### LIVING IN HARMONY GRANT PROJECT

**FINAL REPORT AND EVALUATION**

**Name of Organisation:** UNIVERSITY OF WOLLONGONG (UOW)

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**Name of Project:** Surfing Diversity: Improving Community Relations in the Illawarra

**Project length (months):** Twelve months

**Achievement of Project Milestones:**

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Date</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Contract signed</td>
<td>June 1999</td>
<td></td>
</tr>
<tr>
<td>Steering Committee established and conduct first meeting</td>
<td>July 1999</td>
<td>Committee continues to meet monthly through the entire project.</td>
</tr>
<tr>
<td>Contact potential community partners</td>
<td>August 1999</td>
<td>Contact and Steering Committee membership established with Wollongong City Council who commenced and completed the project as an active partner. Other community contacts established throughout the life of the project included Illawarra Business Chamber, Illawarra Ethnic Communities Council, Department of Education and Training (Wollongong), Wodi Wodi Elders Corporation, Illawarra Committee for International Students and representatives of local media organisations.</td>
</tr>
<tr>
<td>Received approval to delay Project start for 3 months.</td>
<td>November 1999</td>
<td>Recruitment of Project Officer unsuccessful following advertisement in press. Decision approved to break Project Officer into separate roles and recruit a number of part-time project staff.</td>
</tr>
<tr>
<td>Media announcement of project grant</td>
<td>February 2000</td>
<td>Strong relationship developed with local media resulting in extensive</td>
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<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Develop survey</td>
<td>November 1999</td>
<td></td>
</tr>
<tr>
<td>Survey target groups</td>
<td>December 1999-April 2000</td>
<td>Three target groups were established and surveyed at different times. Students: December 1999 - January 2000 Staff: February and April 2000 Community Representatives: March 2000</td>
</tr>
<tr>
<td>Complete activities plan</td>
<td>December 1999</td>
<td>An initial plan was developed very early in the project; however, numerous items were added as new opportunities presented themselves and similarly activities were withdrawn. On balance the events and activities proportion of the project grew well beyond the initial projection.</td>
</tr>
<tr>
<td>Complete kits</td>
<td>March 1999</td>
<td>The kits were not produced as originally envisaged. Two information brochures were produced instead. The research component of the project was delayed because of the recruitment problem and consequently was out of synch with the commencement of the academic year and student orientation.</td>
</tr>
<tr>
<td>Launch kits</td>
<td>March 2000</td>
<td>Information brochures were launched at all activities conducted in March, which included the major events of the project.</td>
</tr>
<tr>
<td>Cultural diversity theme week</td>
<td>March 2000</td>
<td>A raft of activities were conducted in the last week in March which included Harmony Day and Viva La Gong. All activities received dual badging as Living in Harmony and Surfing Diversity.</td>
</tr>
<tr>
<td>Monitor progress on all events</td>
<td>Ongoing</td>
<td>Event Records are completed for major events. The Steering Committee meets monthly and monitors progress on all activities.</td>
</tr>
<tr>
<td>Complete all events in project round</td>
<td>November 2000</td>
<td>All events are completed, although a number of activities will extend beyond the end of the project.</td>
</tr>
<tr>
<td>Complete evaluation processes</td>
<td>December 2000</td>
<td>All focus groups interviews have been completed. Final report and evaluation of project will be concluded at last meeting of Steering Committee on 27 November 2000.</td>
</tr>
</tbody>
</table>
HISTORY / DESCRIPTION OF PROJECT

Introduction

Building on the Illawarra’s proud history of cultural harmony and the University of Wollongong’s reputation as a provider of international education, the Surfing Diversity project set about:

- measuring attitudes towards cultural diversity both on campus and in the broader community,
- disseminating information to counter negative attitudes and reinforce positive ones,
- organising events and activities to highlight the value of cultural harmony,
- obtaining maximum media coverage whenever possible.

Following difficulties in recruiting a Project Officer, the role was divided into three parts: Community Liaison & Events Organisation; Research Survey Development & Analysis; and Media Liaison & Document Development. Although the project start was delayed until November 1999, the new arrangement worked well. The core team liaised with the broader Steering Committee and monthly meetings ensured an appropriate focus for the project.

While initial planning gave a framework for the project team to follow, several unexpected opportunities presented themselves during the course of the year. The team made every effort to take advantage of these, resulting in a list of achievements much greater than the original proposal. The project description that follows has been grouped into obvious categories for ease of reference.

STRATEGIC ALLIANCES

In order to enhance the strong focus on the value of cultural diversity that already exists in the Illawarra and on campus at the University of Wollongong, the project team decided from the outset to build key contacts in the local community. Not only would these alliances help in achieving the project’s aims, but careful planning with local organisations would also assist in continuing Surfing Diversity’s activities beyond the life of the project.

The organisations with which strategic alliances were developed:

**Wollongong City Council**

A relationship with Wollongong City Council resulted in two of the project’s significant achievements:

- Active and high profile participation in the region’s major festival of people, arts and culture, Viva La Gong, which was also billed as a Harmony Day event. Surfing Diversity sponsored a ‘multicultural marquee’ at the Family Fiesta and took part in a street parade, The Parade of Fools (see under ‘Events’ below for full details).

- Development of postcards using designs created by UOW Faculty of Creative Arts students. The postcards will be distributed at football games, pubs, video shops and other places where young people go. They will carry the slogan ‘Celebrate Diversity’ (see under ‘Other Activities’ below).

**Local media**

In recognition of the importance of the media to our project’s success, members of the local media were invited to an informal dinner in February with the aim of briefing them personally about the Surfing Diversity project. The dinner was well attended with 100% representation of
local TV, radio and print media organisations present (see under ‘Media / publicity’ below for a full account). This initiative paid dividends in terms of
\- the good media coverage the project received,
\- awareness raising of appropriate media representation of a cross cultural community, and
\- opportunities for good news stories.

