ANNUAL REPORT

2021-2022

NATIONAL ETHNIC DISABILITY ALLIANCE

NEDA

National Ethnic Disability Alliance

As a Disabled People's Organisation (DPO), the National Ethnic Disability Alliance (NEDA) is an organisation run by and for culturally and linguistically diverse (CaLD) people with disability.

Our constitution states that our board is to be comprised of a majority of CaLD people with disability.

In addition to general community membership, NEDA also has state and territory members.

NEDA acknowledges the traditional country throughout Australia on which we gather, live, work and stand. We acknowledge all traditional custodians, their Elders past and present, and we pay our respects to their continuing connection to their culture, community, land, sea, and rivers.

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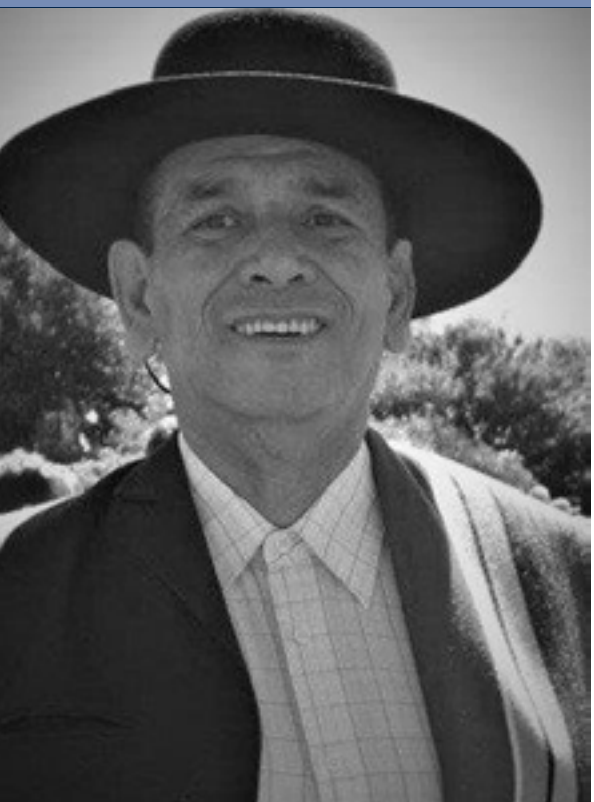


ACTING PRESIDENT'S REPORT

Welcome to the NEDA annual report for the 2021-2022 financial year. This was an amazing year of growth for NEDA mixed with some internal hardships for the team and council alike. I am the current acting President stepping up from my position of Vice President upon the sudden resignation of Margherita Coppolino. I would like to thank the former President for her many years of service to NEDA and wish her all the best for her future endeavours.

This will be my last year on the NEDA council and also that of outgoing treasurer Michael Maguire. Michael has been a solid and constant influence in NEDA, working with the CEO in developing and maintaining NEDA's fiscal growth. Michael's keen eye has ensured that NEDA meet its financial requirements. He and Dwayne Cranfield, backed up by the sound bookkeeping of Liz Jermyn, have transformed NEDA. I want to take this opportunity to thank Michael for his service, friendship, constant availability, especially during the latter period of the year.

The last year saw NEDA develop and grow from a small team (a handful of staff) to at one point pushing a team of 15. This growth, while welcomed, does pose issues within the governance framework, and requires the team and council alike to develop more detailed policies and procedures and internal systems to support the team. I would like to thank all the staff for their patience and willingness to be a part of the process and

understanding that these things take time and must be considered.

Again the CEO and treasurer have produced a modest surplus, that will enable NEDA to pursue its goal of purchasing its own office space. This process has been in development for some time and the NEDA council have determined that this is integral to our ongoing sustainability.

Please have a look at the treasurer's report for further information regarding our finances and the CEO's report that details our collaborative partnerships, including Information, Linkages and Capacity Building (ILC) grants, the important work regarding the Disability Royal Commission, with many of the resources developed for the Royal commission published on the NEDA website.

Finally, I would like to thank all concerned at NEDA for the opportunity to sit on the council representing CMCF the ACT representative member and thank you to the NEDA staff team for their professionalism and the important work they do on behalf of people living with a disability from the CaLD community. It has been a privilege to know that I have helped contribute to the disability landscape, via the NEDA team in helping government to develop and implement legislation within the DSS space and the important work of the NDIA.

Victor Marillanca
Acting President

Examples from the Disability Royal Commission marketing campaign

CEO'S REPORT

Welcome to the annual report for 2022. This has been a massive year for NEDA with the team expanding and reducing responding to the required need. Firstly, I would like to thank the NEDA council for their support in what has been at times a difficult and trying year for the staff and council alike. I am grateful for the support of both Acting President, Victor Marillanca, and Treasurer, Michael Maguire – their personal support of me and the team has been very welcomed during this trying year. I want to thank other individuals from the NEDA council who have reached out in support to both me and the team.

