

# RECRUITING AUSTRALIANS FROM DIVERSE CULTURAL BACKGROUNDS TOWARDS A DEFENCE FORCE CAREER BEYOND 2000



## PETER ADAMIS



*The Voice from the Pavement* - Peter Adamis is a (not for profit) Journalist/Commentator. He is a retired Australian military serviceman and an Industry organisational & Occupational (OHS) & Training Consultant whose interests are within the parameters of domestic and international political spectrum. He is an avid blogger and contributes to domestic and international community news media outlets as well as to local and Ethnic News. He holds a Bachelor of Adult Learning & Development (Monash), Grad Dip Occupational Health & Safety, (Monash), Dip. Training & Assessment, Dip Public Administration, and Dip Frontline Management. Contact via Email: [abalinx@netspace.net.au](mailto:abalinx@netspace.net.au) or via Mobile: 0409965538

**Precautionary preamble:** It is now some 24 years ago that the original document was created. Readers are cautioned that when reading this document it is but a window of the past and reflects the authors observations recorded at that time. It is important to note that although some of the information within this document may be outdated by today's societal standards, some may be of relevance in today's society.

The original document was created in 1990 for the Department of Defence - Recruiting and submitted as an aid to Recruiting staff accordingly. Since that time, the face of the Australian Defence Force has changed dramatically to include Australians whose cultural origins were of a non Anglo/Saxon/Celtic background. Suffice to say its pleasing that all New Australians are shouldering the responsibility in the Defence of Australia. Peter Adamis. 29 December 2013

**Disclaimer:** The information contained within this document do not reflect Defence Force policy or procedures. They are merely the opinions of the author base upon his own research in the field of recruitment in the traditional Non Anglo Saxon areas. Any misquotes, statements, or extracts that appear incorrect are those of the author and not of the originator nor is it intended in any way to provide inaccurate account the originator of those statements. It has been update to eradicate the errors of grammar and punctuation

## GENERAL BACKGROUND

1. The migration of Australians from Diverse Cultures (ADC) to Australia has come in waves. Reasons for such migration includes: Famine, Unemployment, Poor conditions, Religious differences, Civil unrest, Political differences and Lack of opportunities or Growth in their own country.

2. During the latter part of the nineteenth century, Australia saw migrants arrive from Anglo/Saxon/Celtic and Nordic stock. Many of these come from Ireland, Scotland, Wales, and Germany apart from the normal intake of English. The two World Wars however changed the face of the Australian Society and in the process enriched the Australian way of life in many areas. During the post World War Two, peoples from Europe, followed by the Middle East and the recently arrived Asian peoples settled Australia.

3. It was not until after the Second World War and under the Government of the day that Australia opened its gates to allow migrants to arrive in greater numbers. Australia needed people to work its industries and in war torn Europe provided them.

4. These migrants worked long hours and in many cases under poor conditions. They did not speak the language but relied on their foremen to guide them and assist them to learn as they went on. The children would in many cases assist the parents to interpret while others would look after their younger brothers and sisters so that both parents could work. So fierce was their determination to buy their own home and provide something for the future that many succumbed to a variety of illnesses related to their place of employment.

5. This aspect of the parents' early life in Australia was to have far reaching effects for the future of their children. The parents wielded enormous of influence over their children who in turn inherited many of their parent's fears and habits. The children however assimilated rather well despite minor problems they encountered with their Australian counterparts. Many of them would grow up to move into the white collar and professional employment. Others would own their own business and contribute to the Australian way of life.

6. The average Australian during the post war years did not have an understanding of the

New Australian in his midst and only those who had travelled or were highly educated had an appropriate understanding of such members in their society. However Australians have that special tolerance to get along with other groups that is not found elsewhere. The "New Comer" would get a ribbing to see if he could handle it. In the majority of cases both cultures had developed a healthy respect for each other.

## **HISTORICAL RECRUITING**

7. The Australian Armed Forces has traditionally drawn their manpower from the predominant Anglo Saxon/Celtic Cultures to fill the ranks throughout the conflicts that Australia has been involved in.

8. Although there are no specific statistics available, service records will indicate various nationalities from divers cultural backgrounds had enlisted. Australians of Aboriginal, Asian and European cultures have served in the Australian Defence Force.

9. The majority of those who enlisted did so either on a voluntary basis or were called up into the various services. The Vietnam War saw many soldiers of ADC backgrounds see service in the three Services with-some remaining after their National Service was complete.

## **AIM**

10. The aim of this paper is three fold. The primary task is to identify attitudes of Australians from Diverse Cultures in Victoria, towards a career in the Australian Defence Force. The secondary task is to create a Recruiting Guide for Personnel how to approach and influence Australians of Diverse Cultural Background (ADC) towards a career in the Australian Defence Force. The third task is How to Communicate the ADF Message to ADC communities using resources within the current Recruiting Budget.

## **DEFINITIONS**

11. Definitions referred to in the report are detailed below:

a. **COMMUNITY - CULTURES** In this context, the use of these terms refer to communities and cultures that have not originated in Australia or Britain.

b. **ADC AUSTRALIANS FROM DIVERSE CULTURAL** background the term ADC, relates to people who have a heritage other than British.

c. **NEW AUSTRALIANS** Are members of the Australian Community who have arrived in Australia and have not taken up Australian citizenship.

d. **FIELD RECRUITER** A member of the Defence force trained to represent, the ADF with a view of influencing members of the public towards a Defence Force career.

e. **ANGLO SAXON and CELTIC** This group is comprised of the English (Angles), Irish, Pict, Scottish, Welsh, (Gauls), French;

f. **NORDIC** Group comprises of Norwegian, Dutch, Swedish, Germans, Finnish, Austrian and Polish.

g. **BALKANS** Group comprises of Slavs', Croatians', Serbians', Macedonians', (FYROM and Greek), Bulgarians', Albanians'; and Rumanians'.

h. **MIDDLE EAST** Group consists of Jewish, Palestinians, Syrians, Persians, Iraqis, Arabs; Armenians, and Kurds.

i. **AFRICAN** Group comprises all of the African countries.

j. **ASIAN** Group comprises of the Chinese, Tibetans, Mongolians, Koreans, Japanese, Vietnamese, Cambodians, Malaysians, Burmese, and Thais.

k. **INDIAN** Sub Continent Group consists of all the Indian cultures, religions and States within the Indian Sub continent. Including Pakistan, Afghanistan, Bangladesh and Sri Lanka.

l. **PACIFIC ISLAND** Group includes the countries and islands of Timor, Indonesia, Papua New Guinea, Vanuatu, New Caledonia, Fiji, Nauru, Solomon Islands, Philippines, and Hawaii.

m. **RUSSIAN** Continent Group comprises all of the Russian states and the countries of Estonia, Latvia, and Greenland.

n. **NORTH and SOUTH AMERICAN** group comprises of the countries of the USA, Canada, Salvador, Peru, Brazil, Mexico, Chile, Argentina, Panama and Guatemala.

o. **MEDITERRANEAN** group comprises of the countries of Greece, Italy, Turkey, Cyprus, Portugal, Malta, Egypt, Libya, and Morocco.

