

Minister for Fair Trading
Minister for Citizenship
Minister Assisting the Premier on the Arts

Virginia Judge MP



25 November 2008

Minister Announces winners of 2008 National Multicultural Marketing Awards

The advertising campaign for the 2007 Federal election was tonight named Grand Winner of the 2008 National Multicultural Marketing Awards by NSW Minister for Citizenship, Virginia Judge.

Ms Judge said democracy was the winner in the campaign by two Sydney-based marketing companies, Cultural Perspectives and BMF.

“Each finalist has effectively targeted diverse audiences, ensuring that all Australians can make informed choices based on accessible, appropriate and practical advice and information,” Ms Judge said.

“I can’t think of a more fitting winner than a marketing campaign which increased democratic participation across all ethnic communities; boosted enrolments and turn-out, lowered the informal vote and stimulated debate in the ethnic media.”

Ms Judge said the 2008 finalists and winners had created some of the most inventive and successful multicultural marketing campaigns seen in the 19 year history of the Awards, organised by the Community Relations Commission of NSW.

Community Relations Commission Chair, Dr Stepan Kerkyasharian, praised the winning entry, which targeted speakers of 26 different languages through a variety of media, including community newspapers and radio stations, pay TV, direct mail and SBS outside broadcasts at multicultural festivals.

“Well done Cultural Perspectives and BMF, and congratulations to the Australian Electoral Commission for its clear perception of a culturally diverse society,” Dr Kerkyasharian said

Ms Judge said that targeting multicultural audiences in Australia would strengthen Australia’s position in the global economy.

“Research by social commentator, Bernard Salt, reveals that consumer preferences and marketing messages must shift to reflect Sydney’s new demographic reality,” she said.

“Over the last five years, China, India, South Korea, Iraq and South Africa have become the fastest-growing place of birth of migrants settling in Sydney.

“In acknowledging migrant Australians for their contribution to the economic and social wellbeing of Australia at last week’s 2008 Ethnic Business Awards, Prime Minister Kevin Rudd made an excellent observation,” she said.

“In choosing Australia as their home, starting businesses and raising families here, migrant Australians build bridges to the world – networks that money cannot buy.”

Media contact: Kimberley Ramplin 0429 397 377

2008 NATIONAL MULTICULTURAL MARKETING AWARDS FINALISTS AND WINNERS

Grand Award: Cultural Perspectives / BMF

Advertising Category

Winner: Cultural Perspectives / BMF

Finalist: LOUD Multicultural – Medibank

Commercial Big Business

Winner: Western Union

Finalists: St George Bank
Ford Australia

Commercial Small Business

Winner: Multicultural Arts Victoria

Finalists: UBI World TV
Polyglot

Community

Winner: ICE

Finalists: Surf Life Saving Society
Salvation Army

Export

Winner: Asia Pacific Screen Awards

Finalist: Windsor Institute of Commerce

Government

Winner: Strathfield South High School

Finalists: SBS
Department of Community Services
NSW Police
NSW Electoral Commission
Multicultural HIV / Aids Centre

Technology

Winner: State Library

Finalists: Italy Online
City of Burnside Library
Global Language Books

For more information on the Awards, please contact:

Warren Duncan

Community Relations Commission of NSW

Tel: (02) 8255 6771 / 0411 117 846

e-mail: warren.duncan@crc.nsw.gov.au