We came off the back of being targeted by the ACNC regarding our DGR status. NEDA was not the only systemic advocacy peak body to be targeted, with others within our disability sector also pursued by the ACNC. Removing our DGR status would very much affect our ability to attract and retain staff. Whilst this is a way to stifle our critique of government and their related services, it would make our role as systemic advocates almost imposable.

It was an expensive process as we engaged a law firm to amend our constitution bringing it inline with the new rules that the ACNC had quietly instigated. We then shared our experience with the sector and our friends at ACOSS hoping that our experience and gained knowledge would help other organisations placed in a similar situation. It was obvious that the rights / advocacy sector was targeted and that the disability community was seen as a soft opportunity.

Pictured: Dominic (Duc) Golding

This time last year, we held our **CaLD NDIS Summit** in Canberra, it was a hybrid event with over 60 community representatives attending in person and virtually. It was held in conjunction with the NDIA and the entire NEDA family was in attendance and over a dozen representatives from the NDIA and several representatives from the minister's office as well as the NDIA CEO. It was a huge day bringing the community together to discuss the barriers to the NDIS for CaLD people, how to make it more equitable, and how do we engage the CaLD disability community to have more currency in the scheme. This body of work is still being developed and we hope to see a clear pathway forward in the coming months.

This year, we continued our work within the **Disability Royal Commission (DRC)**. This Royal Commission was something that the national peak sector lobbied for, for many years and now some two years down the path it is concluding. **Dominic (Duc) Golding** has been the lead on this body of work, drawing from his lived experience and his skills as a strong advocate. Please have a look at the many resources Dominic and NEDA have produced on our website and our Facebook book page, I am sure you will be impressed. NEDA also ran a very successful national marketing campaign to encourage people with disabilities from a CaLD background to share their stories with the DRC.

During this year we have partnered with several universities and other community organisations. **Lyn Wu** has been heading up our **Let's Simplify ILC Project**. In collaboration with RMIT, this project develops eLearning tools and a platform to

better train and educate NAATI translators in how to work with CaLD people living with disability. We are hoping to extend this body of work to the planners involved within the NDIS as an eLearning process that needs to be regularly updated, like the eLearning tool used in the training programme for the responsible service of alcohol, as an example.

We continue the partnership with the LGBTIQ Health Alliance in the **Our Voices, Our Lives, Our Way** project, developing research into measures of capacity and compilation of Capacity Building Resources for CaLD people with disability from within the LGBTIQ community. **Grace White** leads this body or work, supporting the LGBTIQ Health Alliance, which focuses on capacity building within the community for leadership. It includes online storytelling workshops that offer both peer support and mentoring through visibility of LGBTIQ + stories of people with disability. There is a focus on the intersectional visibility of First Nations People and CaLD LGBTIQ / PWD.

NEDA was also engaged in a small partnership with UNSW and the University of Newcastle, helping to further develop resources for the Disability Royal Commission. **Dr Ana Gonçalves** had worked across several projects at NEDA, including this project and another smaller project with the university of Newcastle. This project aims to identify good practices in providing access to and appropriate services for people with disability from CaLD backgrounds. The case studies focus on education, justice, settlement services and support services. It is understood that this project will, along with other studies, help inform the Royal Commission's policy development and recommendations for its final report. We have done the desktop research and the literature review and are now writing the report draft. The team members from UNSW have conducted interviews with CaLD groups, DPOs and other relevant stakeholders.

Our data work at NEDA continues with **Brian Cooper** continuing to use his number crunching skills to develop data and information to further educate the community and government. We have supplied data to several government departments via our work and reporting, this work has supported other national peaks within the space. In previous years, we have developed and sold 'data cubes', which was helpful to our bottom line as an income stream. However, in the last two years, the need for organisations to develop data cubes and significant data has dried up. This general data work continues to inform our advocacy.

We continue our collaborative partnership with Mental Health Australia and FECCA in supporting the Embrace Project. It provides a national platform for Australian mental health services and multicultural communities to access resources, services and information in a culturally accessible format. Until recently, **Al Azmi** was the NEDA representative in the project. **The Embrace Project** builds on the important

NEDA CEO Dwayne Cranfield with Senator the Hon. Anne Ruston, Minister for Families and Social Services at the launch of Australia's National Disability Strategy.