## CONDUCT

12. This paper is based on verbal, written notes, Magazine, Newspaper Articles, Authors observations, contributions by others, (see acknowledgements) and miscellaneous material. Research for the study was conducted by the following means:

- Discussions with Recruiting staff in Melbourne, the ADC Community Elders. The ADC Businessmen, School Career Counsellors and Teachers, Police and Social Workers. Council Family Services - Northcote area, RSL Clubs, Market Managers, Friends and Relatives. ADF Public Relations - (Michael Marley), Workshops. Navy, Army and Air Force Reserve personnel. A study of 32,000 (3 Army Recruiting Unit Prospect Cards) for the period 1970 to 1990.
- Locations The areas under study were conducted in the following areas: Melbourne area included Preston, Northcote, Footscray, Thornbury, Brunswick, Melton, Lalor, Greensborough, and Heidelberg. Country areas at Geelong, Ballarat, Bendigo, Swan Hill, Mildura, Shepparton and Seymour.

## ADC COMMUNITY ATTITUDES TO THE ADF

13. The attitudes of the ADC towards the Australian Defence Force are based upon their own experiences. The wars in their own country of origin, the World Wars, the Vietnam War, the treatment they received by their adopted country, their observations of Australian institutions or a combination of all of the above.

14. The majority lacked understanding of the Defence Force's military employment and conditions of service. Few had any idea of the pay and allowances the Defence Force's received. A Field Recruiters Guide in the ADC community is found at Enclosure 1.

15. The above attitudes applied to ADC communities from Europe who settled in Australia in the Fifties to the Seventies, however those attitudes have since changed due to the succeeding generations. The Asian community on the other hand is experiencing the same problems and share similar attitudes as those their European colleagues twenty or thirty years before. A detailed list of words/names perceived to derogatory is found at Enclosure 2.

## ADC COMMUNITY CATCHMENT/INFLUENCE AREAS

16. The following venues appear to be the best ADC Recruiting catchment and influence areas:

Recruiting Centres;

b. Public Schools;

c. ADC schools, (similar to Catholic);

d. ADC Community Leaders;

e. Parents;

f. Teachers;

g. ADC Community Festivals;

h. Market/Shopping Centres - (of ADC Suburbs);

i. Youth Clubs;

j. Prospecting in the main street ADC suburbs;

k. Internet and other similar electronic means;

l. ADC Employment Community Agencies;

m. Youth Access Centres, (supported by the CES);

n. Job Clubs, (supported by the CES);

o. RSL Sub Branch (Allied Sub Branches);

p. Migrant Resource Centres;

q. Pool Halls;

r. Discos;

s. Cinemas; and

t. Bowling Alleys.

## **RECRUITING PRESENTATIONS**

17. The majority of the ADC Communities welcomed the Recruiters. However when the Recruiter was identified to have a ADC background, there appeared to be a more relaxed atmosphere. On the other hand, it was also noticed that it did not matter what background the Recruiter had, as long as he was able to express himself and get the message across. It was also of interest to note that the ADC Australians tended to inquire about the Recruiters experience and employment in the Defence Force.

### **INTERVIEWING THE ADC APPLICANT**

18. A survey conducted in 1990, of ADC applicants is still relevant today amongst the ADC community. The following information is a brief extract of the survey:

- a. The Australian Army only enlisted blond and blue eyed soldiers.
- b. They did not feel welcomed by the Field Recruiter and they felt isolated.
- c. They felt the Field Recruiter was not helpful or lacked understanding of their needs.
- d. The body language of the Field Recruiter was giving them wrong "vibes".
- e. A face to face interview is far better than any advertising campaign or literature.
- f. ADC applicants after an interview with an ADF Recruiter (educated with a basic knowledge of Diverse Cultural Backgrounds) left with the impression that another door as now open to him.
- g. ADC applicants viewed the Recruiting Centres as a place that only Australians of British origin applied for entry.
- h. ADC applicants felt that all the visual items (Posters, Videos and other visual related items) tended to exclude members of the ADC community.

19. An analysis of the survey found that the Recruiter and the ADC applicant were unconsciously seeking or picking up the wrong body language. Although the Field Recruiter had a positive and professional approach, the ADC applicant did not feel comfortable. (both Recruiting assistants were blond and blue eyed)

### **USE AND IMPACT OF LITERATURE AND VIDEOS**

20. Recruiters visiting the ADC Communities, at their home or within a select group of Community Elders it may be of benefit to use literature and videos in their own language. (Ensure that the videos contain Australians from the ADC Community). The use of Videos

and literature in the ADC language displayed at festivals may have the opposite effect. (The ADC applicant wishes to be seen as a member of the Australian Community and not feel isolated).

## **INFLUENCE OF ADC COMMUNITY LEADERS**

21. As the year 2000 approaches and the influence of the elders begin to wane, the Defence Force should fill the vacuum by creating a greater awareness of a Defence Force career. This is not the case with the recent arrivals into the Australian community, where the parents and elders influence is very strong. A list of suggestions from various contributors relating to their experiences with the ADC community is at Enclosure 3.

## **ADC REGIONAL ADVISORY COMMUNITY GROUPS**

22. Defence Force Recruiting Branches approach established ADC Regional Advisory Groups, (Victorian Ethnic Affairs Commission) or the Branch should establish one amongst the leading ADC communities. These Advisory Groups may meet once per month to discuss campaigns or information that the Recruiting Branch would like to distribute. The meetings would also provide information that would be of benefit to both. (This is not a new concept)

## **ADC COMMUNITY SCHOOLS**

23. A growing number of ADC schools in Victoria. Examples are the Greek and Jewish Communities are teaching the pupils a second language while at the same time teaching the Australian way of life and education.

24. The majority of these schools are administered or influenced by prominent members of the particular ADC Community. Field Recruiters educated in ADC customs should be utilized to increase the awareness of the ADF.

## **PARENTS ORIGINS AND REASONS FOR THEIR INFLUENCE**

25. The average ADC Australian parent prides himself on being the head of the household and does not like having to listen to his/her children interpret for them. The parents pride themselves in being able to advise and guide their children. Every parent no matter their background would like to see their offspring embark on a stable and secure career. (it meant the sacrifices they have made were not in vain).

26. The majority of the ADC Australians that arrived in Australia during the nineteen fifties



and sixties worked hard to provide for their family and do not wish their children to go through the same hardships such as working in the factories and in unskilled jobs.