**Wodi Wodi Elders Corporation**

A positive relationship was established with a local Aboriginal community, the Wodi Wodi Elders Corporation. This relationship developed while organising the lecture by former Human Rights Commissioner, Sir Ronald Wilson (see under ‘Lecture series’ below). This relationship has become a true partnership with Wodi Wodi participation in a number of University initiatives. The Wodi Wodi Elders Corporation presented the EEO Unit with a certificate of recognition of their commitment to work with the local Aboriginal community in August 2000.

**Local community groups**

In view of reports by some students that after three years of study in Wollongong they have not experienced friendship or hospitality with Australians, a major initiative was undertaken to contact many of the smaller community groups in the region. In late September a letter was sent to over 320 local community groups and organisations inviting their participation in establishing linkages with our international student body. They were asked to respond by the end of October, and by early November a total of 28 groups had replied. These responses will be followed up by the Illawarra Committee for International Students (see directly below).

**Illawarra Committee for International Students (ICIS)**

ICIS is a community organisation that assists international students with welfare and social activities. Membership of the ICIS committee is voluntary and is drawn from the international student body, the local community and the University. A part-time coordinator manages the activities of ICIS. Negotiations have ensured that the project outlined directly above is continued through appropriate contact with community organisations keen to involve international students in their activities. These key linkages will help ensure that international students have access to individuals from a variety of local community groups.

**Illawarra Business Chamber**

Discussions were held in June with representatives of the Illawarra Business Chamber regarding ways in which Surfing Diversity might reach members of the local business community. As a result, the community brochure (see under ‘Information kit / brochures’ below) was mailed free of charge with the June issue of the Chamber’s bi-monthly newsletter ‘Better Business’ to over 700 businesses in the Illawarra.

In addition the August issue of ‘Better Business’ included a comprehensive article by Surfing Diversity. With the heading ‘Expand your Horizons’, the article encouraged local businesses to think ‘international’. The article also offered constructive suggestions on making people from diverse backgrounds feel welcome in retail and service outlets. Again, over 700 businesses in the local area were targeted.

**Department of Education and Training (Wollongong District Office)**

The project team worked closely with the Community Information Officer in the local office of the Department of Education and Training to target school students in the region with the Surfing Diversity message. As a result of this alliance, 1998 Young Australian of the Year Ms Tan Le came to Wollongong in June and addressed 1000 students on the topic ‘Different Colours: One People One Planet’ (see under ‘Lecture series’ below).
**Wollongong Wolves Soccer Team**

Surfing Diversity has linked up with another Living in Harmony project to combat racism in sport, and has developed a working relationship the Wollongong Wolves. Project members are working with the Wollongong Wolves to target young people, particularly young males, with a ‘no racism in sport’ message. A joint media release was issued prior to the Living in Harmony cup match on 10 December between the Wolves and South Melbourne. This match is being organised by the Professional Footballers' Association and the Victorian Soccer Federation.

A Wollongong Wolves player is pictured on one of the Celebrate Diversity postcard series with messages such as "Give racism the boot", "from all corners of the world, one wollongong, one wolves"

In addition, in an effort to target young soccer players in the Illawarra, a message from Wolves players promoting 'no racism in sport' was included in the registration material sent to local soccer clubs for 2001.

**International Conference Linkage**

Surfing Diversity linked up with the organisers of a major international conference held in Wollongong in July on ‘Canadian Studies in an Asia-Pacific Context’. This collaboration enabled the project team to organise a performance evening at a local art gallery to showcase the work of writers, poets and multimedia artists among the delegates at the conference (see under ‘Other events’ below).

**Baha’I Society**

The local Baha’I Society invited Surfing Diversity to participate in a Peace Conference held at the end of October. A workshop was presented on ‘Peace in a Multicultural Society’ and the event was used to raise awareness about the project’s achievements and the Living in Harmony program (see under ‘Other events’ below).

**RESEARCH SURVEYS**

A survey to measure attitudes to cultural diversity was developed through the research team from the Illawarra Institute of Mental Health, which is located on campus. The survey was based on an existing instrument and questions to test local perceptions and issues were added.

There were three target populations for the survey: students, staff and local community. The student and staff surveys were conducted electronically, whilst the community survey was conducted at the Surfing Diversity marquee during the Viva La Gong Festival.

In general, the respondents in each cohort exhibited strong positive attitudes towards cultural diversity. Although there were notable differences between survey groups (these are listed below), in most instances items were rated on the more positive end of the rating scale.

In the first survey, 1348 domestic and 259 overseas students attending the University of Wollongong were surveyed via the electronic re-enrolment process in relation to issues of cultural diversity. This represented 50-60% of students re-enrolling electronically. In general:

- Female students have more positive attitudes toward cultural diversity than male students.
- Domestic students appreciate cultural diversity more than overseas students but are more uncomfortable with it.
- Overseas students state that they implement more activities assisting cultural diversity compared to domestic students.
- The oldest student group, i.e. 41+ years, has the most positive attitude.
- The 21-30 years cohort has least positive attitudes towards cultural diversity.

In the second survey 154 staff at the University were also surveyed on issues of cultural diversity. The main findings in this survey were:

- Female staff value diversity more than male staff.
- Female staff report more implementation of behaviour that assists cultural diversity than male staff.
- There is no difference between academic and general staff in attitudes towards cultural diversity.

Findings from a survey of 244 community members with a good cross-section of age, gender, occupation and ethnic origin suggest:

- That community members are slightly uncomfortable with cultural diversity.
- They disagree with the way the media portrays ethnic communities.
- Females value diversity more than males.
- Females understand myths about cultural minorities better than males.
- People over age 50 are the most uncomfortable about cultural diversity.
- People from overseas origins value cultural diversity more than people from an Australian background do.
- The 34-41 years cohort has least positive attitudes towards cultural diversity.

