



Essendon Community Legal Centre

COMMUNITY AWARENESS CAMPAIGN REPORT 2009

**Reducing the Impact of Door to Door Utility Sales on
the Office of Housing - Ascot Vale Estate
within the City of Moonee Valley**



ESSENDON COMMUNITY LEGAL CENTRE

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ARTICLE TAKEN FROM

MOONEE VALLEY LEADER 11 MAY 2009

Door to door sales people are set to be stopped in their tracks with a new Beware of Door Knockers campaign in Niddrie and Moonee Ponds.

To coincide with Law Week this week, Essendon Community Legal Centre will target residents when they hand out “Do Not Knock” Stickers this month.

Project campaigner Jessica Neil said the campaign aimed to educate people “to stop and think” before they agreed to sign contracts.

The project was developed after the centre received complaints from Ascot Vale housing commission residents who spoke little English and had been targeted by knockers promoting utilities.

Ms Neil said residents who were annoyed by door knockers were encouraged to place the stickers on their front door.

“We had one instance where a very upset migrant came in with \$1000 worth of bills due,” Ms Neil said.

“They get very confused and frustrated at not being able to express themselves and often do what the knockers say to get them away.”

Ascot Vale resident Mariam Farah raised the alarm when confused neighbours came to her about their mounting bills.

“They got tricked by these sellers that tell them they are supposed to sign here for cheaper bills, but some of these people cannot even read or write in their own language,” Ms Farah said.

“Now we have these stickers we have happier houses...now we keep the knockers away.”

She said people were encouraged to contact the centre for free advice.

Essendon Community Legal Centre is at 13A Wingate Ave, Ascot Vale.

A drop in service is available on Mondays from 6.30-8.30pm.

Front Cover Mariam Farah, Ascot Vale Community Leader and Jessica Neil, Project Worker-Essendon Community Legal Centre—(photo courtesy of The Moonee Valley Leader)

Essendon Community Legal Centre

Drop in Service—Mondays from 6.30—8.30 p.m.

Drop in Service—Wednesdays from 3-5 p.m.—Niddrie Community Hub

3-5 Matthews Avenue, Niddrie, 3042

For appointments at other times contact the centre directly.

CONTENTS

• NEWSPAPER ARTICLE	2
• CONTENTS	3
• ACKNOWLEDGEMENTS/THANK YOU	4
• FOREWORD	5
• EXECUTIVE SUMMARY	6-7
• PURPOSE OF PROJECT	8
• ASCOT VALE PROFILE	9-10
• HISTORY OF ECLC	11
• RAISING AWARENESS STRATEGIES	12-15
• OUTCOMES	16
• CONCLUSION	17
• ADVERTISING MATERIAL	18
• GLOSSARY/REFERENCES	19

ACKNOWLEDGMENTS

This project was initiated by the Essendon Community Legal Centre (ECLC) 'Do not knock' stickers were generously donated by the Consumer Action Law Centre.

Thank you to the following for their input:

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Jan Thorpe	Manager, Essendon Community Legal Centre
Kelly Harding	Wingate Avenue Community Centre
Denis Nelthorpe	Manager, Footscray Community Legal Centre
Anita Smith	Anglicare Victoria-City of Moonee Valley Outreach Service
Mariam Farah	Ascot Vale Community
Ajok Majok	Ascot Vale Community
Agency	Consumer Action Law Centre (CALC)
Sarah Toohey	Victorian Council of Social Services (VCOSS)

THANK YOU TO...

