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MINISTER LAUNCHES SEARCH FOR MULTICULTURAL MARKETING LEADERS

Minister for Citizenship, Virginia Judge, today launched the 2009 National Multicultural Marketing Awards, calling on marketers to test their creativity against the best in the country.

“The annual national competition, which celebrates its 20th birthday this year, recognises multicultural marketing campaigns that showcase unique flair, creativity and success,” Ms Judge said.

“If you think you have done something pretty extraordinary in marketing a product or a service to a niche ethnic market in Australia, we want to see your entry for this year’s awards.”

Ms Judge said the awards, which are run by the NSW Community Relations Commission, acknowledge and reward businesses and organisations that target cultural diversity in their marketing strategies.

“We are looking for nominations that effectively target diverse audiences, ensuring that all consumers can make informed choices based on accessible, appropriate and practical advice and information.”

Ms Judge also announced that the AFL had signed up as a major sponsor to the 2009 awards joining several other key sponsors including - The Australian newspaper, Casella Wines, CMC Markets, Commonwealth Bank, Qantas and the Westin Sydney Hotel.

“I am proud that such a diverse group of sponsors have come on board to support this great multicultural initiative,” Ms Judge said.

“Nominations are now open in seven categories: Advertising, Big Business, Small Business, Community, Export, Government and Information Technology.

“The Grand winner of the 2009 National Multicultural Marketing Awards will be chosen from the seven category winners.”

Ms Judge said that last year’s winning entry by *Cultural Perspectives* and *BMF* focused on maximising voter turnout for the 2007 Federal election across all multicultural community groups.

“The campaign targeted speakers of 26 different languages through a variety of media, including community newspapers and radio stations, pay TV, direct mail and SBS broadcasts at multicultural festivals.

“I am looking forward to hearing about the achievements of this year’s entrants when we announce the winners later in the year.”

For full details on the awards visit the Community Relations Commission online at www.crc.nsw.gov.au/Awards_and_Sponsorships/multicultural_marketing_awards

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