The full analysis of these survey results was presented in Report 1 – Attitudes towards Cultural Diversity: Quantitative Survey Results for the Surfing Diversity Project of the University of Wollongong.

Focus groups for domestic students, international students, staff at the University and community members were held in November. Feedback gained from these discussions is provided in Report 2.

**Information Kit / Brochures**

It was originally proposed that an information kit would be produced for dissemination on campus and in the broader community to counter negative perceptions about cultural diversity and to reinforce positive perceptions. As planning progressed it became evident that these two target groups needed to be approached differently. As a result of different focus, content and dissemination opportunities, two brochures were printed. The design was similar but the content was aimed at each target group to whom the brochures were then individually disseminated. Copies of the two colour brochures are attached.

- One brochure is aimed at the campus community and covers the University’s Respect for Cultural Diversity Policy. This brochure was launched during Orientation week in late February, when it was distributed to new domestic and international students. 3000 copies were included in student information kits and at Orientation events. This process was repeated for new students enrolling in Session 2 in July. Additional copies were made available across the campus throughout the year in venues such as the Student Representative Council Office, Student Services and Faculty and Administration offices.

  The campus brochures were also distributed at course information sessions held for school students in the Illawarra and Southern Sydney areas during August.

  New staff received the campus brochure in their staff induction kits, and the brochure was also distributed at staff training with EEO content.
The other brochure is aimed at the broader community and discusses myths and realities in a multicultural context. This was launched at the Surfing Diversity marquee at the Family Fiesta Day during Wollongong’s Viva La Gong cultural festival in March, and has been widely distributed in public areas such as local libraries, art galleries and the tourism office. Over 3000 copies have been distributed.

This brochure has also been made available at Surfing Diversity events such as lectures and the cultural evening (see under ‘Events’ below), and was distributed to delegates at an international conference held in Wollongong. In addition it was sent to over 700 local businesses as part of a joint initiative with the Illawarra Business Chamber and to over 300 local community organisations (see ‘Strategic Alliances’ above).

The final brochure for the kit, summarising the results of the various surveys undertaken, was less widely distributed and produced only as a A4 photocopy. The Steering Committee agreed printing funds should be moved to the postcard project rather than producing another glossy brochure. This decision was in line with the project objectives and research outcomes.

**Events**

A number of Surfing Diversity events were held during the year to highlight the value of cultural harmony and encourage discussion. These were organised as opportunities arose and ultimately exceeded the original expectations of the Steering Committee.

**Harmony Day / Viva La Gong**

At the end of March Surfing Diversity participated actively in Wollongong’s major annual cultural festival, Viva La Gong. The team worked closely with Wollongong City Council to develop an appropriate role at this major community event. This participation was advertised as a Harmony Day event.

- Surfing Diversity sponsored a ‘multicultural marquee’ at the Family Fiesta Day on Sunday, 26 March in order to promote the Living in Harmony theme. Local multicultural talent, ranging from young Italian dancers to African drumming and Aboriginal dancers, ensured a steady stream of interest and enabled the Surfing Diversity brochures and Living in Harmony material to be handed out. Over 240 people also completed the community survey.

Several banners were displayed (including two Living in Harmony banners), and other displays included photos of local Reconciliation panels, local Chinese children’s drawings and photos depicting our multicultural campus. This day was very successful in terms of exposing the community to the Living in Harmony theme. Attendance was officially estimated at 10 000. (Event record attached)

- The following Saturday evening, 1 April, Surfing Diversity participated in the Viv La Gong closing street parade, which was the culmination of 10 days of Viva La Gong celebrations. Surfing Diversity paraded with the float prepared by the University’s international student body. Their float was a 30-foot crocodile preceded by a banner which read ‘UOW International Student Body, 70 nationalities Living in Harmony’. This banner was sponsored by Surfing Diversity. Surfing Diversity’s own banner was also carried and Living in Harmony ribbons and badges were distributed to onlookers. (Event record attached)

**Lecture series**

A series of four lectures, each targeted at a different group either on campus or in the community, was organised during the year. Each brought a unique perspective to the process of raising awareness about the benefits of cultural diversity in our society.
The first lecture on 9 March was by former Human Rights Commissioner and chair of the Stolen Generation inquiry, Sir Ronald Wilson, who spoke passionately over breakfast to an audience of 76 invited guests. Ten local Koori organisations were represented at the breakfast as well as a number of Aboriginal elders and other campus and community members. Sir Ronald’s talk was entitled ‘Don’t Just Tolerate – Celebrate!’ and attracted considerable media coverage. 8 items are listed in the attached Event Record. Anecdotal evidence indicates his address was both informative, moving and attracted Koori community members who had not previously visited the University.

- "I was moved by his passion and commitment."
- "It was great to see so many of the local Aboriginal community on campus. It was a first for most of them who I spoke to."

The second lecture was by UN Human Rights Prize winner Sunila Abeyesekera from Sri Lanka, who gave a lunchtime lecture on campus on 29 March. Over 200 people heard Sunila speak about ‘The Female Citizen’, and two days later she spoke on a more personal level about her work and experiences at an informal lunch attended by 36 people. (Event record attached)

The third lecture, by Democrats Senator Aden Ridgeway on 30 March, attracted a crowd of about 1000 people - predominantly students - to the University’s central lawn during the lunch hour. Senator Ridgeway spoke about ‘Reconciliation – A Relationship in the Making’ and then answered questions for 30 minutes. This lecture also formed part of the Viva La Gong cultural festival. Senator Ridgeway was able to meet staff and students of the University’s Aboriginal Education Centre over lunch. (Event record attached)

The fourth lecture took place on 28 June. Ms Tan Le, 1998 Young Australian of the Year, gave two lectures entitled ‘Different Colours: One People One Planet’ to students from years 10, 11 and 12 at two Wollongong high schools. At St Mary’s Star of the Sea College, a private Catholic girls’ school, over 450 girls and their teachers heard Tan Le’s address. Later the same morning, over 550 students and teachers attended her second talk at Smith’s Hill High School, with approximately half these students being from six other local high schools.

