

# Attracting, Recruiting and Engaging Multicultural Youth Volunteers



# Who We Are

*We are a Victorian not-for-profit organisation supporting young people from migrant and refugee backgrounds to build better lives in Australia.*

*We work to make young people connected, empowered and influential Australians.*



# What We Do







# Recent research: The multicultural youth census



A photograph of three young people sitting outdoors on a wooden bench. On the left is a young woman with long dark hair, wearing a light blue sleeveless top and a dark blue skirt. In the center is a young man with short dark hair, wearing a blue denim shirt and light-colored pants. On the right is a young woman with long dark hair, wearing a red long-sleeved top and a dark skirt. They are all smiling and looking towards the camera. The background is slightly blurred, showing other people and greenery.


## Findings – Multicultural Young People

- Very diverse
- Highly optimistic
- High levels of belonging to Australia, but declining over time
- Highly engaged in cultural, civic & social activities
- Have strong & complex family connections
- Key concerns: racism & exclusion



A young man with short dark hair and a beard is smiling at the camera. He is wearing a blue and grey varsity jacket with a white cross-like emblem on the left chest. The background features a wall with black graffiti on the left and a brick building with a central entrance on the right. A semi-transparent dark grey bar is positioned across the middle of the image, containing the word "Attraction" in white text.