Steering Committee

Denis Nelthorpe	Manager, Footscray Community Legal Centre
Marguerite Bourke	Principal Solicitor, Essendon Community Legal Centre
Anita Smith	Financial Counsellor, Anglicare Victoria
Jan Thorpe	Manager, Essendon Community Legal Centre (ECLC)
Kelly Harding	Wingate Avenue Community Centre (WACC)
Jessica Neil	Project worker (ECLC)
Kate Allsopp	Contract Project worker

Moonee Valley Community News
Moonee Valley Leader
Moonee Valley City Council
Victorian Legal Aid
Judy Maddigan ALP Member for Essendon

FOREWARD

A report from the Footscray Community Legal Centre titled “The African Consumer Experience of the Contestable Energy Market in the West of Melbourne” highlights the increased negative impact that utility retailers using door-to-door sales techniques can have. This report highlights the financial distress to individuals signing contracts, particularly for the Culturally and Linguistically Diverse (CALD) community, due to language barriers. Over the past nine years, the problem has resulted in an increase from 18% to 61% of energy related cases presenting to financial counsellors adding additional pressure to already under resourced financial counselling services. The energy retailers implicated in the report are household names and the report highlights the many breaches of both the Fair Trade Act and the Marketing Code resulting from the door-to-door sales techniques.

According to verbal information supplied, residents of the Ascot Vale housing estate have had similar problems with door-to-door knockers and people signing contracts without understanding either the costs involved and/or the ramifications of signing the contract.

The Ascot Vale housing estate contains 1,333 residents with about a third of them from CALD backgrounds with limited English. More than 50 nationalities are represented on the estate and 83% of the adults are currently unemployed (Department of Human Services 2009). Issues surrounding communication and residents having English as their second language makes residents vulnerable to pressures from door-to-door sales people selling utility contracts written in English.

In March 2009, the Essendon Community Legal Centre embarked on a community awareness program to combat door-to-door sales and the issues highlighted in the Footscray Community Legal Centre. Both the Consumer Action Law Centre (CALC) and VCOSS had either run “Do Not Door Knock” campaigns or had an interest in reducing the negative impact from doorknockers. Both organisations were engaged in the planning stage of this campaign. A draft plan was produced and distributed to interested parties.

A brochure has been developed highlighting points to consider when signing a new utility contract, and some of the tactics of the door-to-door sales people. The brochure has advertised the availability of free legal advice from Essendon Community Legal Centre (ECLC). CALC has an ongoing campaign against door-to-door sales and has developed a ‘Do Not Knock’ sticker which they generously donated to the ECLC to help with the campaign.

A meeting with two community leaders was organised to discuss the draft community education plan and elicit their opinions on the need for an awareness campaign around door-to-door sales on the estate. The main points from that discussion included:

- There is a need for an awareness campaign on utility door knockers, as both leaders had examples of community members who had signed new contracts without realising the costs of exiting fees involved on previous contracts.
- Promoting the services ECLC offer would be a valuable secondary message. The “Do Not Door Knock” sticker was seen as a useful way to try to minimise the impact of door knockers. Attending existing events/classes at the centre was seen as a useful way to raise awareness of this issue.

EXECUTIVE SUMMARY

Over the past several years, utility retailers have targeted Ministry of Housing areas using door to door sales as part of their ever increasing push to attract customers.

Essendon Community Legal Centre (ECLC) office is co-located with Wingate Avenue Community Centre (WACC) which has a number of services conducting outreach services to the centre including Anglicare Financial Counselling Service, New Hope Migrant Refugee Service, Network West and Northern Adult Migrant English Program. All services had indicated that there was an increase in clients presenting with problems in repaying utility accounts as a result of having switched retailers. The clients had indicated that they had changed retailers because of the pressure from door to door sales people. Many of the clients seen by these services indicated that they had no idea of what they had agreed to nor that they had even switched retailers. Most of these clients seen often came from non English speaking backgrounds and were unaware of their rights when someone came to their door.

The overall concern from clients seen by all services was the constant harassment from the door knockers. They also were confused when several retailers came to their doors over short periods of time all giving them bewildering and conflicting messages.

As result of several meetings with all agencies concerned, ECLC decided to proactively address the problem by implementing a community awareness campaign on the Office of Housing Ascot Vale Estate. A plan and project was developed with the support of the ECLC committee, employees, volunteers and representatives from the community.

