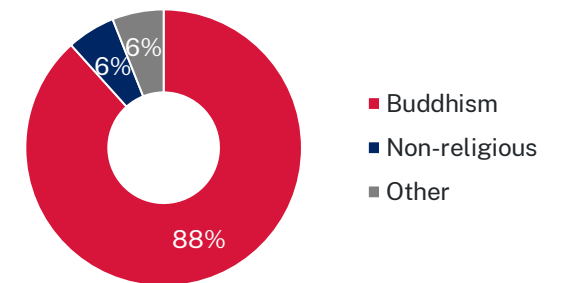
Low ELP by Region (Thai)



Low ELP by Suburb of Residence (Thai)



Low ELP by Religion (Thai)



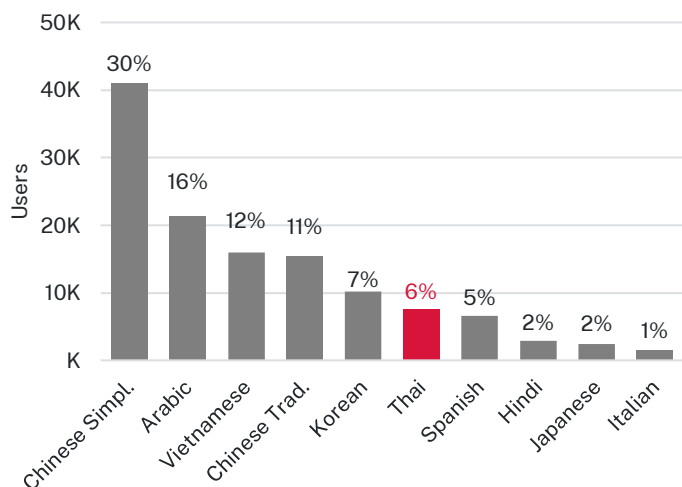
Are at risk groups in the NSW Thai community currently accessing nsw.gov.au for government information and services?



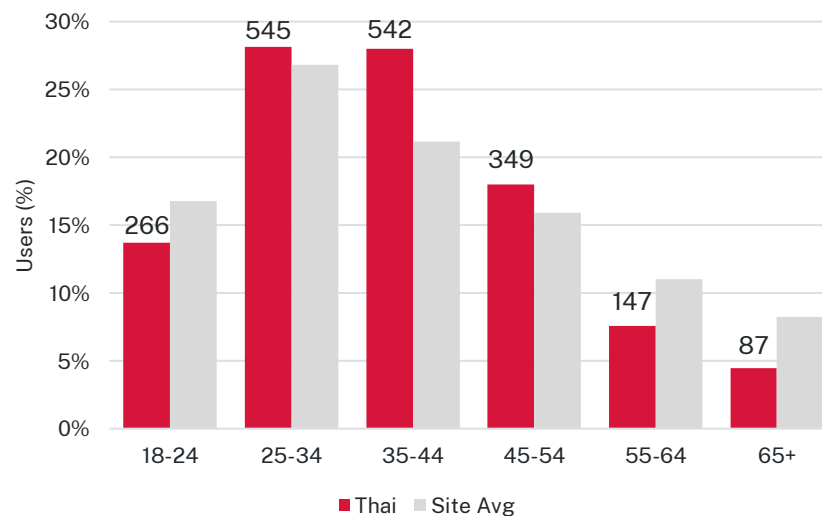
Insight

- Thai is the **6th most used language** on nsw.gov.au in NSW (excl. English) with **7,600 users**.
- **Very high reach in the Thai community with more Thai in-language users in NSW than low ELP Thai-speakers (7,700 users, 6,600 low ELP population)**. This may be reflective of the large Thai population who speak English only 'well'.
- **Age distribution of site users reflects those with low ELP in the Thai language community. All age groups are well represented.**

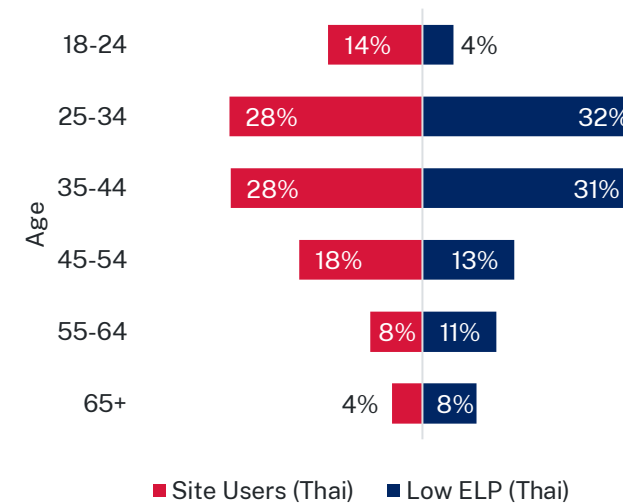
nsw.gov.au Users by Language (NSW)



nsw.gov.au Site Users by Age (Thai)



Site Users vs Low ELP Population (Thai)



People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics.