(This applies especially to those whose memories are still fresh from wars and conflicts that have recently arrived in the past twenty years)

27. The early years the ADC communities received verbal abuse from the Australian, it would not take long for the ADC Australians to master enough of the English language to get him by. The older ADC found it difficult to learn a new language, especially if they were illiterate themselves in their own language. Many would rely on their children to translate for them. It would take many years before the elder migrant had a basic knowledge of the English language.

28. ADC communities in the early days kept with their own, it made sense to the migrant because it offered them, security, fulfilled most of everyday needs such as communication, a sense belonging, and religious beliefs. However with time they gained confidence and moved outside the Community.

29. ADC people did not realize until it was too late that they had adopted a culture, which was alien to them. Those who sold all their worldly possessions and homes to return to their country of origin found that much had changed and regretted leaving Australia. Many would return to Australia as a result. They found that they had become Australianised, (integrated into the Australian way of life).

30. The ADC people who have made their life in Australia a permanent one have benefited from it and one only has to look at the benefits the Australian society has reaped from them. There are many ADC people who are not employed in industries that are predominantly Australian. IE: POLICE, FIRE BRIGADE, ARMED FORCES, although this trend is now changing.

31. Many ADC people coming to Australia had prior expectations based on the information provided to them in their place of birth. Many became disillusioned with their jobs, the sense of isolation and lack of understanding. The attitude towards the Defence Force was based on their experiences which in many cases was negative. Shown below are three types of responses:

a. "How can you expect me to believe that the Army will treat my son like any other soldier, when I was abused when I first came to Australia".

b. "If my children want to join the Australian Defence Force, I will support them, but don't expect me to push them into joining." c. "I see no reason why our children don't join the Defence Force I believe the advantages are numerous".

32. The reasons for the poor contribution towards the Defence Forces of Australia by ADC Communities is believed to be related to the following reasons:

- The ADC Community appears too little or misinformation on conditions of service.
- The parent's influence may be negative.
- The teachers, academics and elders in the Community who are in a position to exert some influence, may not portray the Defence Force in a positive light.
- The lack of information on the part of the Defence Force to redress the problem of communicating with the ADC Community.
- The ADC Community views a Defence Force career as a poor choice, which does not provide the advantages of a civilian job. Others enlist in the RAN, Army and RAAF Reserves as a means of getting the best of both worlds.
- Despite unemployment there are far too many distractions and temptations in the civilian sector for a member to take up a disciplined type career.
- Lack of commitment by the ADF.
- Past attempts by the ADF to recruit have been half hearted, which translated by the ADC Communities meant the ADF were not serious about Recruiting in their communities.

33. It is of interest to note that those members who have served or are serving in the Defence Force have had the support of their families. This in turn has influenced others in making the decision towards a career in the ADF. If ADC Community do not consider the ADF as a career due to lack of knowledge or misinformation, the ADF must take appropriate steps to educate awareness within the ADC community.

34. Peter Metcalf from Recruiting Branch in Victoria and Michael Marley of Defence Public Relations made extensive inroads into the diverse cultural communities of Victoria. They have participated at the Glendi, a Greek Festival, a feat never been done before. They have also met community Leaders and a creating a greater awareness within those diverse cultural communities.

5. Another example is the initiative taken by Mike Rawlinson (previous Head of Defence Centre Melbourne) who invited community leaders to a function with the aim of enhancing

the communities awareness of the ADF. Although the communities are sceptical of the ADF commitment, this is still a step in the right direction. Those contacts are currently being followed up by Defence Recruiting and Public Relations.

## RELIGIONS

36. In Australia, according to the 1991 Bureau of Statistics there were 77 Religious denominations. 67 were Christian based faiths, eight non-Christian, with one indicating no religion and the remaining not stated. A brief summary of the main religions is at Enclosure 4.

## SUMMARY

37. The Australian society is predominantly Anglo/Saxon/Celtic with European and a small percentage of Asian peoples, who have enriched and contributed to the Australian way of life. Although its roots are based on Anglos/Saxon/Celtic origins, Australia is unique, it is not European, Asian or American.

38. Australia is not and will not become a tribe of nations as it has the ability to absorb and tolerate its new peoples into the Australian way of life. Therefore the ADF has the opportunity to seize the opportunity before the turn of the century to influence Australians of Diverse Cultural background towards a Defence Force Career.



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## ENLCLOSURES

1. THE FIELD RECRUITER GUIDE
2. NAMES TO AVOID
3. SUGGESTIONS
4. RELIGIONS

## ACKNOWLEDGMENTS

M.G. Barwick barrister  
M. Marley Defence Public Relations  
Victoria p. Metcalf defence recruiting  
Victoria J. Clark Defence Recruiting - Victoria  
Chrisante Australian Bureau of Statistics  
Rawlinson Defence Centre Melbourne  
Rallis Greek community - Victoria  
Lazzaro Italian community - Victoria  
Nikolopoulos K. Neos Kosmos  
Bajwa Sikh community - Victoria  
Lee Chinese community  
Parrott Defence - North Queensland  
Mackay social researcher  
Mossenson Lintas advertising agency  
AASAF ethnic communications  
Oxford Dictionary  
Shoebridge AMP society  
Trumble AMP society  
Victorian High schools Northern and Western regions

## ENCLOSURE 1

# THE FIELD RECRUITER GUIDE

- (1) Do not show any discomfort or appear uneasy in their company as they will pick up your non-verbal communication; i.e. Body Language.
- (2) Listen respectfully (especially with the elders) even if they are talking in their own language. It may not appear courteous to you at the time, but you will find that the majority will revert to English to include you in their conversation.
- (3) They expect efficiency and professionalism from the Armed Forces. It is important that you appear to be the professional of the Service you represent.
- (4) Parents want their children to be part of the Defence force, but are hesitant to give their blessing because they feel the Defence Force of Australia is the same as back home in the "old country". Many are ignorant of the Defence Force conditions of service.
- (5) They are warm, friendly, emotional, hot blooded, loyal to friends and organizations they belong to.
- (6) Many that were born overseas feel a kinship and a bond with their mother country. The longer they had remained in their mother country the stronger the bond. The children however will not have the bond but will lean towards the country of their birth.
- (7) The majority of them would prefer a home interview as they feel secure. The Field Recruiter should take advantage of this and exploit it where possible.
- (8) Attempt to cultivate them in your location no matter which they may be; i.e. Fish Shop, Butcher, Cafe owner, Green Grocer, neighbours, Tram conductors. (Word of mouth works wonders).
- (9) Be patient and don't become "pushy", allow the trust and confidence to build up on both sides.
- (10) The elders in the communities wield far more influence than those on the committees of clubs and organizations. Do not fall traps of disregarding the elders in the community. You may offend the committee members of that cultural group.