Consumer Action Law Centre (CALC) and VCROSS had both previously run “Do Not Knock” campaigns and also had an interest in reducing the negative impact from door knockers, these organisations were also engaged in the planning stage of the campaign.

The awareness campaign was developed to run over 12 weeks. Its aim was to focus on people living on the Ascot Vale housing estate and the community centre in Wingate Avenue, to which about 1,000 people attend each week

Wingate Avenue Community Centre has a range of courses, both specifically for people who wish to learn English conducted by the Northern Adult Migrant English Program and a number of recreation courses. Over the 12 week period participants were given information sessions and given “Do Not Knock” stickers and a “Beware of Door Knockers” brochure. The focus of these information sessions was to address people’s rights in regard to door knockers.

The stickers and brochures were also given to all workers from services and agencies at WACC and they were encouraged to give them to their clients.

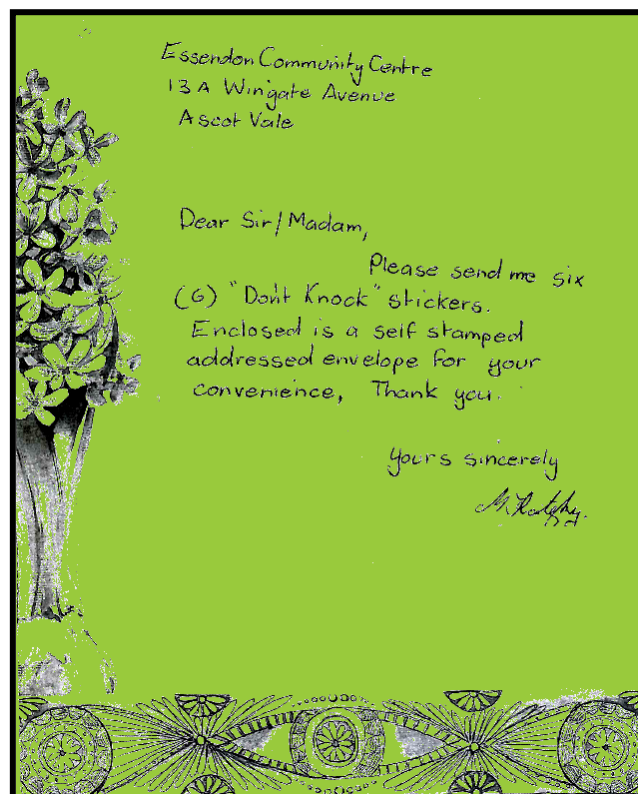
EXECUTIVE SUMMARY (CONTINUED)

The other focus of the campaign was the handing out of stickers and brochures at Bread Nights held at the centre. The result of this was that people often asked for stickers and brochures to give to family and friends.

As a result of publicity in the local newspapers, more than 500 stickers were also distributed to people in Moonee Ponds and Niddrie shopping centres. Most people who were approached also expressed concern about the tactics of door knockers. Some also asked for extra stickers for family and friends.

People coming to the centre during and since the campaign have told workers and services that they felt the "Do Not Knock" stickers were working. They have indicated that they have not had people knocking on their doors selling utilities.

Success of this campaign will be measured in a reduction in clients presenting to services with problems resulting from door knockers selling them gas and electricity services which they don't understand and they are not able to repay.



PURPOSE OF PROJECT

Purpose

To raise awareness of legal issues and financial implications of switching gas and electricity retailers due to the pressure from door knockers on the Office of Housing Ascot Vale Estate.

Target group

The target group includes residents on the Office of Housing Ascot Vale Estate with specific attention to the Culturally and Linguistically Diverse (CALD) communities.