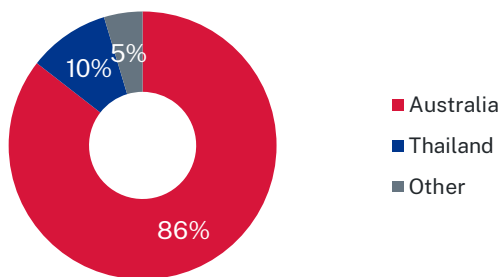
Age data is for global users. Insufficient data to filter by country or region. See Appendix D for explanations of Google Analytics metrics. Note: the 65+ age group in Google Analytics cannot be broken down further.

Where do Thai users connect from? What device do they use?

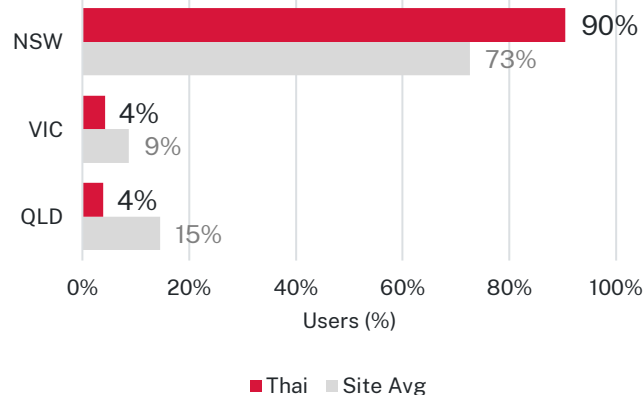
Insight

- **9 in 10 Thai in-language users are based in Australia (86%),** while 15% are based overseas, predominantly from Thailand.
- Of the Thai users in Australia, the vast majority (90%) are from NSW.
- **Mobile is the preferred device** for 9 out of 10 Thai in-language users. While desktop usage is well below the site average.

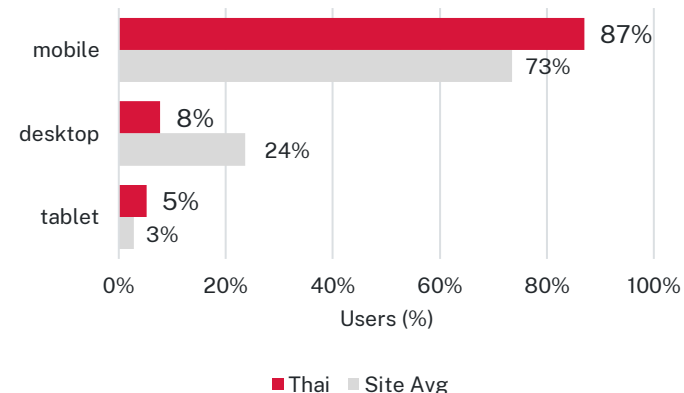
nsw.gov.au Site Users by Country (Thai)



nsw.gov.au Site Users by State/Region (Thai)



nsw.gov.au Users by Device (Thai) (NSW)