- (11) Attempt to familiarize yourself with their individual habits and customs as this will assist you to observe their customs when interviewing at home.
- (12) Understand but don't get involved in their ideologies or religions. The aim of this is to give you the necessary background on customs. Their faith has kept them together.
- (13) Be prepared as they will question you on your personal life and how you conduct yourself. They are firm believers in the family and judge others by the way they look after their family. There is an old saying: "Show me your friends and I will tell you the type of person you are".
- (14) Speak slowly and with clarity. Do not attempt to use Defence Force jargon as they have little knowledge of the Defence Force apart from what they see on the electronic media.
- (15) If you must use the children to interpret, then direct your questions to the head of the household. In most cases they understand what you are saying if the conversation is simple and clear. Don't underestimate the parent in these situations.
- (16) Attempt to liaise with the local church elders and members of those church groups, as it creates a chain reaction, which is of benefit to YOU in the long term.
- (17) Don't patronize them as they will be able to see through you and disregard any thing you have to say Try will listen to you if you appear sincere.
- (18) Don't be surprised if relatives appear present during a home interview as they are all interested in what you have to say. It may pay you to ring a day prior to the interview to find out how many others will be there a t the interview.
- (19) You may be required to give small presentations instead of interviews, therefore be prepared to bring your videos and other electronic equipment to assist you.
- (20) Avoid cancelling interviews as they may have gone a lot of trouble to ensure you feel welcome.
- (21) Respect their point of view.
- (22) They will be able to recognize any form of discrimination or racial remarks. Remember that they are good at understanding the body language of an individual.
- (23) The majority of the elders have not forgotten the Second World War, Korea, Vietnam,

Gulf War, or the war in the Balkans . These are a reminder to them and in many cases influences their thoughts on the enlistment of their children.

(24) Attempt to strike up conversations unrelated to the Defence Force, i.e. Schools, education, sport, and then discuss a career in the Defence Force

(25) Avoid political arguments.

(26) Children of Non Anglo Saxon background have the same ambitions and aspirations like any other Australian child and don't think that they are different.

(27) Don't be surprised if family speaking English one moment and then reverting back to their mother tongue. If it is easier for them to communicate in that manner. Don't worry about it.

(28) Explain in detail all videos and brochures and what they mean to for family.

(29) Don't talk above the head of the family Remember he makes the decisions so don't make him lose face.

(30) Attempt to give presentations at the local club or at functions. This will only come with time so always be prepared.

(31) Children have a mind of their own, (depending on the generation in Australia) they are more than likely to listen to their parents.

(32) The longer they have been in Australia the more he will feel bonded to it.

(33) Don't treat them differently or make them feel out of this world. They are normal people who just have different customs and habits to your own Remember they are Australians.

(34) They will defend Australia if the requirement arose. Those born in Australia or who have spent the majority of their life in Australia will be more willing than those who haven't; i.e. Chinese, Vietnamese, Greeks, Italians, Germans, Spanish, Maltese, Aboriginal, Jews, Lebanese, Armenian, Russian, English, Scots, Welsh and many other nationalities.

(35) Do not expect the Mediterranean to forget his country of birth. They are no different from the English settlers and the Irish who came to Australia years earlier.

(36) Remember that many are proud to be called Australians but also proud of their heritage. In view of this, don't try to confuse the issues, but accept them at face value.

(37) Remember names, dates and Special occasions. They will certainly remember yours.

(38) Maintain close and warm relationships with the community in your location. They will pay dividends at a later date.

(39) At displays, make a conscious attempt to go out of your way and talk to them. Don't wait for him to come to you. Many of them just need the appropriate encouragement and you will be surprised at the response.

(40) Don't think that despite your excellent communication skills and interviewing style that you will be overwhelmed with potential soldiers. Be patient.

(41) Always smile when approaching the prospect and appear that you want to talk to him, Don't turn your back on him.

(42) Use discretion and a certain amount of diplomacy when dealing with church elders or members of the clergy. They wield enormous influence and power over their people. These elders can open doors to you where otherwise they may have been closed. It is important to cultivate them and influence them on the conditions of service.

(43) Ask ADC teachers for their advice regarding the communities in your location, they are a good source of information. Many of them are committee members within their own cultures and are in a position to assist you.

(44) Find out the Cultural clubs or associations and who is the driving force behind them. Use the influences' amongst them to get your message across. Don't expect instant results as it all takes time.

(45) Use ADC speaking Service Personnel to your advantage.

(46) Bring along a ADC speaking Servicemen to any presentations or interviews so that he may assist you.

(47) Always follow up your inquiries, but not too soon as the Mediterranean may feel you are pushing him. It's better to drop by and say hello rather than ringing him/her up.

(48) Accept invitations for you and your family at ADC functions. You will be surprised how influential you can become amongst the community.

(49) Don't be afraid to use your body language to get your message across as they can relate to that form of communication.



(50) Place yourself in their shoes and see it from their point of view what they are trying to tell YOU.

(51) Don't think that they are lying to you if they fail to look directly at you. This will depend on the culture you are dealing with.

(52) Don't think that those with the education and the appropriate references will want to join the Defence Force. You will have to explain to them that the Defence Force makes use of their skills and education to further their career in life, for example: Doctors, Lawyers, Dentist, Nurses etc.

(53) Give as many facts as possible during the interview period rather than an overall picture.

(54) Accept beverages if offered as it may (with certain Mediterranean's be taken as an insult if you refuse.)

(55) During an interview or at a presentation while at a home location, attempt to listen to all those in the discussion. Remember you are on unfamiliar grounds and you are being judged on how you react.

(56) Sponsor/Affiliate the Defence Force with one of the Cultural ; i.e. Sporting achievements may be acknowledged by presenting the club with a Tank Round.

(57) Concentrate on the community you are familiar with and slowly work your way through to the others. Eventually your good work will filter through to the other cultures.

(58) There is no reason at all why you cannot use the different cultural newspapers to your advantage. To achieve this aim you must first obtain the confidence of the Editor of the Newspaper and explain to him the advantages of giving you an interview. You save the Defence Force money and at the same time you are putting forward the Defence Force views regarding recruiting.

(59) Remember that the majority has a misconception of the Australian Defence Force and little or no knowledge of the Conditions of Service In view of this you must use discretion and tact to get your message across. This will take time and a lot of energy on your part.

(60) Although follow up action has been mentioned it is a very important part of your reinforcement regarding the potential recruitment strategy to influence as many people as possible.

(61) Ensure that you maintain a record of those who failed to meet the enlistment standard. They will still appreciate the odd visit now and then as you may influence others in that area. They will pass on the hard facts to his group that you were found to be approachable and a person who will guide all onto the right track.

(62) Do not call them ETHNICS as they believe that this means that they do not belong to any culture, They believe that they are either referred to as being Australian or called by the country of birth, e.g.: Italian, Greek Chinese etc. However when referring to a group of cultures use the terms of Diverse Cultural Background or just simply Diverse Cultural Communities.