Tan Le adopted an interactive style with the students, encouraging them to respond and to think about some of the issues she raised. Surfing Diversity’s community brochures were made available to the students at both schools, as well as Living in Harmony ribbons and badges. (Event record attached)

Other events

- Surfing Diversity took part in the Illawarra's celebrations of Human Rights Day in December 1999. Surfing Diversity's Media Officer helped promote the event for, issuing a press release in Surfing Diversity’s name, on behalf of the Human Rights Day organising committee. The Media Officer attended a program of speeches and performances by local school students in Wollongong Mall and discussed the event and Surfing Diversity with local media and community members. These contacts contributed to later events, such as the formal media evening, hosted by Surfing Diversity and the visit to high schools by Tan Le.

- As part of their induction process, new international students were welcomed to Wollongong by Lord Mayor Clr George Harrison during Orientation week in February, and then again at the beginning of Session 2 in early July. Each time the students were taken on a tour of the city that included Wollongong City Council Chambers. Feedback from students indicate these events carried a significant impact on students especially the formal aspect of their welcome to the region with the Lord Mayor taking a personal interest in the students' various cultures.

- Surfing Diversity linked up with an international conference held in Wollongong from 1-4 July on ‘Renegotiating Identities: Canadian Studies in an Asia-Pacific Context’. A cultural
evening was co-hosted by Surfing Diversity to conclude this major conference. An evening of short cultural performances by some of the conference delegates was held at Wollongong’s Project Centre for Contemporary Art. Members of the public were invited to attend. The performances ranged from poetry readings and songs to computerised film animation. Surfing Diversity’s community brochures were also inserted in all delegates’ conference satchels (Event Record attached).

- On 28 October Surfing Diversity linked up with the local Baha’I Society who held a one-day conference to celebrate peace and harmony. Surfing Diversity assisted with media publicity and conducted a workshop addressing experiences of racism. The group was very interested in Surfing Diversity and in discussing problems with racism (Event Record attached).

OTHER ACTIVITIES

As well as organising the events listed above, Surfing Diversity undertook various other activities to achieve its aim of promoting the value of cultural diversity and Living in Harmony.

- As part of the project’s contribution to Aboriginal reconciliation, the approval of the Vice-Chancellor was obtained for the Aboriginal flag to be flown daily on a flagpole on campus. Chair of the Reconciliation Council, Ms Evelyn Scott, raised the flag for the first time when she visited the University to speak at a mid-year graduation ceremony.

A University of Wollongong Reconciliation Statement was initiated by the EEO/AA Committee and drafted in consultation with staff from the Aboriginal Education Centre and local Aboriginal community. It was approved by Council in April 2001.

- Plans to print a Surfing Diversity poster/calendar were changed after discussions with the University’s UniCentre, which publishes a free student diary at the start of each year. Knowing that the UniCentre prints a diary specifically for students, Surfing Diversity negotiated with them for 2001 diary to be based on the Surfing Diversity theme, with religious, national and Aboriginal key dates (including historical dates) to be printed throughout. The diary is widely used by all students as it contains information important to them and it is free. Through this initiative the Surfing Diversity theme will be continued throughout 2001.

- A fruitful relationship with the University’s Faculty of Creative Arts and Wollongong City Council has resulted in designs by final-year students to be used on a series of postcards promoting the Living in Harmony theme. The postcards will all have the major slogan ‘Celebrate Diversity’ as well as logos from Living in Harmony and the participating organisations. Messages of tolerance (Understanding, Harmony) and the slogans Wollongong giving racism the boot or Wollongong - Many peoples playing together- a winning combination will be on the postcards.

The postcards target young people and will be distributed at football games, in pubs, video shops, music outlets and other public places.

EXTENSIONS OF THE PROJECT BEYOND ORIGINAL LOCALITY

The project had extensive coverage in New South within the boundaries of southern Sydney in the north, to Eden in the south, and the Highlands in the west, and reached an audience in excess of 400,000 (refer to details of media coverage below). While the project was chiefly aimed at the Illawarra region the breadth of media coverage provided the level of saturation and coverage achieved had not been anticipated.

Conversely the project did not receive the national media coverage hoped for when setting the objectives of the project. In hindsight, this objective may have been too optimistic.
A website has been developed and includes a record of the events and all resources and reports produced as part of the project. There is potential for this site to extend the project outcomes well beyond what has been achieved to date and this site will be monitored for the number of hits.

Information about the project was distributed by mail to 60 countries through 144 overseas education representatives.

**Unexpected Difficulties**

- Some difficulties were encountered in recruiting a Project Officer. This was finally resolved by dividing the role into three parts (community liaison & events organisation / research elements / media liaison & document development). A research team and journalist were identified during October 1999, and in mid-November the community liaison and events organisation role was taken up. It was not until November, therefore, that the project could begin in earnest. In spite of the delay, this arrangement worked extremely well and resulted in a professional team of people each bringing their own expertise to the project.

- A cultural evening and information kiosk planned in mid June at an international Small to Medium Enterprise conference was unfortunately cancelled due to circumstances beyond the control of the project team. The conference was reduced from three days to two, and the cultural evening was scheduled for the day that was cancelled. As the project team was already working with the Illawarra Business Chamber on other initiatives to target local businesses, this was not considered a major setback.

- The project team had hoped to bring Ms Indira Naidoo to Wollongong for a public lecture, but she had to decline due to her heavy schedule of commitments. This was unfortunate, but not catastrophic in that four highly successful lectures had already been held. It was decided not to seek a replacement speaker (the lecture had not been advertised, nor a date set) but to concentrate efforts on other activities.