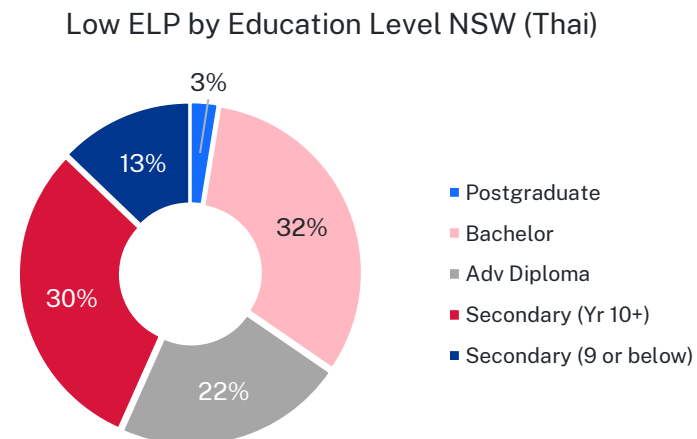
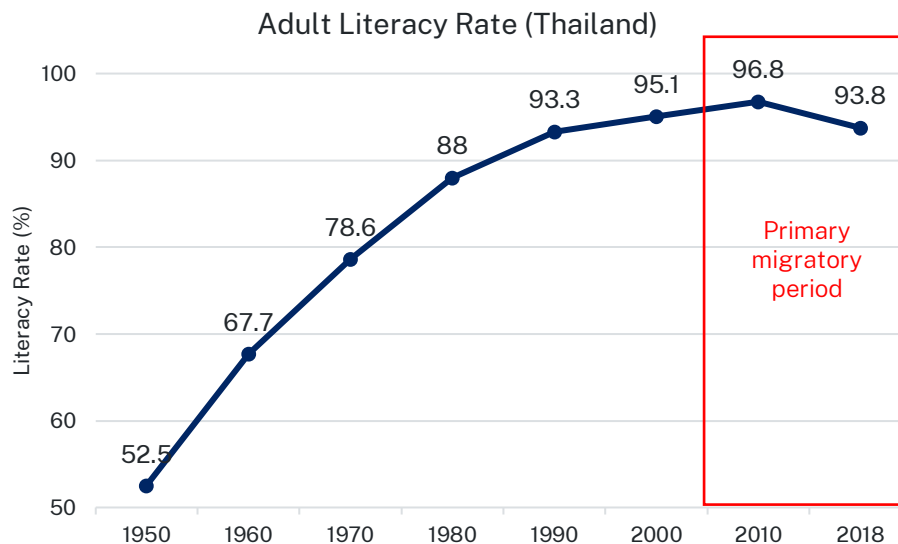


Are these at risk groups literate in their native language?



Insight

- The **adult literacy rate reported in Thailand** during the primary period of migration (2010 to present) is **very high at 93.8% to 96.8%**.
- **Education is high among Thai-speakers**, with over a third (35%) having an education at a bachelor level or higher. Only 13% are educated at a secondary year 9 level or below.
- **The vast majority of Thai-speakers with low ELP in NSW can likely read and write in Thai.**
- Therefore, **translation into Thai will be suitable for the majority of Thai-speakers with low ELP.**



1.

What is the expected reach of publishing translated content on nsw.gov.au in Thai?

Recommendation

English proficiency: Despite having a low number of speakers overall (ranked 20th), Thai however, has a relatively large number of people with low ELP (6,600, ranked 9th) and international students (4,250 low ELP students in 2016). As well as a large population who speak English only 'well', of whom translated content will be helpful to aid comprehension. Young population, 87% of low ELP Thai-speakers are younger than 60 years old.

Current nsw.gov.au usage is very high: Thai is the 6th most used language on nsw.gov.au. There are more Thai users in NSW than those with reported having low ELP.

First language literacy is very high among Thai-speakers (94 to 97% during the last 20 years). Education is high.

Therefore, the expected reach of publishing translated content on nsw.gov.au in Thai is high. Other channels are also recommended to ensure engagement and accessibility with the Thai community.

2.

What are the characteristics of those who are currently accessing nsw.gov.au in Thai?

Recommendation

Mobile is the preferred device for 9 in 10 people who are currently accessing nsw.gov.au in Thai.

The majority of users accessing nsw.gov.au in Thai are young: 70% of Thai in-language users are younger than 45, accounting for 67% of Thai-speakers with low English proficiency.

Only 4% of Thai language site users are 65+, accounting for 8% of people with low ELP.

The website is an effective channel to reach and engage with the Thai-speaking community. Other channels may also be used to bolster reach.

3.

What groups are at risk of exclusion to accessing nsw.gov.au in the Thai-speaking community?

Recommendation

The following personas are at risk of exclusion to accessing government information and services via nsw.gov.au:

- Young new migrant
- Elderly established migrant
- International student

Other communication channels beyond nsw.gov.au are recommended to reach these at risk groups, including the use of social media, intermediaries, service & cultural societies and in-language news.

Both Audio-visual and text format of information recommended. Text impactful due to high first language proficiency and younger demographic. Audio-visual recommended for engagement, as well as comprehension among older demographic.

3

Methodology

Methodology



Objective:

To provide nsw.gov.au content contributors with clear, actionable and immediate insights around how to best reach and engage with culturally and linguistically diverse (CALD) communities in NSW.