(63) Recruiters must do their homework before targeting the ADC community, i.e. check what percentage have served in the Australian Defence Force and what Services. This information will be of great benefit to them during a gathering at functions or during an interview.

(64) The Recruiter must also have a knowledge of the Reserves and their conditions of service. This will be handy if the applicant is hesitant for a full time career.

(65) The Recruiter should have a profile of a number of ADC service people who have served in the Defence Force, together with personal details in the event the applicant wants to speak to them for advice. (There is nothing like hearing first hand from those who have served) (66) Do not expect the parents to speak English fluently.

(67) pay compliments as required by their culture.

(68) Be patient when explaining to parents, reassure them if necessary.

(69) Take individual groups around some Defence Force installations and show them the living quarters and messing facilities.

(70) Identify the influential elders in the ADC Community, sometimes the elders are more influential than those who are committee members or club members, (very important to distinguish the difference).

(71) Try to involve yourself with one of the ADC Australians clubs as a patron, member or through a friend.

(72) Do not lie to the applicants parents/friends as you will be caught out and lose face in the end.

(73) Do not fall in the trap of making the group or community, culture to lose face or be embarrassed, (bad news travels fast).

(74) Keep notes for future reference and remember important dates of Meetings, Statements, Birthdays etc. i.e. The personal touches.

(75) Do not get disheartened if the applicant decides to withdraw at the last moment because of pressure or doubt, despite the many hours you may have put in. Remember to think on the positive aspect of your work as some day you may have influenced someone for the future, i.e. Even if it is the next generation, you at least have made a good impression.

(76) Remember that some of those groups you will be counselling will have suffered at one time or another through violence or war in their country of origin. Be understanding and use discretion to overcome this topic.

(77) All Recruiters be provided with five days on understanding the Non English Speaking Background (ADC) member of the Australian Society. This should enable the member to have a greater understanding of the Australian community at large.

(78) The Recruiter group would need to be in location for a number of years to gain the confidence of the community. The Recruiters must also have a free hand with the minimum of supervision to carry their tasks. They would report to the Recruiting Officer and or the Commanding Officer. They would be in regular contact with the ADC Communities to monitor and test social and attitudinal changes towards the Australian Defence Force.

(79). It is believed that Judgement of the Defence Force is not confined to the work place alone. Recruiters should be aware that the community judges its Defence Force while off duty as well. If the Recruiter is working in a Non English Speaking Background (ADC) area then he must also be seen in those areas in off duty periods as well

(80) Recruiters should be more flamboyant when giving their presentations. Be more expressive with their style of presentation and not give the same presentation over and over again.

(81) Try using the Face to Face Home interview as much as possible.

(82) Make use of technology and use the internet to its fullest extent.

(83) Use Electronic Notebooks when on Recruiting Drives and down load the information on return to the Recruiting Centre.

(84) Potential soldiers should be given as much assistance as possible to allay any fears, short of telling them what the testing procedure is all about. (Guide them where possible)

(85) The ADC community prefers to be integrate not assimilate as the term assimilation has overtones of losing one's cultural heritage and being forced to accept another. It is best to allow time and succeeding generations to accept the Australia way of life.

## ENCLOSURE 2

### NAMES TO AVOID

1. The Names to Avoid Enclosure is to be read in conjunction with Enclosure 2.
  - a. This list should assist Field recruiters in avoiding some of the racial issues that may arise and identify potential problems:

(1) BOONGS ABORIGINALS	(22) ETHNICS NON AUSTRALIANS
(2) COONS ABORIGINALS	(23) SLOPE HEADS ASIANS
(3) ROCK APES ABORIGINALS/TORRES STRAIT ISLANDERS PAPUAN NEW GUINEANS	(24) GOOKS ASIANS
(4) CHINGS ASIANS	(25) NIGELS ASIANS
(5) CHINKS ASIANS	(26) TAIGS CATHOLIC (IRISH)
(6) SLANT EYES ASIANS	(27) FENIANS CATHOLIC (IRISH)
(7) WOGS ITALIANS/GREEKS/TURKS/MALTESE	(28) BROWNIES COLOURED RACES
(8) DAGOS ITALIANS	(29) DARKIES COLOURED RACES
(9) EYETIES ITALIANS	(30) SKIPS AUSTRALIANS
(10) MACO'S (MASO'S) YUGOSLAVE (FYROM) AND GREEK MACEDONIANS	(31) POWER POINTS ASIANS
(11) LEBO'S LEBANESE	(32) CHOCO COLOURED RACES
(12) MOOZO'S MUSLIMS	(33) AUSSIES AUSTRALIANS
(13) TURKS TURKISH	(34) FUZZV WUZZIES PAPUAN NEW GUINEANS (WW2)
(14) JOCKS SCOTTISH	(35) SAMBO COLOURED RACES
	(36) BRYL CREAM GREEKS/ITALIANS

(15) PADDY IRISH	(37) FROGGIE FRENCH
(16) TAFFY WELSH	(38) HUN GERMANS (WW1 AND WW2)
(17) POMME ENGLISH	(39) YANK AMERICANS
(18) GREAZERS GREEKS/ITALIANS	(40) GEEKS ASIANS
(19) SPAGS ITALIANS/GREEKS	(41) ABO'S ABORIGINALS
(20) CHOWGS ASIANS	(42) WASP WHITE ANGLO SAXON PERSON
(21) MICKS CATHOLICS (IRISH)	

## ENCLOSURE 3

### SUGGESTIONS

Note: Any misquotes, statements, or extracts that appear incorrect are those of the author and not of the originator nor is it intended in any way to provide inaccurate account the originator of those statements.

1. AMP Research The ADC community represents a large and growing group that most companies ignore or consider as 'too hard'. Reaching them is difficult, but not impossible. The Australian Defence Force can learn from companies such as AMP by their marketing methods. In 1995 AMP conducted a simple research study to measure awareness of the AMP brand among Australians who were born overseas. it was stunned by the results. [Neil Shoebridge - AMP]

2. Most ADC Australians had heard of AMP. but few knew what it sold or why it should be considered important. As a result of their findings AMP launched a newspaper, television and radio advertising campaign to promote its brand name among the ADC Communities. The campaign is now currently running in 19 languages.

3. AMP Marketing AMP has seriously marketed itself to ethnic consumers. The first ads simply promote the size and history of AMP. In 1996 the company will target its products to four ADC Communities. A simple fact explains why the company was unnerved by the results of its research study, and why it has launched an advertising campaign aimed at 19 ethnic communities. English was not the primary language in 25% of Australian homes.