**Unexpected Bonuses**

- The lecture series came to fruition more easily and less expensively than anticipated. The first, by former Human Rights Commissioner Sir Ronald Wilson, was organised through personal contact by a Steering Committee member. This event was one of our most successful in terms of media coverage.

  The second, by UN Human Rights Prize winner Sunila Abeysekerka, was organised with the assistance of the Dean of the University’s Creative Arts Faculty. This speaker was visiting Wollongong for another reason and the Surfing Diversity team was able to maximise this opportunity for an internationally renowned speaker.

  Two of the four lectures, cost the project nothing in terms of speakers’ fees, which allowed the number and quality of lectures provided to be extended.

- Collaboration with Wollongong City Council (WCC) has proven to be a fruitful relationship. Surfing Diversity’s involvement with the Viva La Gong Festival in March was actively encouraged and assisted, and resulted in a high exposure to the public. The postcard project, which will be completed in 2001, has only been possible with the support of WCC and enables Surfing Diversity to continue its public profile well beyond the life of the project.
CHANGES FROM THE ORIGINAL WORKPLAN

- The project did not start when originally planned and the research results were not available to directly link into the production and distribution of the information kits. Student orientation could not be missed as an opportunity to reach large numbers of new students and thus information brochures were produced without input from the research surveys.

- The information kit did not evolve as originally planned for the reasons described above. The original concept was to launch the kit as a whole. However, when detailed planning began, the timing problem as well as the problem of treating each target group the same emerged. Different focus, content and dissemination opportunities influenced the changed approach, which was to maintain the same design for each brochure but to develop content and disseminate the brochures separately to their respective target audiences. Consequently two colour brochures were printed, one for the campus community and one for the broader community.

- The final element of the information kit, a brochure summarising the results of the three surveys, was downgraded in terms of priorities. The Steering Committee agreed this information should be produced as cheaply as possible and printing funds allocated to this brochure redirected to the postcard project. This decision was in line with the broader project objectives and research outcomes.

PROJECT PRODUCTS AND MATERIALS

Information kit: two colour brochures and information sheet
Research report: Reports 1 & 2
UOW Surfing Diversity Web site
Celebrate Diversity postcards

Copies of the following are attached:
1. Information kit
2. Research report: Reports 1 & 2
3. Event records (8)
4. Photos from two events (Sir Ronald Wilson lecture; Viva La Gong marquee)
5. Media clippings and other publicity
6. Letter sent to 320+ community groups
7. Letter sent to 144 overseas education representatives
8. Flyer to all Illawarra junior soccer players registered for 2001 season
9. Celebrate Diversity postcards

MEDIA / PUBLICITY

From the very beginning of the project the Surfing Diversity team recognised the importance of the media in reaching all corners of the community with its message. Consequently an experienced journalist with good local media contacts was recruited as part of the project team. Great emphasis was placed on publicity for events organised, ensuring that all local media were notified and often following up to encourage them to come along. On 21 February members of the local media were invited to attend an informal dinner in order to brief them personally about the project. The dinner was extremely well attended with representatives of local TV, radio and print media all present.

This strategy has proved to be an effective tool in communicating the Living in Harmony message with 41 items of media coverage achieved during the life of the project. It has also resulted in a number of ‘human interest’ articles in print media which highlight, for example, the difficulties faced by some of our international students in coming to Australia to study.
There is no doubt that developing relationships with media representatives on a personal level is enormously beneficial to a project such as this.

Media coverage (in date order) of Surfing Diversity events and activities was as follows:

- The media liaison officer participated in the Human Rights Day proceedings in Wollongong in December 1999. A number of useful contacts were made at this event.
- ABC Radio Illawarra – interview with Professor Stephen Castles on immigration issues 24.2.00
- Illawarra Mercury 26.2.00 – two news items: one focusing on two new students from PNG, and one focusing on the Surfing Diversity project.
- International Student News February 2000 – article about Surfing Diversity project.
- Sir Ronald Wilson lecture on 9 March
  - ABC Radio Illawarra – interview with Sir Ronald Wilson 9.3.00
  - Prime TV News – Sydney and regional 9.3.00
  - WIN TV News – regional 9.3.00
  - Illawarra Mercury – Editorial & news item 10.3.00
  - Wollongong Advertiser – news item 15.3.00
  - University of Wollongong (UOW) Campus News – March 2000
  - UOW Newsbytes – March 2000
  - UOW Indigenous Health Newsletter – No. 25 March 2000
- Sunila Abeyesekera lecture on 29 March
  - Illawarra Mercury – news item on 25.3.00
  - Wollongong Advertiser – news item on 29.3.00
  - ABC Radio Illawarra – interview on 29.3.00
  - UOW Campus News – March 2000
  - UOW Newsbytes
- Senator Aden Ridgeway lecture on 30 March
  - Illawarra Mercury – news items on 25.3.00 and 31.3.00
  - WIN TV News – regional 31.3.00
  - i98FM Radio – interview 30.3.00
  - UOW Campus News – March 2000
- Media promoting Viva La Gong program in March (including Surfing Diversity)
  - Illawarra Mercury 24.3.00 and 25.3.00
  - Prime TV News –27.3.00
  - Illawarra Mercury 1.4.00
  - Prime TV News –2.4.00
  - WIN TV News – regional 3.4.00
  - Illawarra Mercury 3.4.00
- Tan Le lecture on 28 June
  - ABC Radio Illawarra – interview on 27.6.00
  - Wave FM Radio – interview on 27.6.00
  - WIN TV News – regional 28.6.00
  - Illawarra Mercury – news item 3.7.00
- Cultural evening at Canadian Studies conference on 4 July
  - ABC Radio Illawarra – interview on 4.7.00
  - Illawarra Mercury – item post event
- Baha'i Conference on 28 October
  - Prime TV News – regional 30.10.00
  - WIN TV News – regional 30.10.00
  - i98FM Radio – 27.10.00
  - Wollongong Advertiser – news item 25.10.00
An article was published in The Illawarra Mercury about Ms Jan Kemper and her long history of welcoming international students in her home. The article was arranged by Surfing Diversity to highlight awareness of international students in our community; to encourage members of the community to translate positive attitudes about cultural harmony into action as done by Ms Kemper; and to raise awareness of the work undertaken by the Illawarra Committee for International Students (ICIS).