NEDA CEO Dwayne Cranfield and LGBTI Disability Social Inclusion Officer Al Azmi chatting with representatives from FECCA and the MHA for the Embrace Mental Health project.

work of previous national multicultural mental health projects – including the MHiMA and the Multicultural Mental Health Australia project. It works towards an equitable mental health system which reflects and responds well to the needs of Australia's multicultural population.

NEDA continues to provide translation and language supports that are appropriate for people with disability. We have been contracted to liaise with DSS to identify languages, provide translation support, conduct community reviews, and help develop a multilingual website for Disability Gateway, **Neha Prakash** is the lead within this collaboration with DSS. This is done through a staged approach, where final translations will be available in 2023, while NEDA remains on a retainer to assist with up-keep of the multilingual website. So far, we've provided the initial translations as proposed by the DSS for their soft-media launch. Neha also continues to head up our external business, looking at grants and other areas of revenue.

I continue to be supported by my Executive Assistant, **Lara Kissin**. Apart from this, Lara is engaged in the secretariat work at NEDA helping me to organise the council with regard to council meetings, travel and keeping a tab on the projects and reporting. Lara also supports **Liz Jermyn** in her duties that have for both carried across into the area of liaising with Employsure our HR provider.

Lara was a recent arrival in the NEDA team just completing her first 12 months in November. Having her role at NEDA has eased some of the admin responsibilities that had been absorbing a lot of my time. As for Liz, she had continued to perform her excellent bookkeeping work and has taken on some responsibility as mentioned with HR support something that neither she or Lara are specifically trained for. Please remember that Liz is part-time at NEDA and we are one of several organisations she supports.

Pictured: Margherita Coppolino

Towards the end of the financial year, long time NEDA president **Margherita Coppolino** resigned from her position leaving both her role and the NEDA council completely. The Council and staff would like to thank Margherita for her time as president. And again, thank Victor Marillanca for stepping in and shouldering the burden of the vacant president position. It is at these times when the mettle of a council or board are put to the test and the NEDA council came through.

This year, we will lose two long serving council members, both Michael Maguire who has been our long-standing treasurer (representing our Queensland representative TASC) and Victor Marillanca who was the vice president for several years (representing our ACT member CMCF.) They will be missed by the team, and I will miss their sound counsel, support and ever-present professionalism – it has been an honour to work with these dedicated people.

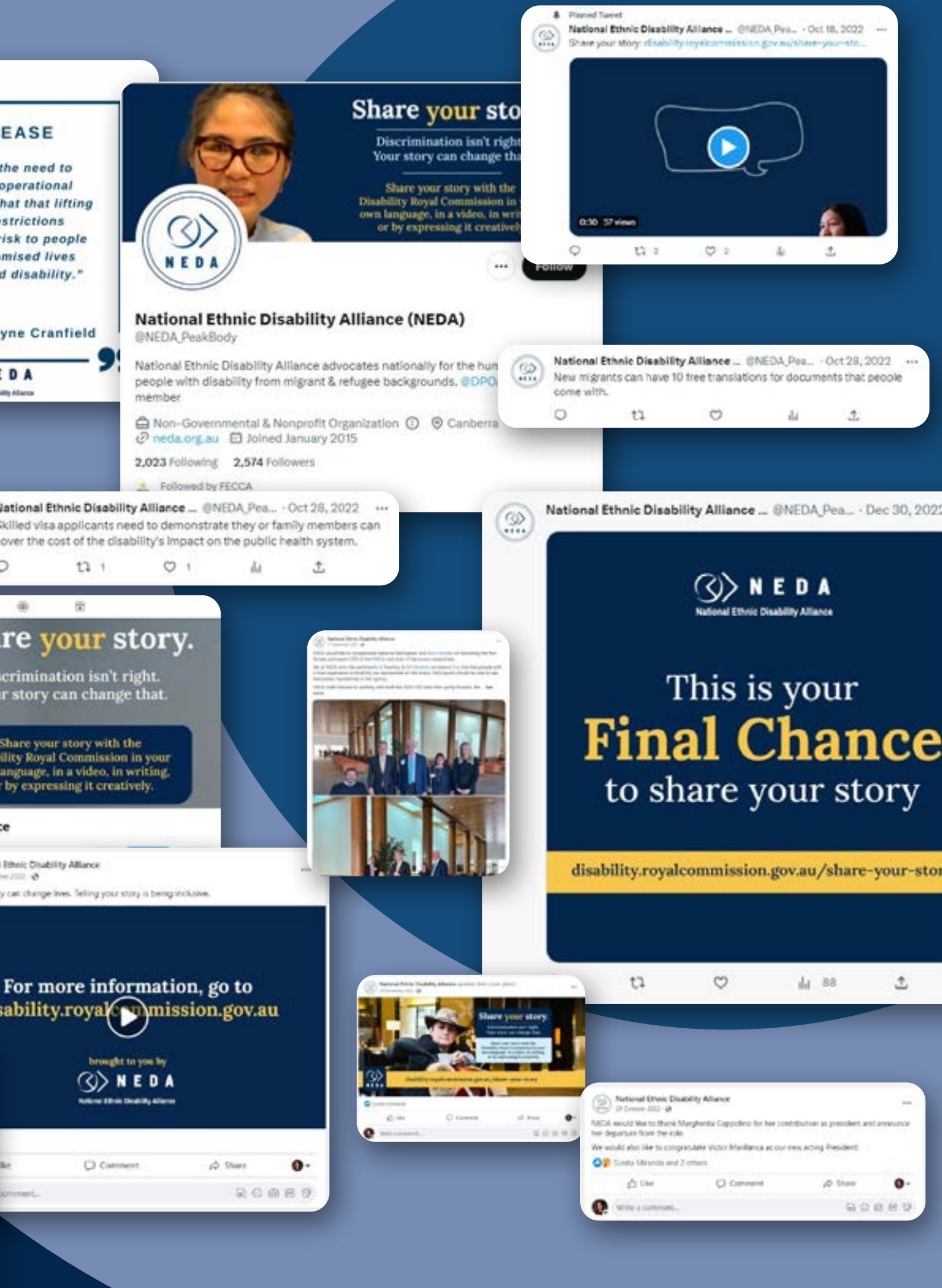
Dwayne Cranfield
Chief Executive Officer