Aims

- To reduce the financial issues arising from energy retailers door knocking on the Office of Housing Ascot Vale Estate
- To raise awareness that people should not sign contracts when retailers knock at their doors
- Raise awareness for residents to seek advice before they switch electricity and gas retailers
- Distribute 'do not knock' stickers to residents living on the Office of Housing Ascot Vale estate.



Essendon Community Legal Centre volunteers set up a stall at Moonee Valley Festival to promote project.

ASCOT VALE PROFILE

Geography

Ascot Vale is a suburb located within the Moonee Valley Municipality, 6 km north of the CBD. Other suburbs within the Moonee Valley City include Aberfeldie, Airport West, Avondale Heights, Essendon, Essendon North, Essendon West, Flemington, Keilor East, Moonee Ponds, Niddrie, Strathmore, Strathmore Heights, Travancore and parts of the suburbs of Kensington and North Melbourne. The land area of Ascot Vale is 383 hectares and the density is 31.46 people per hectare (www.abs.gov.au). Ascot Vale is a residential suburb with the shopping strip on Union Road. The left side of the suburb is bound by the Maribyrnong River.

People and Diversity

Ascot Vale is a diverse suburb. The 2006 census states the population of Ascot Vale to be 12,398 comprising 6,085 males, 6,313 females and includes 39 Indigenous persons. Of the total population in Ascot Vale 3,382 people were born overseas. The Community Indicators Victoria Survey stated 90.4% of people living in Moonee Valley agreed “it is a good thing for a society to be made up of people from different cultures” (www.communityindicators.net.au).

Around two thirds of the population in Ascot Vale is religious with Christianity being the most prominent. Islam is the largest non-Christian religion (2007, ABS). There has been a steady decrease in the number of humanitarian visa settlers living in Moonee Valley, partly due to lack of availability of new housing stock and the rise of rental property across Moonee Valley. In 2004/2005 110 people on Humanitarian Visas settled in Moonee Valley; two years later there was a sharp decrease in humanitarian visa settlers with the figure dropping to 39 people. (Source: Department of Immigration and Citizenship Settlement Database pivot table).

Public Housing

The Wingate Avenue Community Centre is situated in the grounds of the Ascot Vale Public Housing Estate which has 1,333 residents. The Ascot Vale Estate includes Ascot Vale Road, Savage Street, Dunlop Avenue, Union Road, Epsom Road, Union Street, Epsom Street, Vasey Street, Morshead Street and Wingate Avenue. The largest percentage (45%) are in the 24-54 age group with almost equal numbers of male and female residents. The Ascot Vale Estate is multicultural, with people born in Australia (27%), Ethiopia (15%), Vietnam (12%), Somalia (9%), Eritrea (4%), Sudan (3%), China (2%), El Salvador (2%), Chile (2%) and small numbers from many other parts of the world. In total there are around 4,200 people living in public housing in Ascot Vale and Flemington with a total of around 6,700 in the Moonee Valley Area (Department of Human Services, 2007).

ASCOT VALE PROFILE (CONTINUED)

Employment

The 2006 Census states that 6,372 people aged 15 years and over residing in the Ascot Vale suburb are in the labour force. Of these, 61.6% were employed full-time and 25.5% were employed part-time and 7.0% were unemployed. This compares with residents living on the Ascot Vale Estate where the percentage of residents not in the workforce is 83.3% (Department of Human Services 2007). In the 2006 Census the most common responses for occupations for employed persons residing in the Ascot Vale suburb were professional 30.5%, clerical and administration workers 15.7%, managers 14%, technicians and trade workers 9.4% and community and personal service workers 9.1% (2006 Census Quick Stats).

Income

The 2006 census found the median individual income in Ascot Vale to be \$520 a week compared with \$466 a week in Australia. In the three public housing Estates in Moonee Valley around two-thirds of all households live on an income of under \$400 a week. Overall 44% of households in the Moonee Valley have an income above \$1000 a week. The southern suburbs of Moonee Valley which include Ascot Vale have a higher unemployment rate, a higher proportion of younger adults (25-39 year old) and most of Moonee Valley's public housing, in comparison to the Northern region of Moonee Valley (Goeman 2005).



