



NATIONAL MULTICULTURAL MARKETING AWARDS

Monday, 1 November 2010

Premier Kristina Keneally and Minister for Citizenship, John Hatzistergos tonight attended the National Multicultural Marketing Awards to recognise outstanding achievement in marketing to culturally diverse communities.

The National Multicultural Marketing Awards have been held by the NSW Community Relations Commission since 1989 to promote the economic and social value of cultural diversity.

The Multicultural Communities Council of Illawarra's DVD *It's not a disgrace – Its Dementia* took out the 2010 Grand Award for promoting greater understanding of dementia to older people in the Portuguese, Serbian, Arabic and Ukrainian communities.

"Now in its 21st year, the National Multicultural Marketing Awards encourage and reward businesses that promote the many cultures and ethnic backgrounds that make up our community in NSW," Ms Keneally said.

"I congratulate all of tonight's finalists and award winners on their fantastic achievements in marketing to multicultural communities."

The 2010 Multicultural Marketing Award winners are:

- Grand Award and AFL Community Award – The Multicultural Communities Council of Illawarra;
- Commercial Big Business Award - Western Union;
- Commonwealth Bank Commercial Small Business Award - Sanford Legal;
- Government Award – Moreland City Council;
- Advertising and Communication Award – Special Broadcasting Service (SBS);
- Australian Bureau of Statistics Technical Award - Appropriate Dispute Resolution Directorate; and
- Casella Wines Export Award - Longwarry Food Park Pty Ltd.

Minister for Citizenship, John Hatzistergos said: "The National Multicultural Marketing Awards are an opportunity to reflect on the promotion of culturally diverse communities over the past year and serve to remind us of the rich and diverse society we enjoy in NSW."

Chair of the Community Relations Commission and founder of the awards, Stepan Kerkyasharian said: "The success of the awards tells us that whatever our work, business or profession, we must be aware of the multicultural nature of the people we work with and deal with on a daily basis, because that is ultimately who we are."

The 2010 National Multicultural Marketing Awards are sponsored by UBI World TV, *The Australian*, AFL, Australian Bureau of Statistics, Commonwealth Bank, Casella Wines, Qantas, Boka, Westin Hotels and the Australian Council for the Promotion of Peaceful Reunification of China.