COMMUNICATIONS & REACH

GENERAL ANALYTICS

SOCIAL MEDIA 2021-2022 ANALYTICS

DISABILITY ROYAL CAMPAIGN – NATIONAL MARKETING CAMPAIGN ANALYTICS


Pinned Tweet
National Ethnic Disability Alliance ... @NEDA_Pea... · Oct 18, 2022
Share your story: disability.royalcommission.gov.au/share-your-sto...
0:30 37 views
Share your sto
Discrimination isn't right
Your story can change tha
Share your story with the
Disability Royal Commission in
own language, in a video, in wri
or by expressing it creativel
NEDA
National Ethnic Disability Alliance (NEDA)
@NEDA_PeakBody
National Ethnic Disability Alliance advocates nationally for the hun
people with disability from migrant & refugee backgrounds. @DPO
member
Non-Governmental & Nonprofit Organization
Canberra
neda.org.au
Joined January 2015
2,023 Following
2,574 Followers
Followed by FECCA
National Ethnic Disability Alliance ... @NEDA_Pea... · Oct 28, 2022
New migrants can have 10 free translations for documents that people come with.
National Ethnic Disability Alliance ... @NEDA_Pea... · Oct 28, 2022
Skilled visa applicants need to demonstrate they or family members can
over the cost of the disability's impact on the public health system.
National Ethnic Disability Alliance ... @NEDA_Pea... · Dec 30, 2022
NEDA
National Ethnic Disability Alliance
This is your
Final Chance
to share your story
disability.royalcommission.gov.au/share-your-stor
re your story.
crimination isn't right.
r story can change that.
Share your story with the
ility Royal Commission in your
anguage, in a video, in writing.
by expressing it creatively.
For more information, go to
sability.royalcommission.gov.au
brought to you by
NEDA
Share your story
National Ethnic Disability Alliance

General Analytics 2021-2022

Our Social Media channels have communicated important messages and promoted campaigns relating to our sector and the important work we do. The following topics and projects were published across NEDA's social media channels in the reporting year 2021-2022.

- COVID-19 Information, including:
  - » NDIS
  - » Health (Both at State and Federal levels)
  - » Social Services
  - » General awareness
- General disability information
- Issues pertaining to migration and disability.
- CaLD issues within Services Australia remit
- NDIS / NDIA
- DES
- DSP
- Disability Migration factsheets
- Disability Royal Commission
  - » Animated fact sheets (in house)
  - » National Marketing Campaign which reached over 5 million people
  - » DRC general information
- NDIS Quality and Safeguards

NEDA's website contains information about our work conducted during the year. Please access the website to read about our important submissions, partnerships, and collaborations.