4. The proportion of Australians who were born overseas has hovered around 22% since 1990. But the number of people who were born in Non English Speaking countries is on the rise, moving from 11.6% of the total population in 1983 to 12.4% in 1988 and 13.9% in 1994. That raw figure of 13.9%, or 2.47 million people, does not include second-generation Australians the children of migrants who speak a language other than English at home. [Bureau of Immigration and Population Research]

5. The AMP campaign acknowledges the fact that Australia is not one market. "With this program, AMP will become recognized as an organization that listens to and deals with the ethnic population in a mature and responsible way." AMP believes recognition will eventually lead to sales. [George Trumbull, AMP's Managing Director and Chief Executive Officer]

6. Communication Communicating with ADC Communities, shall be as hard to gain their attention as it does in chasing Australians of Anglo-Saxon origin. Most Australian companies ignore the ADC Community, dismissing it as fragmented, difficult and expensive to reach. As a result they ignore a group of community who represent (depending on how ADC Communities are defined) up to 40% of Australia's population. The size and importance of the ADC Community will continue to increase.

7. After declining during the first four years of the 1990s, immigration to Australia is starting to rise. The number of immigrants arriving here climbed from 69,770 in 1993-94 to 87,430 in 1994-95, as of 1994 22.7% of Australian residents were born overseas, up from 11.26% in 1986. That represented an increase of about 660,000 people, most of whom come from Non English Speaking Background. [Bureau of Immigration and Population Research]

8. Marketers are ignoring ADC people because of laziness and failing to listen to the ADC community. Marketers and Researchers have a fear of the unknown, be it women, Generation X or ADC Communities. [Joseph Assaf - Ethnic Communications]

9. Australian Population Australia's ADC Community mix is changing, as the number of Asian-born resident's increases. In 1994, 4.6% of Australians were born in Asia, up from 2.6% in 1986. In comparison, the proportion of Australians born in southern Europe declined from 4.3% to 3.9% over the same period. More than 10.7 % of the population will be first or second-generation Asian-Australians by 2005. The Australian Defence Force must take affirmative action to capture their portion of the ADC Community for the next century and beyond.

10. In 1991 (the most recent figures available), 40.3% of Australians 06.96 million people were either born overseas or were the children of people born overseas. Discarding people born in English-speaking countries such as Britain, South Africa and New Zealand cut the number to million, or 21.2%. The latter figure has climbed to an estimated 30% since 1991. We are looking at an enormous market that is being neglected by most companies. Most companies toss all ADC people into one category and then ignore it. [Kim Mossenson, National Planning Director - Lintas Advertising agency]

11. Needs and Wants It is difficult to research, identifying the needs and wants of various diverse cultural communities to determine what marketing techniques will work with them most time consuming. Many marketers claim that selling to ethnic people means spending a lot of time and money to reach a relatively small group of potential customers. Watching TV might lead a newcomer to Australia to thinking that first and second-generation migrants from Non English Speaking Background represent half the population.



12. Few Australian TV programs and commercials feature people of ethnic origins. Marketing campaigns aimed specifically at ethnic groups are rare. SBS Corporation is a good vehicle for some companies to reach ethnic communities. But the SBS TV network attracts advertising revenue of just \$5 million a year, a paltry 0.9% of total TV advertising expenditure. [The Bulletin November 1995]

13. Most marketers and advertising agency executives are Anglos, as social researcher calls Australian's of Anglo/Celtic origin. They do not understand ADC communities and have little contact with ADC people. They use the risk of offending prospective ADC customers by adopting the wrong tone or language as an excuse for inertia. [Hugh Mackay]

14. Multiculturalism/Diverse Cultures? They think it is just too hard. Australians are not convinced that they have, or want, a multicultural society. Fifty years of immigration has failed to create a clear goal for multiculturalism, and a growing number of Australians believe that it may encourage a ghetto mentality and the formation of urban enclaves based on ethnicity. Fears about ethnic ghettos and uncertainty about the concept of multiculturalism are two of the key themes of a new study by social researcher Hugh Mackay. [Hugh Mackay]

15. The study, simply called Multiculturalism, claims that multiculturalism has been a significant contributor to the general sense of edginess among Australians. Mackay and other researchers have documented in recent years. The study, which examined the attitudes of people born in Australia, discovered that people find it easier to worry about and criticize multiculturalism than to praise it. The perceived advantages of multiculturalism, such as the increased sophistication of Australian society and greater ethnic diversity, are outweighed by the perceived disadvantages, such as racial tension, the fuelling of prejudices and the creation of ethnic divisions.

16. The word multiculturalism is unpopular among Anglo/Celtic Australian's, or Anglos, as Mackay calls them. He says: the word conveys the idea of fragmentation and separation of ethnic groups, signals resistance to the long-cherished ideal of assimilation, and raises questions about the long-term identity of an Australia in which 'shared values' might be nothing more than a distant memory." Some people want to Ethnic Australia is not a neat, homogeneous collection of like-minded consumers. [The Bulletin November 1995]

17. Community Differences It includes big ethnic communities such as the 63,938 Australians who from or born in Italy and the 142,011 born in Vietnam plus small groups such as the 4,223 people who were born in Lithuania and the 7,156 people from Israel. Individual ethnic communities are not neat, easily boxed consumer markets: each community contains people of different ages, attitudes, incomes and needs.

18. Understanding the differences between various ethnic groups and the differences between ethnic consumers in general and Anglos the key to marketing to them. Assaf says: ' Reaching any group of consumers can be difficult, revive the term "New Australians" to describe immigrants, "if for no other reason than it would clearly imply that immigrants were committed to Australia". [Hugh Mackay]

19. The Australian Defence Force would benefit by employing ADC Recruiters for specific campaigns. For example if the Greek Community is targeted, the Recruiter would be employed in advance spreading the word in the appropriate Greek areas. This may be followed up with an official function or opening of a Cadet School. At the same time, by including ADC people in advertising campaigns, the Australian Defence Force can show it that acknowledges and respects them. PETER ADAMIS

20. Australian Culture Some people are angry that "our identity has been given away"; others are confused about the long-term impact of a diverse ethnic mix; others are enthusiastic about the diversity of Australian society and "the aura of sophistication" multiculturalism has created. Discussions about assimilation are based on the distinction between multiracial and multicultural societies. Mackay says Australians are proud of the extent to which their society has been built by different ethnic groups.

21. They like the cosmopolitan features of Australian life. But they believe that every country should have its own culture and are worried that the concept of multiculturalism is likely to slow down the development of a new, more complex Australian culture. Fears about multiculturalism are focused on two groups of relatively recent immigrants: South East Asians, and people who espouse Islam. Anglos are worried about Asian "ghettos" such as Cabramatta in Sydney and Richmond and Springvale in Melbourne.