HISTORY OF ESSENDON COMMUNITY LEGAL CENTRE

Early in 1984, the Essendon Community Legal Centre working group was formed. The group comprised of local people and Essendon City Council workers.

In July 1985, a committee of management was elected and the service opened its doors, providing free legal advice and referral service to people living and working in the Essendon area. At the same time committee members began work to have the service funded. The first submission to the Legal Aid Commission of Victoria (LACV) was prepared in 1985, and after four years of letters, postcard campaigns, further submissions, meetings and lobbying funding was secured in 1989.

The legal centre sees its role as undertaking three integrated areas of work: casework, community legal education, and law reform. The casework aspect of the legal centre, involves both paid workers and volunteers, who provide legal advice and community information. The legal service operates five days a week and two evenings a week, a Monday drop in service from 6.30pm—8.30pm, Thursday evening appointment service until 7pm and Niddrie drop in service at the Niddrie Community Hub on Wednesdays from 3pm – 5pm.

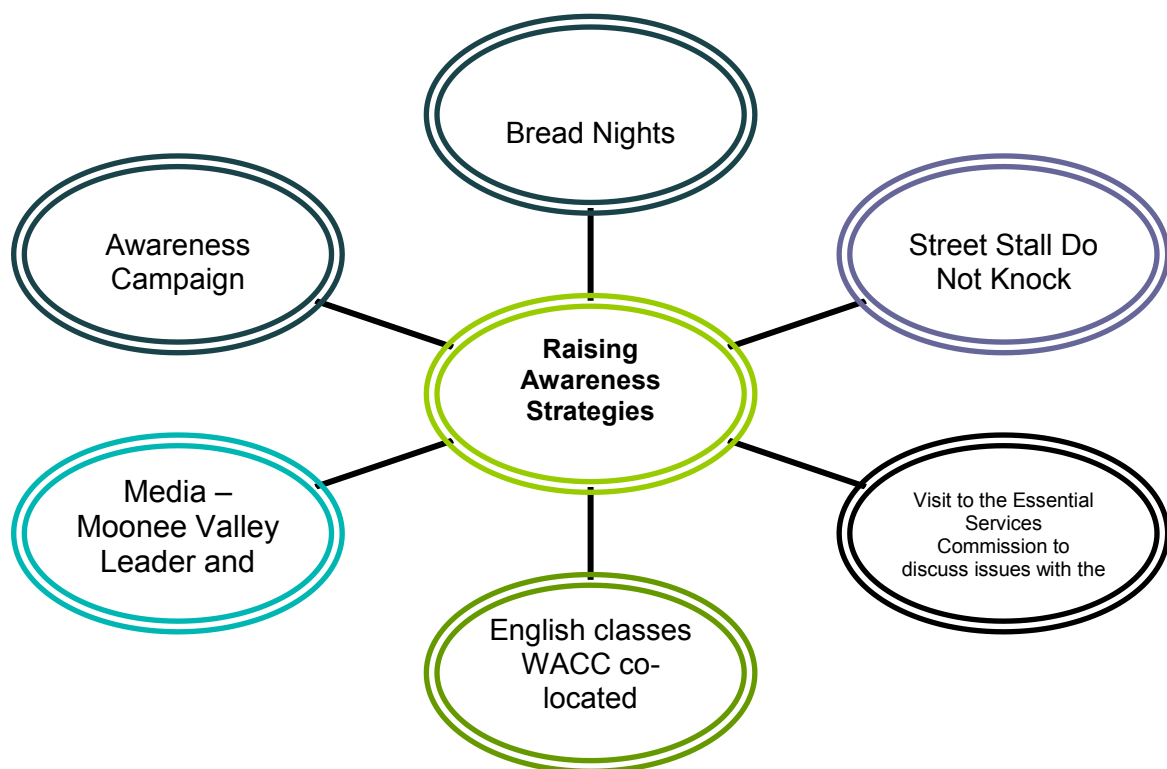
Although the centre is committed to providing a free legal advice service, it is acutely aware that it is impossible to meet all the legal needs of the local community on a one to one basis. The centre is particularly interested in pursuing cases which relate to and inform the centre's community legal education and law reform activities. Currently the centre's priorities include social security, family law, crime, motor vehicle accidents, and civil and consumer disputes.