NEDA Newsletter

600+
subscribers

Followers

4000+
both Twitter and Facebook

Facebook

2306+
organic views per post

1940+
average organic reach with no paid posts

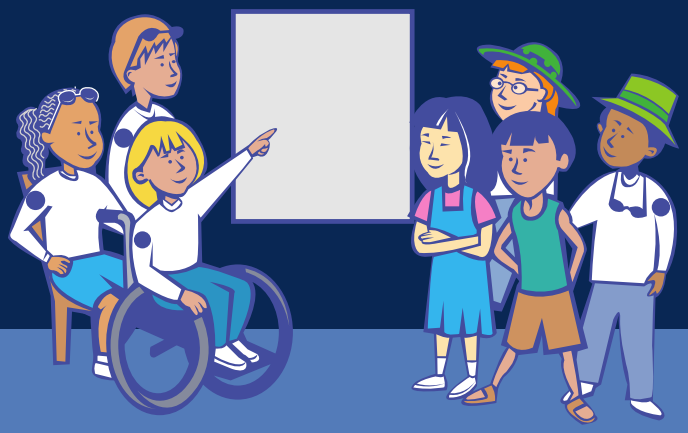
LinkedIn

202+
organic views per post

National Ethnic Disability Alliance (NEDA)

SOCIAL MEDIA

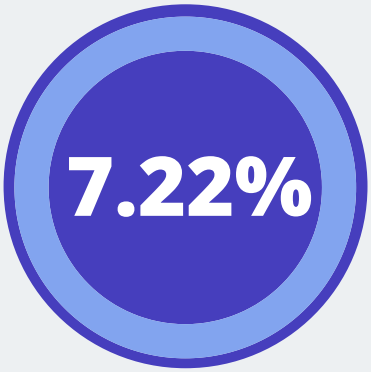
2021 Analytics



FACEBOOK

People reached on Facebook from January - December 2021: **23,594**

Average engagement rate on Facebook posts: **7.22%**



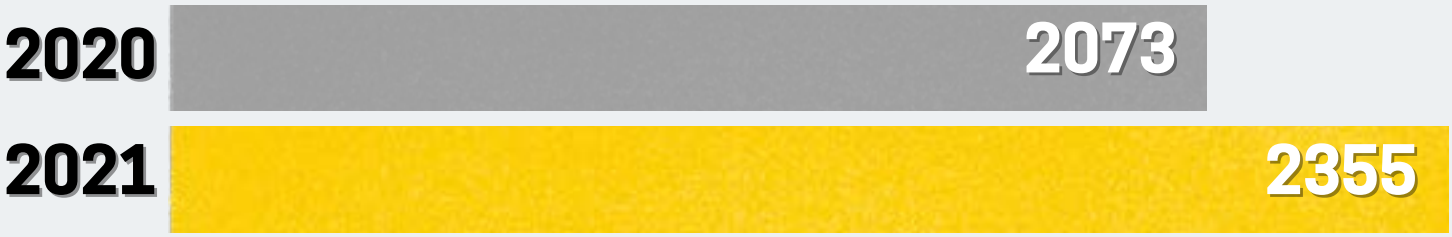
ENGAGEMENT RATE

Hashtags engagement on Facebook:

#MulticulturalMentalHealth	11.9%
#NoToDiscrimination	1.9%
#EndToAbleism	1.9%
#Inclusion	1.9%
#IDPwD2021	1.9%

TWITTER

Followers in 2021: **2,355**



*13.6 percent increase in **Twitter followers** from 2020 to 2021

Disability Royal Commission national marketing campaign analytics

The key themed message that was promoted was “Share Your Story”. People with disability were photographed to promote their faces, voices and words as the champions of this marketing campaign, and the messages were also translated into eight different languages.

The messages were presented in the following formats:

- Print ads
- Digital ads
- Email graphics
- Social media posts
- Newsletter inserts
- Animated videos
- Posters
- Radio

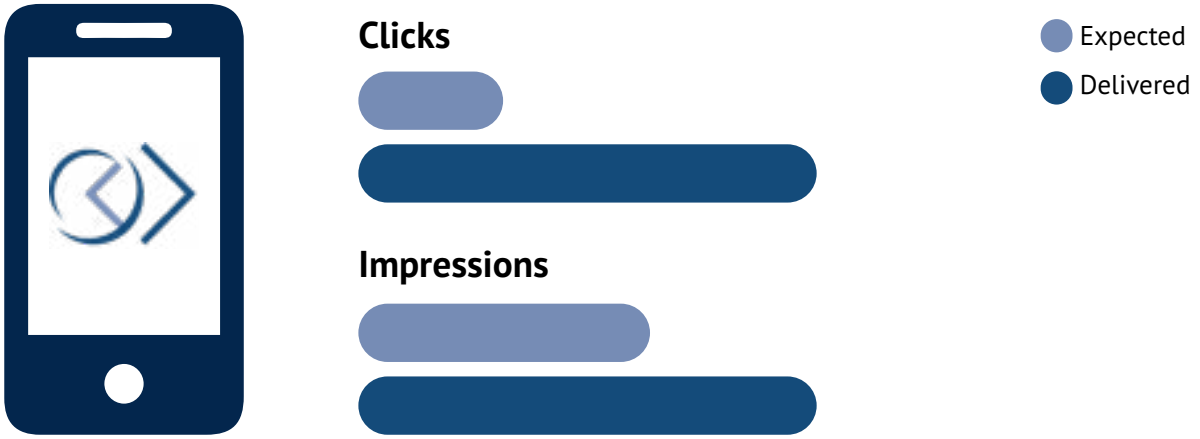
The following languages were used:

- English
- Arabic
- Farsi
- Filipino
- Hindi
- Somali
- Chinese
- Vietnamese

Digital

The digital marketing campaign was by far the most successful strategy, achieving fantastic results in engagement and impressions. Digital ads performed as the best type of advertisement for this campaign. As a result, NEDA's Disability Royal Commission campaign ads reached more than five million people and delivered 9,500 clicks.

3K Expected Clicks	**9.5K** +156% Delivered Clicks
3.5M Expected Impressions	**5.5M** +315% Delivered Impressions



Native POPs

Language: English

4

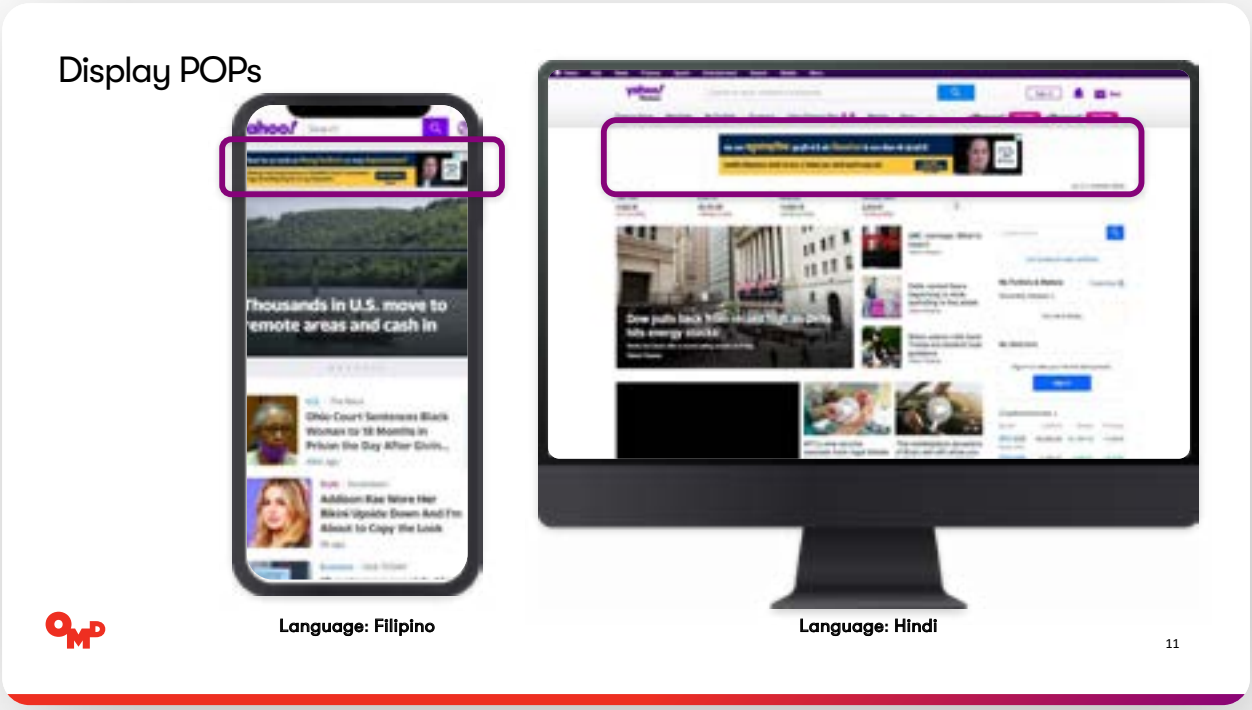
Source: Cornerstone Alliance DRC post-campaign report