Methodology:

The tool analyses the 10 languages with the highest population of people with low English proficiency in NSW, as determined by the 2021 ABS Census.

Three key metrics identified from prior qualitative research are used to determine the risk of exclusion and the need for accessibility: 1) English proficiency, 2) current nsw.gov.au usage, and 3) first language literacy.

Each language group is unique and so the languages are analysed individually. Although a snapshot is presented at the beginning of the tool to provide readers with high-level insights and best practices around CALD accessibility.

The Tool uses the findings to provide recommendations for three key business questions: 1) The expected reach of providing translated online content, 2) the characteristics of those currently accessing nsw.gov.au, and 3) the groups at risk of exclusion.

This tool focuses on nsw.gov.au users in NSW. Although international users are an important user group (11% of English and 30% of in-language users) they are beyond the scope of this tool, and therefore, are excluded.

The primary source was the ABS Census data (2006, 2011, 2016 & 2021), exported via ABS' TableBuilder and analysed using Microsoft Excel.

Qualitative research was conducted in-language with CALD Communities by bilingual research specialists from the Cultural & Indigenous Research Centre Australia (CIRCA). Research focused on 4 languages (Mandarin, Cantonese, Arabic and Vietnamese). The research involved three stages, which are accessible upon request with the author.

4

Appendix

Term	Definition
English proficiency (ABS Census)	A self-rated measurement of a person's ability in spoken English, rated as one of the following: very well, well, not well, not at all.
English language proficiency (ELP)	Used interchangeably with English Proficiency.
Adult English proficiency	A self-rated measurement of a person's proficiency in spoken English who is 15 years or older.
First language proficiency	A measurement of a person's ability to read and write in their native language, that being, the language that they have spoken from earliest childhood.
Culturally and linguistically diverse (CALD)	For the purpose of this tool, CALD is defined as someone who speaks a language other than English at home.
User	A person who visits the nsw.gov.au website, identified by Google Analytics using a tracking cookie. Note: users who access the site using multiple devices and/or browsers will be counted as multiple users.
Migrant	Someone who was born in country other than Australia and has since resettled in Australia.
First generation migrant	A person living in NSW who was born in a country other than Australia.
Second generation migrant	An Australian-born person living in Australia with at least one parent who was born in a country other than Australia.
Third generation migrant	An Australian-born person living in Australia with Australian-born parents who have at least one parent who was born in a country other than Australia.

Written vs spoken language

Mandarin and Cantonese are both vernacular (spoken) Chinese languages. While both languages are distinct when spoken, they each use the same written language, known as Hanzi.

Simplified vs Traditional Chinese

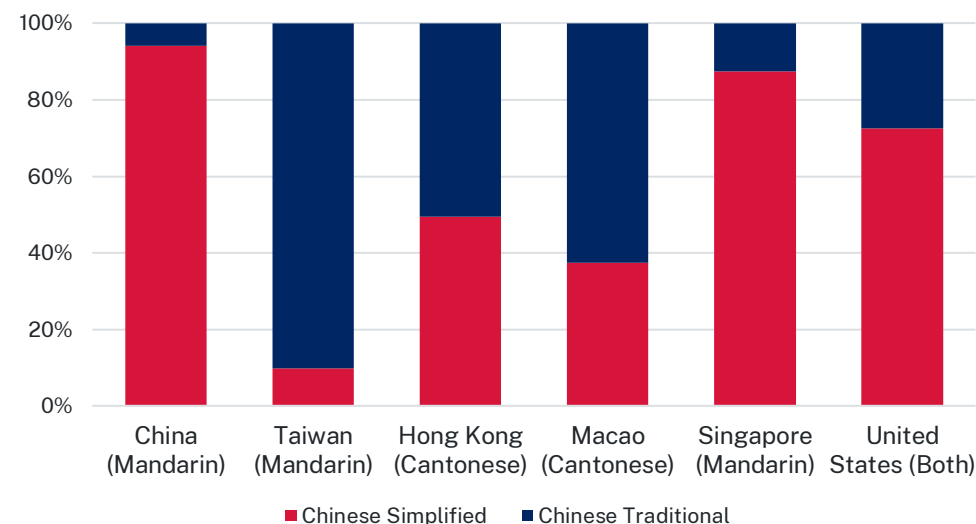
This written language was simplified by the Chinese government from the 1950s to reduce its complexity and improve literacy.