**ESTIMATED TOTAL NUMBER OF PEOPLE AWARE OF THE PROJECT/LiH**

The extensive media coverage of the project's events and other activities ensured a consistently high profile for Surfing Diversity and Living in Harmony in the Illawarra region.

Estimated circulation and audiences for media coverage are as follows:

- Illawarra Mercury: daily circulation of 114,000; distributed from Helensburgh southwards to Eden, and westwards Campbelltown and the Southern Highlands.
- Wollongong Advertiser: weekly circulation of 101,600 households from Helensburgh southwards to Ulladulla, and westwards Campbelltown and the Southern Highlands.
- ABC Radio Illawarra: estimated 30,000-40,000 listeners from Helensburgh southwards to Ulladulla, and westwards Campbelltown and the Southern Highlands.
- i98 FM Radio: estimated 103,000 listeners from Helensburgh southwards to Gerroa.
- Wave FM Radio: estimated 62,400 listeners from Helensburgh southwards to Gerroa.
- WIN TV: estimated viewers 449,000 from Helensburgh southwards to Eden, and westwards Campbelltown and the Southern Highlands.
- Prime TV: estimated viewers 440,000 from Helensburgh southwards to Eden, and westwards Campbelltown and the Southern Highlands.
- Campus News: print media circulated to 4,500 readers including University staff and students, media, government departments, private individuals and selected high schools.
- Newsbytes: weekly campus news provided electronically with 700 "hits" per week.

**ESTIMATED TOTAL NUMBER OF PEOPLE WHO ATTENDED EVENTS AND ACTIVITIES**

Approximately 15,500. See the attached event records for individual event attendance.

**HARMONY DAY ACTIVITIES**

At the end of March Surfing Diversity participated actively in Wollongong’s major annual cultural festival called Viva La Gong. The team worked closely with Wollongong City Council to develop an appropriate role at this major community event. This participation was advertised as a Harmony Day event.

Surfing Diversity sponsored a ‘multicultural marquee’ at the Family Fiesta Day on Sunday, 26 March in order to promote the Living in Harmony theme. Local multicultural talent, ranging from young Italian dancers to African drumming and Aboriginal dancers, ensured a steady stream of interest and enabled the Surfing Diversity brochures and Living in Harmony material to be handed out. Over 240 people also completed the community survey.

Several banners were displayed (including two Living in Harmony ones), and other displays included photos of local Reconciliation panels, local Chinese children's drawings and photos depicting our multicultural campus. This day was very successful in terms of exposing the community to the Living in Harmony theme. Attendance was officially estimated at 10 000. (Event record attached)
EVALUATION

The Project Aims/Objectives and Outcomes

Specific Living in Harmony project objectives were to:

1. Obtain information about perceptions on cultural harmony in both the campus and broader Illawarra community.
2. Obtain information about perceptions on service interface for students from a non-English speaking background at the University of Wollongong.
3. Provide information to the campus and broader community which addresses negative perceptions or misinformation on cultural harmony and simultaneously reinforce positive perceptions.
4. Create opportunities for two-way interactions and establish networks between university representatives from a non-English speaking background and community members to promote social harmony, cross cultural understanding and regional economic benefits.
5. Promote Wollongong as the "City of Diversity" and the University of Wollongong as a centre of learning which values and supports diversity.

The strategies used to address these objectives and the outcomes achieved are outlined in the tables below:

Objective No. 1 - Obtain information about perceptions on cultural harmony in both the campus and broader Illawarra community.

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Intended outcomes from strategies</th>
<th>Performance indicators</th>
<th>Outcomes at end of project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a survey questionnaire to identify current misperceptions about cultural relationships.</td>
<td>Provision of a tool to guide project information strategies.</td>
<td>Questionnaire developed.</td>
<td>Questionnaires developed.</td>
</tr>
<tr>
<td>Administer the survey to sample selected from domestic UOW students, international UOW students, UOW staff, community members from partner organisations</td>
<td>Obtain pertinent data.</td>
<td>Results obtained from valid sample size.</td>
<td>Survey questionnaires administered to domestic &amp; international UOW students, UOW staff and community members.</td>
</tr>
<tr>
<td>Conduct evaluation survey of the participating organisations and people on the impact of the project.</td>
<td>Obtain pertinent data.</td>
<td>Analysis of responses from the evaluation survey.</td>
<td>Focus groups held to evaluate project. Responses summarised in Report 2.</td>
</tr>
</tbody>
</table>
Objective No. 2 - Obtain information about perceptions on service interface for students from a non-English speaking background at the University of Wollongong.

<table>
<thead>
<tr>
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<th>Intended outcomes from strategies</th>
<th>Performance indicators</th>
<th>Outcomes at end of project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a survey questionnaire.</td>
<td>Provision of a tool to guide project information strategies.</td>
<td>Questionnaire developed.</td>
<td>Questionnaire questions on perceptions of UOW services and facilities included in student survey.</td>
</tr>
<tr>
<td>Administer the survey to sample selected from International students and staff at UOW.</td>
<td>Obtain pertinent data.</td>
<td>Results obtained from valid sample size.</td>
<td>Questionnaire administered to large sample size.</td>
</tr>
<tr>
<td>Analyse survey outcomes to identify issues and information gaps.</td>
<td>Obtain pertinent data.</td>
<td>Issues identified for information strategy.</td>
<td>Research results analysed and included in Report 1.</td>
</tr>
</tbody>
</table>
Objective No. 3 - Provide information to the campus and broader community, which addresses negative perceptions or misinformation on cultural harmony and simultaneously reinforces positive perceptions.