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AWARENESS STRATEGIES UTILISED

A number of 'awareness' strategies were utilised throughout the project so that the campaign reached the maximum number of residents living on the Office of Housing Ascot Vale Estate . These strategies included an awareness campaign which gave people information about the implication of signing contracts without understanding what they meant, information sessions for people attending English classes at Wingate Avenue Community Centre. Other strategies used included street stalls where information and stickers were handed out, and on a Monday night when Bread was delivered free to people from the estate at WACC they were given stickers, brochures and information about the campaign. The project worker set up a stall at front reception of WACC to hand out brochures and talk to people about the project who came into the centre. Representatives from the centre and the community were also involved in discussions with the Essential Service Commission about the impact of retailers door knocking on the estate.



Awareness Campaign

The awareness campaign began in March 2009 and focused on people living on the Office of Housing Ascot Vale Estate, people attending classes at WACC and events held at the centre. Also, during the Moonee Valley Festival held in early March people attending were given information about the campaign. Throughout the campaign groups or individuals were approached and handed 'Do Not Knock' stickers and a 'Beware of Door Knockers' brochure, and then given information about the implication of signing contracts as a result of pressure from door-to-door sales people.

AWARENESS STRATEGIES UTILISED

Visit to the Essential Services Commission to discuss issues with Energy Retailers

On Wednesday 7 April 2009 Jessica Neil from Essendon Community Legal Centre and Mariam Farah, a local member of the Ascot Vale Community, Anita Smith from Footscray Community Legal Centre, Denis Nelthorpe Manager Footscray Community Legal Centre, the Manager of African Holistic Social Services and Jillian Williams a solicitor from the CALC attended a meeting with the Essential Services Commission (ESC). The purpose of the meeting was to meet with the regulators and retailers to discuss the African Consumer Experience of the Contestable Energy Market in the West of Melbourne completed by Footscray Community Legal Centre for the ESC.

Essendon Community Legal Centre has been working in conjunction with Footscray Legal Centre as similar problems had been identified in both areas as those highlighted in the report. The main issues affecting consumers on the Ascot Vale estate have been problems associated with the retailers door knocking. This has led to people switching energy retailers without being aware of the legal and financial implications. Although the centre has seen a number of these cases there is still great concern that many people with language barriers do not know where to go for assistance are experiencing severe financial hardship as a result.

There were additional issues raised around the various utility companies not complying with explicit consent when residents are signing new contracts and a major problem with residents signing up to multiple contracts, not being aware of the financial implications of cancelling their current contract. The meeting allowed the centre to participate in the forum and provide important feedback to both the retailers and the Essential Services Commission. It is hoped that this will assist in changes to legislation so that the retailers adopt a more responsible approach to door to door sales.

English Classes

The WACC conducts 13 English classes a week from beginners to advanced. Each class was handed information on the "Do Not Knock" campaign through the teacher and "Do Not Knock" stickers were given to each student.

The English classes were an excellent way to get the message across to people from the CALD community with limited English. A captive audience and the ability to answer questions enabled the group to get a better understanding of the message. Addressing people one on one often means they don't ask questions, so gauging whether or not they have understood the message is hard. Having the teacher present also helped ensure the message was delivered in a suitable way for comprehension. As an example, in one beginners class the teachers did a role play of someone door knocking to help get the message across. The participants were also keen to take the message onto friends and family with 25 – 50% requesting additional stickers and brochures.

