

CROSS-CULTURAL ENGAGEMENT

This resource aims to help clubs and associations build culturally safe environments – places where people feel they can bring their full selves and invite their communities, regardless of culture.



Be specific

Different cultures require different approaches. Select one or two communities that you wish to engage, based on reliable sources such as census data.



Talk to your local council

Local councils are often a trusted resource for multicultural community leaders, so engage them to assist you on your journey to connect with the right people.



Plan around cultural days of significance

Celebrate periods such as Chinese New Year, Ramadan, and Diwali, and understand how they can impact playing availability.



Get involved with community festivals

These are a great place to meet your community and build connection with them.



Don't get lost in translation

Translate flyers and graphics into the language of your target community.



Make website info accessible

For example, a NetSetGO session should be under a "Play Netball" or "Learn to Play" menu, rather than a "Competitions menu".

DESIGNING CROSS-CULTURAL EXPERIENCES

Once we have planned and promoted our programs to be culturally-safe, we need to ensure the on-court experience matches that feeling of welcoming and inclusion.



"How do we get there?"

Don't assume that the target community knows where your courts are. Check they show on Google Maps correctly, and that you share parking and public transport details prior.



Avoid netball jargon



Uniform flexibility

Brief your umpires and staff about Netball NSW's Inclusive Uniform Policy, and don't make participants feel like a special exception is being made for them.



Introduce rules and competition in stages.

Prioritise skills and modified games early on, as playing full netball rules too early lowers the confidence of first-time players.



Provide culturally-safe canteen options.

Include halal, kosher, vegetarian and other options on your canteen menu – it's easier than we think!



Showcase different cultures within the session

You might use traditional Indigenous games as a warm-up, or play music from multicultural artists during warm-ups.