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<th>Outcomes at end of project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop information kits for campus community based on outcomes of survey data.</td>
<td>Provision of factual information to campus community which contributes to positive cross cultural interactions.</td>
<td>Kits produced.</td>
<td>Campus brochure developed, printed and distributed on campus. New students targeted in particular.</td>
</tr>
<tr>
<td>Develop information kits for local employer/employees based on outcomes of survey data.</td>
<td>Provision of factual information to local business community which contributes to positive cross cultural interactions.</td>
<td>Kits produced.</td>
<td>Community brochure developed, printed and distributed to business community, as well as widely in the general community. Article &quot;Extend Your Horizons&quot; published in Better Business magazine and circulated to 700 Illawarra businesses.</td>
</tr>
<tr>
<td>Develop, in collaboration with community partners, a community wide publicity campaign to accompany the launch and distribution of information kits.</td>
<td>Reinforce and build on positive self identity of Wollongong as the City of Diversity</td>
<td>Widespread publicity in local media and distribution of kits.</td>
<td>Kits not launched as planned. However, the two colour brochures aimed at the campus and wider communities were enclosed in large mailouts and made available at all events. Contact made with all local media organisation at commencement of project. Media coverage for project included 41 media slots.</td>
</tr>
</tbody>
</table>
| Plan and program a cultural diversity week in the campus theme calender.   | Provide a focus point and forum for the continuing development of cultural harmony on campus.         | Theme week activities conducted and publicised. | This objective was broadened to encompass both the campus and wider community. Activities included:
  * Multicultural Marque at Family Fiesta (10,000 participants)
  * Float in Viva La Gong parade (3000 spectators)
  * Aden Ridgeway lecture on campus (audience1000) |
**Objective No. 4 - Create opportunities for two-way interactions and establish networks between university representatives from a non-English speaking background and community members to promote social harmony, cross cultural understanding and regional economic benefits.**

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</table>
| Make contact with potential community partners and gain commitment to project proposals. | Commitment to participate in agreed activities. | Commitment gained. | Strategic alliances developed with:  
- Wollongong City Council  
- Local media  
- Illawarra Business Chamber  
- Wodi Wodi Elders Corporation  
- Illawarra Committee for International Students  
- Dept of Education and Training (Illawarra Office)  
- Wollongong Wolves Soccer Club |
| Identify and plan joint activities which have the potential to become annual or ongoing events. | An annual calendar of events which will maintain networks established under the grant | Number and range of events planned extend beyond existing practice. | Conservatively 11 Surfing Diversity activities will be continued beyond the life of the project (see under ‘Future’ below).  
An additional network of 28 community groups have indicated a willingness to develop links with international students. These relationships will develop under the auspices of ICIS and extend the conservative number of 9 activities to 39. |
| Conduct activities. | Positive cross cultural interactions. | Participants report satisfaction and positive interactions. | Various events and activities were conducted throughout the year, all with positive feedback.  
Refer to the events records enclosed for details of individual events and the feedback received.  
Refer to research report 2 on focus groups interviews for additional measures of satisfaction with events/activities. |
| Monitor satisfaction of participants related to broader objective. | Information useful to future enhancement of networks. | Modifications provided to improve future activities. | A letter sent to over 300 community groups asking for their participation in establishing linkages with UOW’s international student body resulted in 28 positive responses. This is a solid foundation for the development of future networks and activities for these students. |
Objective No. 5 - Promote Wollongong as the "City of Diversity" and the University of Wollongong as a centre of learning which values and supports diversity.

<table>
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</thead>
<tbody>
<tr>
<td>Develop a far reaching publicity strategy to cover the project as a whole and individual events.</td>
<td>Enhancement of the themes and messages of the Living in Harmony campaign and enhancement of the reputation and self identity of Wollongong and the university as a city and institution which value and actively promote diversity</td>
<td>Frequent media coverage in local, state and national media. Extension of this coverage internationally.</td>
<td>Media coverage extended to 41 slots With local and state coverage. Television: 9 Radio: 8 Print (regional):17 Print (campus wide): 7 144 letters sent to overseas to 60 countries through offices of International Education Training and Professional Development Corporation (IDP) and Australian Education International. Surfing Diversity website established at <a href="http://www.uow.edu.au/admn/eeo/surfingdiversityproject.htm">www.uow.edu.au/admn/eeo/surfingdiversityproject.htm</a> 30,000 postcards produced for distribution</td>
</tr>
</tbody>
</table>

**DID THE PROJECT ACHIEVE WHAT IT SET OUT TO DO?**

The Steering Committee is satisfied the project achieved more than was originally intended, even though in some areas the direction or focus was altered.

**DID THE PROJECT’S OUTCOMES MEET THE ORGANISATION’S EXPECTATIONS / HOPES?**

The project team received extremely positive feedback about the project from a variety of sources. Anecdotal feedback from events records and focus groups include

- "Dear Robyn, I hope you will not mind my using your first name. My only excuse is that I found my visit to Wollongong so warm and refreshing that everything connected with it remains as something special in my memory.......Ron.” - Sir Ronald Wilson

- "She really managed to get the students to begin thinking for themselves, especially in the context of their own school.” - Teacher with students attending Tan Le Lecture

- "We saw faces in the community we would not normally see, particularly of various groups with a strong ethnic representation such as the Vietnamese community. It promoted integration of various parts of the community and captured the diversity of the community......." - Focus Group participant about Family Fiesta
Staff members at the University have commented positively on the project and its outcomes in terms of both information, events/activities and research undertaken.