Display POPs

Language: English

9

Source: Cornerstone Alliance DRC post-campaign report



Source: Cornerstone Alliance DRC post-campaign report

Social Media

Quotes, Testimonials & Stories

Awareness Messages

Short Motion Graphics

Posters

NEDA
National Ethnic Disability Alliance
Why do you think it is important to tell your story to the Disability Royal Commission?
"Telling the Disability Royal Commission about my experiences of growing up with bullying and verbal harassment at school and being discriminated against in public today as a Vietnamese Australian with dual impairments, means that the Royal Commission needs to see that ableism and racism co-exist.
Why is it important for Australia to know the stories & experiences of CaLD people with a disability?
Though statistically we are seen as a minority to both mainstream Australians and to our own communities as a person with a disability, our stories add richness to the diversity of both Multicultural Australia and the diversity of the disability community generally. In fact, having gone to the UN for the Convention on the Rights of Persons with Disability our voices are part of the 1 billion globally. As a person of colour from the 80% of those with disability from a developing country, human rights are both personal and political.
Share your story.
disability.royalcommission.gov.au/share-your-story
encourage others to speak up to create change."
Why is it important for Australia to know the stories & experiences of CALD people with a disability?
"It is important to know stories of the CALD community in Australia to raise awareness of racism and disability discrimination, where people from a CALD background are represented, heard and respected as a valued part of Australia."
Share your story.
disability.royalcommission.gov.au/share-your-story

Print

6th Page

Median Position

17/11/2022 Australia Asia Business Weekly—Disability Royal Commission L440620 Page 3 of 36

18/11/2022 Nam Uc Tuan Bao —Disability Royal Commission L440632 Page 5 of 36

Source: Cornerstone Alliance DRC post-campaign report

Radio

235	33	8
Spots	Session Times	Radio Stations

Radio Stations

Niche Radio - Perth	1CMS	6EBA
SBS - South Australia	2XX	7THE
SBS - Western Australia	5EBI	

2021-2022

YEAR IN REVIEW

SUBMISSIONS
EVENTS & ENGAGEMENTS

NEDA, PWDA and FECCA's joint submission to the Royal Commission into violence, abuse, neglect and exploitation of people with disability.

NEDA, PWDA and FECCA support the view that many people with disability of migrant and refugee background may not have access to the necessary support services or relevant information to independently or individually negotiate the extensive processes required to provide evidence to the Disability Royal Commission (DRC).

View the full report at *The Experiences & Perspectives of People with Disability from Culturally and Linguistically Diverse Backgrounds* under Publications on the NEDA website.

NEDA, PCE and KIN joint written submission in response to the inquiry into the new DES model.

Some people with disability choose to enter DES; however, most DES participants must be in the program (mutual obligation) to receive Centrelink social security payments. However, our members have reported that the DES program is not meeting its objective.

View the full report at *NEDA, PCE and KIN joint written submission in response to the inquiry into the new DES model* under Publications on the NEDA website.

NEDA's submission to the Senate Community Affairs References Committee's inquiry into the Purpose, intent and adequacy of the Disability Support Pension.

People with disability from migrant, refugee and asylum seeker backgrounds disproportionately experience acute poverty and exclusion compared to other cohorts of people with disability (and people without disability). The DSP is an essential income support payment, that in some part works towards alleviating this hardship.

View the full report at *NEDA's submission to the Senate Community Affairs References Committee's inquiry into the Purpose, intent and adequacy of the Disability Support Pension* under Publications on the NEDA website.

NEDA's submission to the Department of Social Services' proposed NDIS legislative improvements and the Participant Service Guarantee.

NEDA welcomes the discussions to improve the NDIS legislation, but are deeply concerned of the brief time period that was provided to do thorough consultation with our constituents and this may result in people with disabilities, especially those from CaLD background, their family and carers from being excluded in this discussion.

View the full report at *NEDA's submission to the Department of Social Services' proposed NDIS legislative improvements and the Participant Service Guarantee* under Publications on the NEDA website.

EVENTS & ENGAGEMENTS

Round table summit planning day to discuss CaLD strategies with the NEDA team, including CEO Dwayne Cranfield, Martin Hoffman (NDIA), and Hillary Fisher (NDIA).

NEDA CEO Dwayne Cranfield and friends from the disability advocacy sector meeting with Minister Linda Reynolds to talk about how we can co-design the future of the National Disability Insurance Scheme (NDIS), together with people with disability and the organisations that represent them.

Above:
Consultations on the new State Disability Plan and review of the Disability ACT facilitated by former NEDA President, Margherita Coppolino GAICD, for Ethnic Communities' Council Victoria.

Below:
NEDA CEO Dwayne Cranfield with Mary Sayers (Children and Young People with Disability), June Riemer (First Peoples Disability Network), ACT Minister for Mental Health Emma Davidson and another attendee at the DSS launch of the Disability Strategic Plan.

Above:
Former NEDA President Margherita Coppolino and Managing Director of Cultural Perspectives, Pino Migliorino.

