



# The Challenges to Attract Diverse Volunteers in the Pilbara

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# Introduction

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Better Together WEEK



**Thank You Volunteers**  
for your time and efforts  
to make our world more  
beautiful and better



# Overview of the Pilbara Region

- The Pilbara region is located in the northwestern part of Western Australia, covering an area of approximately 500,000 square kilometers. It is known for its rugged landscapes, vast deserts, and rich mineral resources.
- As of 2020, it is estimated to be around 66,000 people. However, the population fluctuates due to the transient nature of the workforce in the resource industries. Many people come to the region for employment opportunities in mining, oil, and gas industries.
- Culturally, the Pilbara region is incredibly diverse. It is home to various Aboriginal groups, including the Ngarluma, Yindjibarndi, and Martu people, who have a deep connection to the land and its resources. These Indigenous communities have rich cultural traditions and languages. There are also approximately 20% population from Culturally and Linguistically Diverse backgrounds.
- Socioeconomically, the Pilbara region is heavily dependent on the mining, oil, and gas industries. These industries contribute significantly to the region's economy and provide employment opportunities. However, the region also faces socioeconomic challenges, such as high living costs, limited access to services and infrastructure, and a lack of affordable housing.
- In recent years, efforts have been made to diversify the region's economy and promote sustainable development. Tourism, agriculture, and renewable energy are some of the sectors that are being explored to reduce the region's reliance on the resource industries.



# Statistics of the CaLD community

According to the Census 2021 statistics, the Pilbara region has a significant migrant population. Here are the numbers and percentages of the most common nationalities and languages spoken in the region:

Nationalities of Migrants in the Pilbara:

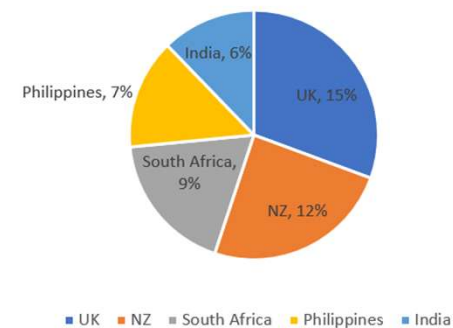
- 1. United Kingdom: Approximately 7,500 migrants, accounting for 15% of the migrant population.
- 2. New Zealand: Approximately 6,000 migrants, accounting for 12% of the migrant population.
- 3. South Africa: Approximately 4,500 migrants, accounting for 9% of the migrant population.
- 4. Philippines: Approximately 3,500 migrants, accounting for 7% of the migrant population.
- 5. India: Approximately 3,000 migrants, accounting for 6% of the migrant population.

Languages Spoken in the Pilbara:

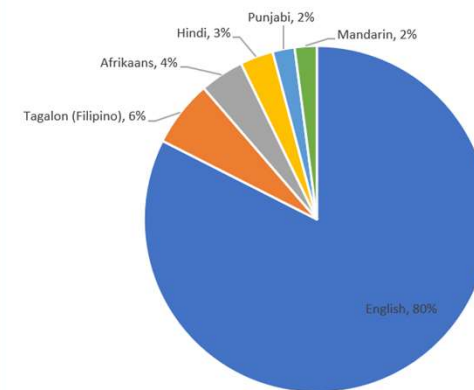
- 1. English: Spoken by approximately 80% of the migrant population.
- 2. Tagalog (Filipino): Spoken by approximately 6% of the migrant population.
- 3. Afrikaans: Spoken by approximately 4% of the migrant population.
- 4. Hindi: Spoken by approximately 3% of the migrant population.
- 5. Punjabi: Spoken by approximately 2% of the migrant population.
- 6. Mandarin: Spoken by approximately 2% of the migrant population.

These numbers and percentages provide an overview of the diversity of nationalities and languages spoken in the Pilbara region. It is important to note that these figures are approximate and may vary slightly based on the actual Census data.

Top 5 Nationalities of Migrants in the Pilbara



Languages Spoken in the Pilbara



# Importance of Diverse Volunteers

1. Representation: Diverse volunteers ensure the organisation reflects the community it serves, leading to better understanding and engagement.
2. Cultural sensitivity: Volunteers from diverse backgrounds bring unique perspectives and experiences, making the organisation more culturally sensitive and responsive.
3. Language skills: Diverse volunteers often have language skills that help bridge communication gaps and ensure accessibility for non-English speakers.
4. Increased creativity and innovation: Different perspectives lead to more creativity and innovation in problem-solving and program development.
5. Expanded networks: Volunteers from diverse backgrounds have connections to different communities, helping the organisation reach new audiences and build partnerships.

# Challenges to Attracting Volunteers in the Pilbara (in general)

- Geographical isolation hinders volunteer recruitment in the Pilbara region.
- Transient population due to short-term employment in mining and resources sector makes it difficult to establish long-term volunteer commitments.
- Perception that volunteering in the Pilbara is focused solely on resource-related industries needs to be overcome.
- Cultural diversity, particularly with Indigenous communities, must be recognised and respected in volunteer recruitment efforts.

# Challenges to Attracting Diverse Volunteers

- Lack of awareness and understanding
- Language barriers
- Cultural differences
- Socioeconomic factors

# Strategies to Overcome Challenges

1

Collaborate with diverse  
community organisations

2

Language support

3

Cultural sensitivity and  
inclusion

4

Flexible  
volunteer  
ing options





## SUCCESS STORIES



Q & A

# Thank You

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