

# Customer Service Opportunities in Languages other than English

**ITEM 15.6** 26/03/2019  
**Council**

**Council Member**  
Councillor Hou

2018/03799  
Public

**Receiving Officer:**  
Mark Goldstone, Chief Executive  
Officer

## MOTION ON NOTICE:

**Councillor Hou will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:**

'That Council:

- Requests administration provide an update on the current strategies in place to support communication and customer service to non-English speaking visitors and residents to the City of Adelaide.
- Requests administration investigate opportunities to broaden and enhance our approach to communicating with non-English speaking visitors and residents across all key customer channels and contact points. This shall also give consideration to a communications strategy which better informs visitors, residents and business owners about what services can be provided in languages other than English.
- Requests that administration provide a report highlighting options, impacts and costs to Council within 3 months.'

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## ADMINISTRATION COMMENT:

1. There are a variety of strategies currently in place to support communication and the provision of service to non-English speaking customers. These range from proactively identifying specific campaigns and communication material to be translated into relevant languages, to using bilingual staff within Administration to support customers when required.
2. Future initiatives currently being developed focus on multi-lingual capabilities within our digital communication, for example, our website.
3. We recognise there is opportunity to broaden and enhance our approach to supporting the needs of non-English speaking customers. If this motion is supported, we welcome the opportunity to update Council on our current strategies and provide options for consideration to further enhance our approach to communicating to non-English speaking visitors and residents, including any cost implications.

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