AWARENESS STRATEGIES UTILISED

Bread nights

On Monday nights outside the WACC people from the Office of Housing Ascot Vale Estate gather to receive bread donated from a local bakery. People begin arriving up to an hour before the bread arrives, so it was decided that this would present a perfect opportunity to hand out brochures and “Do Not Knock” stickers and have a conversation about door-to-door sales people and the implication of switching utility retailers. People tend to congregated in their own language groups. The centre used this opportunity to converse in English with participants and use interpreters to help convey the information. This enabled people from a range of different cultural groups been given information, stickers and brochures.

After the second bread night which was held three weeks later, people requested additional stickers for their relatives/friends and family.

Even though quite a few people attended both bread nights, any double up was counter balanced by the fact that some people had obviously talked to neighbours and friends about the campaign.

The effectiveness of the stickers was also discussed at the second bread night and most felt it seemed to be reducing/eliminating door knockers.

Over the two bread nights more than 90 stickers and brochures were handed out.

The bread nights were seen as a successful way of getting the message to the community not just in terms of those who attended but as a way of giving them information, stickers and brochures to pass on to their family and friends thus maximising the impact of the campaign. The time when participants were waiting allowed the centre to also discuss the impact of door knocking and signing contracts more informally and also a length.



**Monday Night Bread Night at
Wingate Avenue Community Centre**

AWARENESS STRATEGIES UTILISED

Street Stall Do Not Knock Campaign

On Wednesday, 20 May more than 500 “Do Not Knock” stickers were handed directly to people in the City of Moonee Valley. A table was set up outside the Post Office in Moonee Ponds from 9 a.m. until noon, then the stall moved the central part of Niddrie Shopping Centre in Keilor Road from 1 p.m. until 4 p.m. The sites were chosen because of their access to a wide range of people who passed by either to shop or for business reasons. People approached with the “Do Not Knock” stickers were informed that the stickers were being given out by the Essendon Community Legal Centre and given information about the stickers. On average most people that approached the stall were very enthusiastic about the stickers and the rationale behind them. A number of people who were approached stated that they had read the article which had appeared in both *The Community News* and the *Moonee Valley Leader* about the “Do Not Knock” campaign.

Themes emerging from street stall included:

- One woman had stated that as a result of this article she had rang the centre and had 200 stickers sent out so that she could give them to members of Probus Clubs in the area.
- A number of people approached said they would like information about how to stop phone calls and they were given an application form for the Do Not Call Register. More than 150 of these forms were handed out.
- A number of people took more than one sticker for friends and family.
- A considerable number of these people stated that they were getting the extra stickers for elderly parents and expressed concern as to the impact the door knockers were having on them. One woman commented that her elderly mother had even been asked by a door knocker if he could use her toilet.
- Quite a number of people talked about having changed retailers under pressure from door to door sales and were not happy that they had switched as they had found that their accounts were not cheaper.
- Concern was also expressed that the door knockers often came at meal times and later at night both of which raised security issues for people.
- Several stated that they had been approached by up to five different retailers over one weekend period.
- The success of the stalls would suggested that the exercise could be repeated at other shopping centre in the area.

OUTCOMES

The outcomes of the “raising awareness” campaign have been successful on both a community level and on a broader advocacy level. Outcomes achieved include:

- To date we have distributed 2800 ‘Do Not Knock’ stickers of that 1000 were distributed to residents on the Ascot Vale estate
- Subject to funding the project is to be duplicated in North Melbourne, Kensington, Flemington, Newport and Wyndham with the support of additional legal services
- There was a significant increase of clients seeking assistance with utility bills at ECLC during and since completion of the project
- Increased mail and telephone requests for “Do Not Knock” stickers to be posted to residents
- Media coverage in local newspapers assisted with the raising awareness campaign across Moonee Valley municipality
- Increased clients seeking general legal advice
- Requests for the “Do Not Call Register” application