- "Not only did the event go well, but it went very very well" - Senior Administrator

The Vice-Chancellor of the University of Wollongong, Professor Gerard Sutton, reported positively to the University Council on the outcomes of the project at the April Council meeting. He also commented to the project team that he was receiving positive comments about the project from community members whenever he attended community-based functions.

**WHAT SORT OF CHANGE WAS NOTED VIA THE PROJECT IN THE ORGANISATION AND/OR THE COMMUNITY IN RESPECT TO COMMUNITY ATTITUDES TO COMMUNITY HARMONY/TOLERANCE?**

Separate focus groups were conducted with the three survey target groups, UOW students, UOW staff and community members. All focus group participants had attended at least one of the Surfing Diversity events.

Five themes were identified across all focus groups and they indicated the Surfing Diversity Project

1. Highlighted important cultural issues
2. Captured and promoted the integration of university and broader local communities
3. Promoted the University's role in encouraging cultural harmony
4. Increased participant's knowledge, and
5. Provided informative and emotive speakers.

Quotes from focus group participants included.

- "There were a lot of people from the community at the lecture, it was a good event. The Viva La Gong had good media coverage and those at home learnt something."

- "The events made me reflect on the importance of these events. It brought people together on campus that don't necessarily have a common basis………"

- "It was a good mix of community and university staff and students that went…………we were able to obtain a copy of Ronald Wilson's speech and made contacts in the community, so it was very beneficial."

- "The lectures were stimulating and highlighted some issues that are important and allowed the community to see that the University was trying to make headway."

- "Aden Ridgeway and Ronald Wilson spoke with such emotion and feeling. I learnt about their culture and the stolen generation."

- "Ronald Wilson was such a good speaker and has such a strong background and very emotive about Aboriginal policy."

**WHAT HAS BEEN LEARNED FROM THE EXERCISE AND BY WHOM (EG BY THE GENERAL COMMUNITY, THE TARGETED AUDIENCE AND/OR THE ORGANISATION ITSELF)?**

The project's research has identified a group in the community, young males, whose attitude towards cultural diversity could be improved. As a result of the research, UOW is working with Wollongong City Council to promote the theme of "Celebrating Diversity" through distribution of postcards with this message in venues frequented by the target group of young males, such as football games, pubs, video shops and music stores.
Young males will also be specifically targeted in a message from Wolves soccer players to be included in registration material for local soccer clubs.

The research has also identified specific faculties where the University needs to focus further activities and training with the student body.

Comments from the focus groups identified the media, politicians and the education process as having a key role in advancing the living in harmony message.

- "The politicians talk about creating a tolerant society and I believe we should be focusing on acceptance. Tolerance has negative connotations attached to it and subtle language continually reinforces that. Until the media starts changing those subtle images, they are the ones that really count, they have more affect by slowing changing people’s opinions of other people”

- "Education is essential but putting words in print, by electronic media could also reach further…….”

- "Our leaders need to be very public in terms of their stance and support of their issues. They have to be more outspoken, active and seen to be championing the cause. We have to be more public in terms of exposing and encouraging discussion on all those instances of the negatives, the racism and the One Nation phenomena…….”

- "Education is the main factor……..we need to get people together and talk about it, in large groups of different people to talk about it and express opinions. You’ve got to start from school, when they’re young”.

A unique theme from the community member focus group was that the project activities created an atmosphere of community and togetherness for the participants.

- "The Viva La Gong brought people together in an atmosphere of fellowship. It created an atmosphere of togetherness very relaxed and good for the broader community. …."

FUTURE

HOW DO YOU PLAN TO MAINTAIN LIH-TYPE ACHIEVEMENTS/MOMENTUM INTO THE FUTURE AND/OR WITH FUTURE PROJECTS?

On campus

- 2001 student diary will have Surfing Diversity as its theme with national, religious and Aboriginal key dates printed throughout. The diary is free and the majority of students use this to plan their studies, so a wide audience will read the message. The University’s current enrolment is 13,000 students.

- UniCentre (provides campus catering, child care and entertainment facilities) has indicated they intent to extend and expand the cultural diversity theme in 2001. UniCentre management has sought assistance from the Surfing Diversity team on how to take this campaign forward.

- The results of the campus surveys have established a University benchmark on attitudes to cultural diversity on this campus. The survey process will be repeated every 3 years to measure attitude changes.

- The mailout to over 300 local community groups inviting their participation in establishing linkages with international students resulted in 28 positive responses. This initiative will be followed through by the Illawarra Committee for International Students (ICIS), who will build on these contacts to create opportunities for international students to meet people within the Illawarra region.
Campus brochures will continue to be produced and distributed at staff inductions and student orientation.

The Lord Mayor’s welcome to new international students at the beginning of each session is now part of the City Council’s calendar. Future welcoming events will be organised by ICIS as part of this committee’s aim to assist international students.

During the term of this project UOW has established a stronger relationship with the local Aboriginal community including partnerships with several organisations. UOW has endeavoured to present the university campus as a place that welcomes Aboriginal and Torres Strait Islander people as visitors, students and staff members. It is anticipated these efforts will result in a genuine effort at reconciliation and an improved Aboriginal student and staff profile at UOW.

In the community

Postcards targeting young people will be distributed widely (eg football games, video shops, pubs). This will ensure the Surfing Diversity theme continues its high profile into 2001.

The joint project with the Wollongong Wolves soccer team to insert a ‘no racism in sport’ message with registration material for local soccer clubs will target young males in particular. This has resulted directly from the project’s research, which shows that young men tend to have a negative attitude to cultural diversity.

A Surfing Diversity web page will outline the project’s activities and achievements on the Internet.

As a result of the project’s successful alliance with the local media, future reporting concerning issues of cultural diversity will be better informed through reporters’ raised awareness.

An international student from a student focus group concluded with-

"(people need to) be kept exposed and in touch with people from other cultures then this will gradually change their attitudes."

Robyn Weekes
Project Manager