The simplified written language in English is called 'Simplified Chinese', while the original form is called 'Traditional Chinese'.

The *preference* for use of either Simplified or Traditional Chinese is based upon region/ country, not language spoken. Therefore, both written languages will be included together for Mandarin and Cantonese in the tool.

The preferences for spoken and written language by country is summarised on the right.

Chinese Written Language by Country (Users nsw.gov.au)



Country/region	Spoken language	Written language
Mainland China	Mandarin	Simplified
Guangdong province (China)	Mandarin & Cantonese	Simplified
Hong Kong	Cantonese	Traditional
Taiwan	Mandarin	Traditional
Macao	Cantonese	Traditional
Singapore	Mandarin	Simplified

Language Background

Assyrian Neo-Aramaic and *Chaldean Neo-Aramaic* are dialects of the same language, Aramaic.

Assyrian and Chaldean are spoken by some 3M people in regions of Iran, Iraq, Turkey, and Syria. Due to instability in the Middle East, most Assyrians and Chaldeans now live abroad.

Assyrian and Chaldean

The difference between the Assyrian and Chaldean ethnic groups is religious affiliation rather than ethnical or linguistical: Assyrians are predominantly Christians and Chaldeans Catholics.

Indeed many Chaldean-speakers consider themselves as Assyrian, besides some minority nationalists.

Both dialects are mutually intelligible to a significant degree, and are written using the same script, Syriac.

Translation Availability

Both dialects are currently **NOT supported for translation by Google Translate**. Some information and resources on nsw.gov.au are human translated into Assyrian.

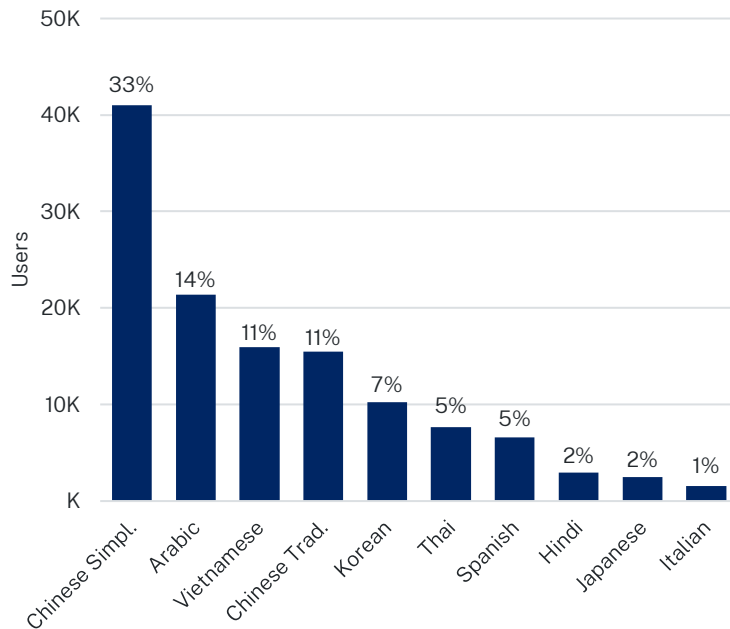
Some Assyrian and Chaldean speakers may be bilingual in Turkish and/or Arabic (both supported), as well as English.

Merging of Neo-Aramaic Languages

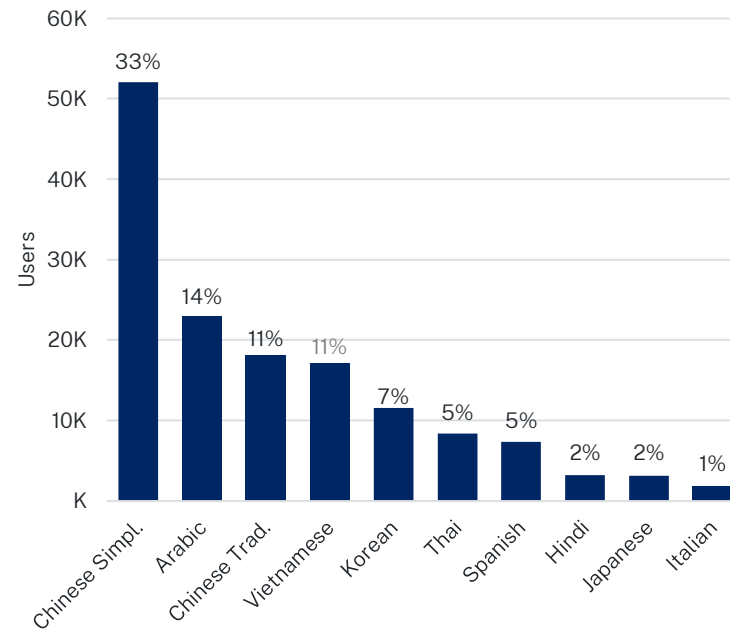
Due to the high linguistical and ethnical similarities between Assyrian and Chaldean language groups and to not neglect either group, this CALD Accessibility Guidance Tool considers these dialects together as ‘Neo-Aramaic’.