CONCLUSION

The project confirmed that utility retailers engaging in door-to-door sales posed a major problem for non English speaking residents on the Office of Housing Ascot Vale Estate. These residents because of their limited ability to read and to understand English were encouraged to sign new electricity/gas contracts without knowing their rights nor were they informed by the retailers of their rights to be given choices in regard to either signing the documents or the right to a 10 day cooling off period if they changed their minds. The response of the residents to the awareness campaign indicated that they felt empowered by the knowledge given to them about their rights when faced with door knockers selling them gas and electricity.

The street stalls conducted in Moonee Ponds and Niddrie also confirm that there is a need for all residents of the City of Moonee Valley to be given information about their rights when utility retailers door knock.

The enthusiasm response to the 'Do Not Knock' stickers indicated people are sick of the constant harassment by people coming to their doors selling utilities.

The success of the project was measured by:

1. 2800 "Do Not Knock" door stickers were distributed in the City of Moonee Valley during the course of the campaign.
2. A large percentage of houses on the Office of Housing Ascot Vale Estate were given information and "Do Not Knock" stickers
3. Residents on the estate sought more stickers to share with their family and friends
4. There was positive publicity for the legal centre and the financial counselling service
5. The centre received many letters and phone calls requesting stickers from the publicity and from word of mouth from family and friends
6. Clubs requested multiple stickers for their members (200 by one Probus Club)
7. Other Legal Centres had contacted Essendon Community Legal Centre for information for their clients
8. Subject to funding the project will be extended to other housing estates in North Melbourne, Flemington, Kensington, Newport and Wyndham working in conjunction with their local legal centres

Long term outcome:

1. That Moonee Valley City Council will look at banning or limiting door knockers in the whole of the city or at least in disadvantaged areas such as the Office of Housing Ascot Vale Estate.
2. That retailers take more responsibility to inform people of their rights when selling electricity and gas especially when using door knockers.

ADVERTISING MATERIAL



LEFT: “Do Not Knock” stickers, developed and designed by the Consumer Action Law Centre, distributed by Essendon Community Legal Centre—more than 2,800 were handed out in the City of Moonee Valley.

BELOW: “Beware of Door Knockers” brochure developed by the Essendon Community Legal Centre.

Beware of door knockers

Have you been asked to change your electricity or gas suppliers?

Points to consider:

- Check if you're on a contract—as there may be cancellation fees
- It may cost you money to break your current contract
- Beware of hidden costs
- Check what other companies are offering to get the best deal

Things to remember:

- Always compare prices first
- Only sign a contract if you understand and agree to changing your supplier
- Are you currently locked into a contract?



If someone door knocks these are some of the things they might say...

- “I am here from the government..”
- “Our company is taking over the area...”
- “Nothing will change if you sign up now..”
- “This is a better deal”

DO NOT SIGN without getting legal advice

For **FREE** advice please contact us:

Essendon Community Legal Centre
13a Wingate Avenue
Ascot Vale 3032
Ph: 9376 7929
Email: admin@essclc.com.au

ecclc

GLOSSARY OF TERMS

ABS	Australian Bureau of Statistics
CALC	Consumer Action Law Centre
CALD	Culturally and Linguistically Diverse
ECLC	Essendon Community Legal Centre
ESC	Essential Services Commission
LACV	Legal Aid Commission of Victoria
NESB	Non-English Speaking Background
VCOSS	Victorian Council of Social Service
VLA	Victorian Legal Aid
WACC	Wingate Avenue Community Centre

REFERENCES

Department of Human Services, Housing and Community Building North and West Metropolitan Region, *Ascot Vale Housing Estate Client Demographics 2007*

Websites

www.abs.gov.au (Australian Bureau of Statistics 2007, 2006 census quick stats, Victoria), accessed on 12 June 2007,

Community Indicators Victoria