22. School Cadets Serious thought must be given to assisting ADC Community Schools in creating and maintaining a Cadet Unit within its school charter. It may be any of the three services. The school would benefit from the prestige it attracts and the benefits to its pupils. The Greek School at Preston had indicated a desire to learn more about the Military Cadets, however no follow up action was ever taken The Regular Staff of the three services would be utilized until such time that the school can administer itself. PETER ADAMIS

23. Minorities Asian migration is the most controversial part of the multicultural debate because Asians are the most recent wave of immigrants, and also Asians may not have integrated easily into the Australian community because of their physical differences from Anglo different cultural heritage."

The basic tenets of marketing (apply if you are marketing to an ethnic minority or mainstream consumers: get to know your target market and give them what they want.

Marketing a product to the ethnic market is no different to marketing a product to mainstream Australia. You must do your homework first and proceed carefully.

24. The biggest mistake companies can make when selling to ethnic consumers is to take an existing TV commercial or newspaper ad and translate it into a foreign language. A company translates an ad without understanding the culture and idiom of the ethnic group it is targeting, and then can't understand why the advertisement flops. The Australian Defence Force should recreate, not translate, their Anglo campaigns and make them culturally relevant to the ADC Community.

25. Visual Advertising Research is the key to tapping into the ADC Community. If AMP and Ethnic Communications spent months researching various ethnic communities then the Australian Defence Force should follow their example. There is nothing wrong in featuring a female Eurasian Officer or soldier training their male colleagues, who is an Anglo Australian. (The Vietnamese Officer who went with the United Nations as part of the Medical Team would be ideal) This advertisement will reflect the new Australia. Asian Students

26. The Vietnamese Community keeps to themselves for the same reasons the early Greek and Italian settlers did. The main Vietnamese Communities are found in Richmond, the western suburbs and Springvale. The Cambodians (Kyhmer Community) are found in Geelong, Clayton and Springvale. Maurice Barwick - Barrister

27. Open Days The ADF should encourage diverse cultural groups to participate in open days at selected military establishments. This would help to demystify the ADF within those communities and enhance awareness of the Australian Defence Force. Michael Marley - Defence Public Relations

28. Visual Perceptions There appears to be a lack of understanding among Visual and Non Visual marketers, and other similar agencies. It is amusing to see the stereotypical depiction of some ADC Community groups. For example not all Italian/Greek women are overweight, love cooking, have six children and works in a fruit shop. The focus should be on the Australian Defence Force or service being promoted, not the ADC Community background of the people in the advertisement. PETER ADAMIS

29. ADC ADF Research. Research conducted by Michael Marley - Defence Public Relations Victoria, indicated that his survey of ADF personnel based on surnames names indicated that there appeared to be a greater proportion of members from the

Nordic/Northern hemisphere than those from southern Europe. His research also indicated that the recent arrivals to Australia from Vietnam wanted to be left alone and had no interest in the ADF. Michael Marley - Defence Public Relations

30. A study of ADF applicant figures (for the Victorian region - by ethnic origin) for the period 1 Jul 95 - 28 Aug 96 indicate the following: Australian 3813 British/Northern Hemisphere 143 Indian/Asian Pacific Region 80 Mediterranean 29 Americas 23 African 15 Middle East 9 Unknown 1 Total 4113

31. Research conducted in 1990 of 32,000 3 Army Recruiting Unit Prospect cards for the period 1970 to 1990 indicated that of those 32,000 applicants, 5000 were from a Diverse Cultural Background. However due to the manual recruiting system in 1990 it was not possible to ascertain how many of those 5000 were enlisted. PETER ADAMIS

32. Research into Australians of Greek origins in the Full Time ADF conducted in 1996 indicated the following: Navy 66 Army 104 Air Force 90 Total 260

33. The total is 0.09% of the Full Time ADF. A Preliminary study for the Reserves is believed to be higher, however statistics are not available. PETER ADAMIS

34. The Australian Defence should set up ADC Recruiters whose sole job would be to tap in and influence the ADC Community. They would be in regular contact with the community and act as a go between if necessary.

35. Australian Diverse Cultures One way to do that is to ensure advertising reflects the new Australia is to show Australia is not white middle-aged men sitting around talking about the past. The new Australia is cosmopolitan, it is made up of working women, two-career parent families. However research into the ADC Community will not be easy. Many of the ADC Community do not like participating in research, although they will lie to ensure they appear polite, and are suspicious about the motives of researchers.

36. Australians, are relaxed about the idea that Australia is becoming more sophisticated and a cosmopolitan society. They can accept the idea of a multiracial society. But references to multiculturalism trigger a wide range of responses, many of which are negative. if not hostile. Recruiters therefore must be on guard and not allow to fall into the trap of arguing Multicultural issues.

37. Advertisements in ADC Community. It has been shown that if an ad shows an ADC Australian person, people from other ethnic backgrounds do not pay attention while at the same time, the ADC Community represented in the advertisement complains that it is being discriminated against. [Lintas Advertising Agency]

38. Youth Views Defence Recruiters should not take for granted that that the young people

necessarily read the Non English Speaking Newspapers. Recruiters should also be aware who they will target within the community, because most of the youth today from established families tend to make their own mind than be influenced by their parents.

39. The first generation has firm entrenched ideas about the ADF and the influence of the parents is strong. The second Generation there is more youth participation in Australian activities although there is some parental influence. The third generation may attend private schools, fully participate in Australian activities and generally have a mind of their own. Ilias Rallis - Victorian Greek Community Representative.

40. Non English Speaking Newspapers Advertising in the Non English Speaking Newspapers will not work nor will it attract the target groups, 17 to 26. The ADF would be wasting their money in printed literature and or advertisements in the Newspapers. The youth of today have far too many distractions and a mind of their own. Very few would have any information relating to the ADF and furthermore cannot see any benefit deriving from being a member.

41. Recruiters should take the opportunity to attend selected diverse cultural festivals or functions, they should also approach the community to discuss the Recruiting Campaigns with the Community leaders prior to approaching the parents. Ross Lazzaro - Victorian Italian Community Representative

42. Parents/Children Survey A survey of 1000 members (Parents and Children) from ADC communities conducted by Michael Marley - Defence Public Relations, results were as follows: The Children's response was: 30% would oppose a career in the Defence Force, and that 52% thought that their parents would oppose a Defence Force Career. The parents response was: 57% would not oppose their children towards a Defence Force Career, and that 30.2% said that they thought their children would oppose a Defence Force Career. Michael Marley - Defence Public Relations

43. Isolation People are afraid of being alone and would like to see more of their kind in an organization. They ask themselves, would my needs be met, would I lose my cultural identity, afraid of being different and wanting to feel part of the group or a sense of belonging. Ross Lazzaro - Victorian Italian Community Representative.