Metric	Explanation
User	<p>A person who visits the nsw.gov.au website, identified by Google Analytics using a tracking cookie.</p> <p>Note: a person who accesses the site using multiple devices and/or browsers will be counted as multiple users. Users therefore is not an accurate measurement of the total number of people accessing the site.</p> <p>Users is used for this report as a breakdown of the audience, not as an indication of the population of users.</p>
Age	<p>The age of the user, categorised into age groups.</p> <p>Collected via DoubleClick cookie, inferred through the user's Google Account's profile. Collected if users are logged into their Google account while browsing the site and cookie tracking is enabled.</p> <p>Under 18's are not collected to protect their privacy.</p> <p>20% all users, 32% CALD collection rate on nsw.gov.au, last 90 days.</p>
Device category	<p>The technological device used by the user to access the website, categorised into: mobile, desktop or tablet.</p> <p>Collected by Google Analytics from the HTTP headers user agent pulled from the internet browser. Device and operating system is received.</p> <p>100% all users & CALD collection rate on nsw.gov.au, last 90 days.</p>
Location	<p>The approximate location of the user's internet connection.</p> <p>Collected by looking up the user's IP address using the Google Analytics cookie. IP locations are approximate only, and refer to the location of the user's internet connection, not necessarily where they are.</p> <p>Metrics: city/town, state/region, country, continent.</p> <p>100% all users & CALD collection rate on nsw.gov.au site, last 90 days.</p>

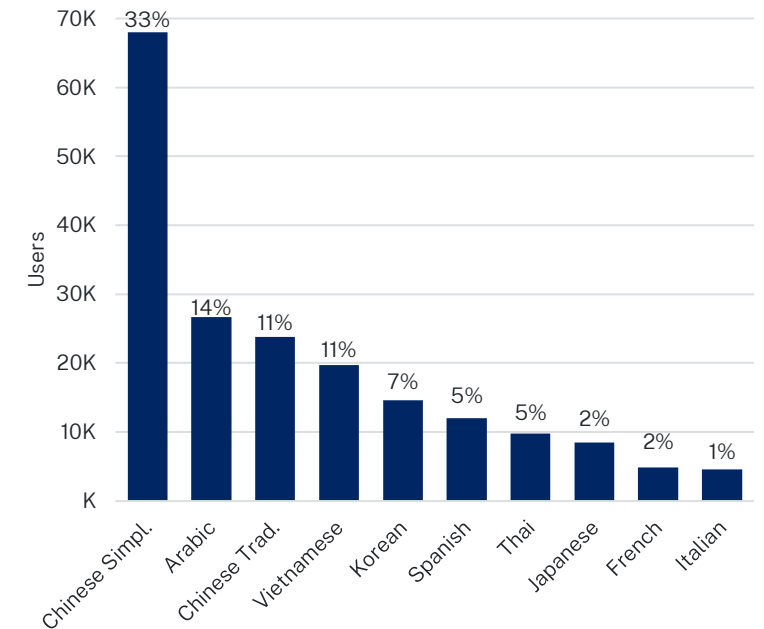
nsw.gov.au Users by Language (NSW)



nsw.gov.au Users by Language (Aus.)



nsw.gov.au Users by Language (Global)

**Note:**

Excludes English language users, which accounts for 99.6% and 99.8% of nsw.gov.au users in NSW and globally, respectively.

Location in Google Analytics is approximate only. See appendix D for more information.

People who access the site using multiple devices and/or browsers are counted as multiple users by Google Analytics. The measurement of users should be used as a guide only.

Feedback and questions



Got a question or would like to provide feedback on the CALD Accessibility Guidance Tool?

To provide **feedback**, please use the form below:
forms.office.com/r/vDFz13Ve4H

To ask a **questions**, contact the author below:

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