Dominic (Duc) Golding representing NEDA at the 15th session of the Conference of States Parties to the CRPD (COSP15) which took place at the United Nations Headquarters, New York, from 14 to 16 June 2022.

NEDA staff at the FECCA 2022 conference in Melbourne.

Former NEDA President Margherita Coppolino at the FECCA 2022 conference in Melbourne.

NEDA CEO Dwayne Cranfield and Dominic Golding, who oversees NEDA's Disability Royal Commission (DRC) work, chaired a DRC Focus Group discussion in the Northern Territory along with the Multicultural Council of the NT.

TREASURER'S REPORT

I am pleased to present the audited accounts for the 2021/2022 financial year. Our Auditor, Lisa Murphy CA from Bonsella, has audited our accounts and found that our reported financial position as of June 2022 provides a true and fair account, with no outstanding issues. The financial statements indicated that at the end of June 2022, NEDA had a total income of: **$1,809,863.23** including $300,000 core funding received from the Australian Government's Department of Social Services. NEDA received additional funds via contracted work with several stakeholders utilising the NEDA data services and a special project with the National Disability Insurance and the Department of Social Services.

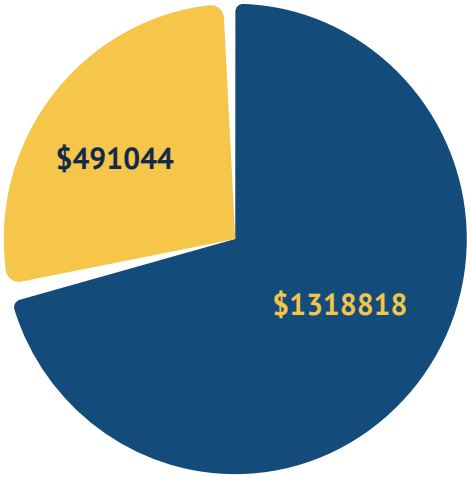
NEDA was also engaged in several ILC grants with external stakeholders (please see the CEO's report for further information). NEDA is working to a tight budget to maximise outcomes from limited resources. The total expenses at the end of June 2022 were: **$1,318,818.62**, which produced an operational surplus of: **$491,044.61**. It must be noted that the running of a national peak is not a low-cost thing.

Staff must engage with government and stakeholders around the country. However, travel costs were less this year with ongoing Covid travel restrictions. It is obvious that our CEO has been expanding our resources base, widening our remit

with regards to external projects designed to bring in extra funds and resources, to future proof our base in accordance with the outcomes of the NEDA strategic plan. I would like to take this opportunity to commend both the NEDA CEO and our valued team for their efforts, within their very specialised work and their conscientious efforts to maintain fiscal responsibility.

Finally, I would like to acknowledge the able assistance of NEDA's bookkeeper, Liz Jermyn, who continues to provide effective accounting systems to NEDA and the NEDA CEO Dwayne Cranfield for his efforts in running an efficient and fiscally reliable team. Thank You.

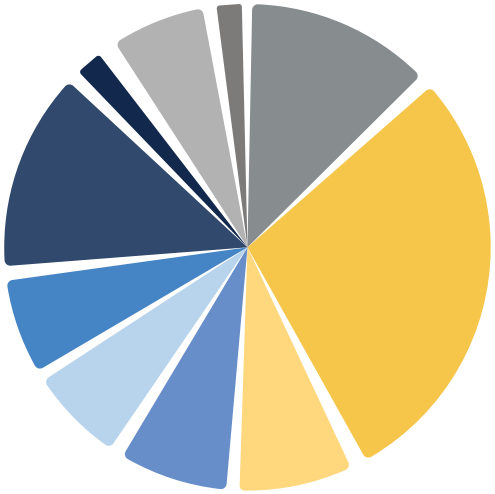
Michael McGuire
Treasurer



NEDA Total Income: $1,809,863

Total Expenses

Surplus



NEDA Income Sources

- Technology Upgrade ACT Gov $10,000
- NDIA/NCCP $281,818
- LGBTIQ Health Alliance Project $105,426
- DSS Royal Commission $100,000
- ILC Grants $100,000
- DSS Gateway $440,100
- Embrace Mental Health $100,000
- DSS Core Grant $233,791
- Interest received $647.00
- Job Access $76.00

NEDA

National Ethnic Disability Alliance

NATIONAL ETHNIC DISABILITY ALLIANCE

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Canberra ACT 2601

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02 6262 6867

Please send all correspondence to
PO Box 971
Civic Square
ACT 2608

The National Ethnic Disability Alliance is funded by the Department of Social Services (DSS)

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