44. Advertising Agencies It would appear from a study of the Advertising Agencies that some Agencies are lazy and ignorant about the potential of recruiting and or marketing to ADC Community. Many companies and organizations including the Australian Defence Force ignore the ADC Community. AMP has now hired interpreters to handle inquiries from the ADC Community and is looking to recruit more agents of ADC origin.

Although the AMP's approach is rare the Australian Defence Force could well benefit from their experience. However under the current economic climate advertising is a nice to

have not a must and Recruiting Branches should utilize the well trained professional recruiters currently employed. A face to face interview and word of mouth will work wonders.

45. Regional Advisory Groups Recruiting Staff should endeavour to create a Regional Advisory Group consisting of selected community leaders from diverse cultural backgrounds. These would meet every month or whenever there is to be a major campaign to be launched.

The Advisory Group could be briefed and they in turn would relay that information to their various communities. Literature and videos should also be made available for the individual members. This group could also be utilized to enhance the ADF image and increase awareness of Defence Force Careers. The Advisory Group would also be in a position to provide information on the various communities and whom to visit. VIRENDER BAJWA - SIKH COMMUNITY - VICTORIA

## ENCLOSURE 4

### RELIGIONS

1. The summaries shown below are the main Religions within Australia. Statistics Have been compiled from the 1991 Census, Bureau of Statistics.

a. **HINDUISM** Hinduism evolved over a long period of time beginning around 1500 BC There is no known person who founded Hinduism. Hinduism has many sects, which tend to centre around favourite deities and around different methods of attaining salvation. Hinduism is found in India, Indonesia, Ceylon, Africa, and a small number in South America.

There are 43580 Hindus in Australia with approximately 11355 in Victoria. The main Hinduism Scriptures are Verias (the oldest), plus the Brahmanas and the Upanishads. In addition, there are two great epics, the Ramayana and the Mahabharata, and such lesser texts as the Puranas, the Tantras and the laws of Manu.

b. **BUDDHISM** The figure of Buddha is one of the best known images in the world. It has long been a symbol of the east, and can be found in almost every country on earth. The religion founded by the Buddha is also widespread, being practiced, in one form or another on all six continents. It claims in excess of 600 million nominal followers of whom 200 million could be termed devout or active practitioners.

Moreover, at 2,500 years of age, Buddhism clearly ranks as one of the oldest living religions of man, and certainly it is the oldest of the three great missionary faiths. The two principal schools are Mahayana and Theravada or Hinayana Buddhism. Buddhism is the predominant faith in Burma, Ceylon, Thailand and Indo-China. It also has many followers in China, Korea, Mongolia and Japan. There are 139795 Buddhists in Australia of which 42349 live in Victoria.

c. **TAOISM** Taoism which has many sects was founded in the sixth century BC and according to tradition it was founded by the philosopher Lao Tzu who lived about 604 to 524 BC The sacred books of Taoism is the Tao The Ching. (The way and its power). There are probably around 50 million, but impossible to pinpoint. Most Taoists are found in China. There is no record of any Taoists residing in Australia although some may also be Buddhists and or Confucianists.

d. **CONFUCIANISM** Confucianism which has no sects was founded in the sixth century BC by K'ung Fu Tzu, later known as Confucius, who lived about 551 to 479 BC. Confucianism is found mainly in China. There are approximately 375 million followers however many may also be followers of Taoism and Buddhism it is difficult to have a precise figure. The sacred books are the Wu Ching (five classics), the Ssu Shu (four books), the Analects and the Meng-Tze (book of Mencius) There are no known records of Confucianists' in Australia, although some may also be followers of Buddhism and Taoism.

e. **SHINTO** The Shinto religion that has many sects and found mainly in Japan has approximately 20 million followers. The time and the founder of Shinto is uncertain, but it is believed to be several centuries before Christ in the early stages of Japanese history. The vast majority of Shintoists are Japanese. The sacred books are the Kojiki (records of the ancients) Nihongi (Chronicles of Japan) and the Yengishiki (Hymns and Prayers). There is no known record of Shintoists in Australia, although they may also be practicing Buddhists.

f. **JUDAISM** Judaism was founded in the thirteenth century BC It was founded by Moses. Moses who emancipated the Israelites from slavery in Egypt and later established a "Covenant" between his people and JAHWEH on Mount Sinai. Traditionally it is held that Abraham and his descendants established Judaism before Moses; however, the Ten Commandments are now considered by many to be the foundation upon which Judaism now rests. The major sects are Orthodox, Conservative and Reform, there are also sects and divisions within each major sect.

There are over 14 ½ million Jews throughout the world. They are found throughout the world. Nearly three million live in Asia with the heaviest concentration in Israel. There are about four million in Europe, and seven million in North and South America. Of these, six million are found in the United States of America. The sacred books are found in the Old Testament, which consists of Five Books of the Law, the historical books, the Prophets, and other writings. The most sacred books are the Five Books of Law, (The first Five Books of the Bible). Sometimes called the Torah. There are approximately 74,255 Jews in Australia with 33,895 living in Victoria.

g. **CHRISTIANITY** Christianity was founded in 30 AD The founder of Christianity was Jesus of Nazareth who lived about 4 B.C. to about 30 A.D. The main sects are Greek Orthodoxy, Roman Catholicism and Protestantism. There are some 250 Protestant denominations.



In Australia there are 67 Christian based religions; Catholicism, 11 Orthodoxy and 55 Protestant denominations Christianity is one of the world's largest single religion claiming a following of about one billion people. Christians are found in numbers all over the world.

However they predominate in North and South America and Europe. The sacred books are found in the Old and the New Testaments, to these, large segments of Christianity add the Apocrypha. The old Testament is the same (except for order) as the Hebrew Scriptures.

The New Testament consists of the story of Jesus as told in the Four Gospels, the formation of the church as told in the Acts and the Epistles, the prophetic book of Revelation. The Apocrypha consists of fourteen miscellaneous works which form a bridge between Old and New Testaments.

**h. ISLAM** Islam was founded in 622 AD by Mohammed who lived about 570 AD to 632 in Mecca, Saudi Arabia. The sacred book for Islam is the Koran. Islam is the predominant faith in the near and Middle East, Pakistan and North and Middle Africa, Indonesia, Malaysia, and Russia.

Although there is a strong sense of brotherhood of all believers, Islam still has its internal divisions. The two main schools are the Sunnis and Shiites, each of which is subdivided into numerous sects.

In 1990 there were approximately 147,505 Muslims in Australia of which 49,619 live in Victoria. The core of Islam is contained within two principal sources, The Koran and to a lesser extent the Sunnas.

The Koran, which means The Reciting or the Reading, is the Moslem equivalent of the Bible. Islam is the youngest of all the worlds' major faiths. Islam is an optimistic and practical faith.

As the youngest of the world's religions, it is proving to be as resilient as the others in the face of substantial problems, and appears to be more dynamic now than it has been for several centuries past.