# Attraction



*Donate my jeans?  
Serious?! What am I  
gonna wear? Who's idea  
was that?*

**Principle: Youth-test your  
idea**

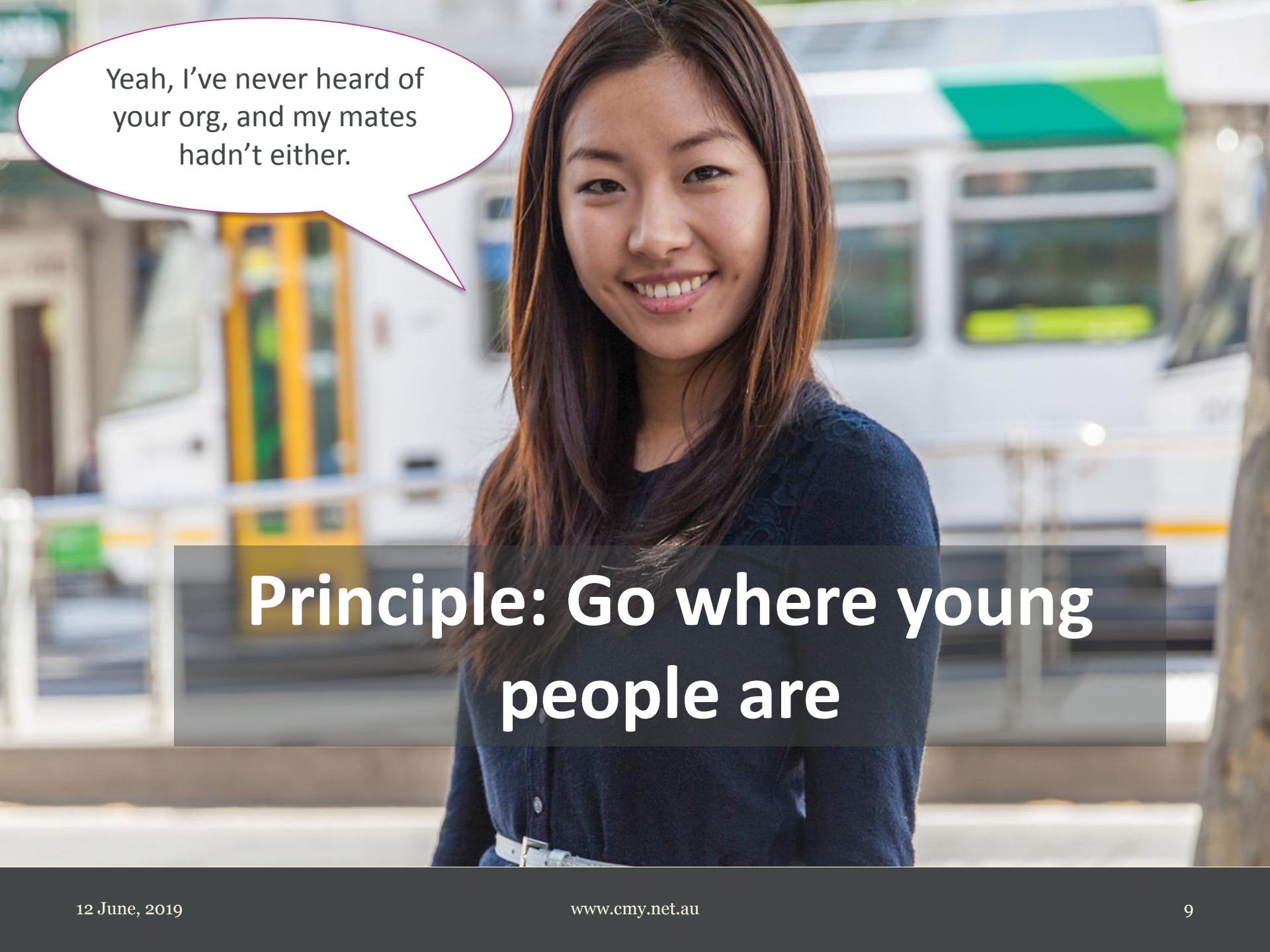


A young man with dark hair, wearing a blue hoodie, is smiling at the camera. He is standing on a sandy beach with the ocean in the background. Two other people are visible in the distance on the beach. A speech bubble is positioned to the right of his head, and a dark grey rectangular box with white text is at the bottom of the image.

*You hired my uncle to  
reach me. Why not hire  
me?*

**Principle: Use a youth voice**





Yeah, I've never heard of  
your org, and my mates  
hadn't either.

**Principle: Go where young  
people are**

A photograph of three young people, two men and one woman, standing in a line and looking at a large, curved screen or window. They are wearing orange high-visibility safety vests over dark blue shirts. The man in the foreground is wearing clear safety glasses. The woman has braided hair. They appear to be in a factory or industrial setting, with overhead lights visible in the background. The word "Recruitment" is overlaid in white text on a semi-transparent dark grey rectangle.

# Recruitment






Were you trying  
to recruit us but  
ended up with all  
males, again?

# Principle: Recruit for diversity




A photograph of three young people, two men and one woman, in a workshop or industrial setting. They are wearing orange high-visibility safety vests over dark blue shirts. The man in the foreground is wearing clear safety glasses and looking intently at a large, green industrial machine. The woman behind him has long braids and is also looking at the machine. The background shows the interior of a large building with a high ceiling and industrial lighting.

If we stare hard  
enough, we'll  
know if they  
should get the  
job!

# Principle: An inclusive & supportive process





A CV and  
selection  
criteria? For a  
free job? For  
real?

**Principle: Make it simple**




# Engagement





# Principle: Build skills & relationships





Haha,  
Jamal  
thinks *he's*  
in charge

It only takes 10  
minutes to get  
there, we got  
MiKis, and I'm  
leading the  
meeting!

**Principle: Be organised and  
offer real ownership**





# Principle: Validate lived experience

# The Principles

## Attraction

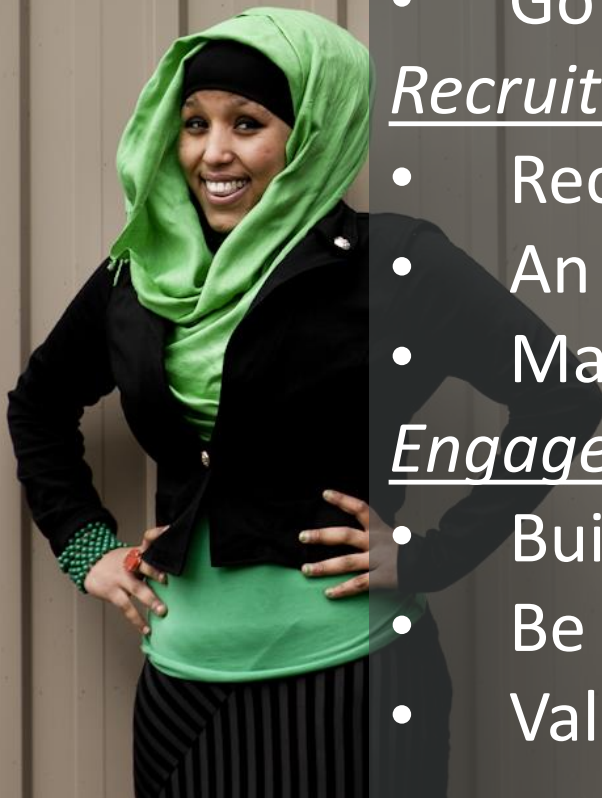
- Youth-test your idea
- Use a youth voice
- Go where the young people are

## Recruitment

- Recruit for diversity
- An inclusive and supportive process
- Make it simple

## Engagement

- Build skills & relationships
- Be organised & offer real ownership
- Validate lived experience







# Questions?

304 Drummond Street  
Carlton VIC 3053

*cmy.net.au*  
*(03) 9340 3700*

