

Vege patch commercial wins multicultural marketing award for Woollies

The Woolworths Supermarket chain has won a national multicultural marketing award for its television commercial featuring husband and wife characters, Maria and Stavros, speaking in Greek.

Woollies were tonight named winners of the Big Business Category of the prestigious National Multicultural Marketing Awards, conducted for the last 20 years by the Community Relations Commission of NSW, at a dinner hosted by the NSW Minister for Citizenship and Fair Trading, Virginia Judge.

Congratulating Woolworths tonight, the Chair of the Commission, Stepan Kerkyasharian said: "This innovative soft-sell commercial set out to reinforce the idea that Woolworths caters to the diverse range of needs and tastes that are found amongst the millions of customers they serve each and every week.

"The ad-makers carefully

"Yet, we all know that Greeks are as Aussie as anyone else, even though inside their kitchens they might speak Greek to each other.

used gestures to indicate the nature of the kitchen conversation so that it didn't really matter which language Maria and Stavros were speaking.

"They sought to show believable characters who would appeal to a broad audience, through humour and goodwill, introducing viewers to the ingenious technology for scaring birds off the vege patch.

"This was a simple reflection of life in an Australian city. Older immigrants especially, continue to speak their native language to each other, even if they speak English perfectly well in public.

"The commercial creates a pleasant atmosphere which is quite evocative of Australian life, especially in the inner city



suburbs of the big cities.

"Yet, we all know that Greeks are as Aussie as anyone else, even though inside their kitchens they might speak Greek to each other.

"It is hardly surprising that Woollies, as the country's biggest grocer, should want to appeal to all of its potential customers, which could explain why they are the nation's largest retailer.

"Many Australian business people haven't got that far yet,

haven't even started - difficult to believe as that is.

"Just seeing our biggest retailer win this award must have an impact on those who hadn't noticed the dramatic change in the face of Australian shoppers over the past three decades.

"It also cleverly sends a message of inclusion to Australians of non-English speaking background, which, in turn, is good for business", Mr Kerkyasharian said.



Greek (Hellenic) Community of Central Coast N.S.W. Inc.

What's on in November 09

7th Nov. Greek dancing lessons 10:30am to 12noon at East Gosford Progress Association Hall corner Henry Parry Dr. and Wells St. East Gosford all welcome.

Hellenic Week 2009 - Program

9th Nov. Hellenic Week 2009 will begin with a portrait exhibition by Christine Micos called 'The Fabric of Central Coast'. It will be opened by the Mayor of Wyong Councillor Bob Graham on Monday 9th November at 4pm in the foyer of Wyong Shire Council building 16 Hely St. Wyong. The exhibition will close at Wyong on Friday 13th November.

12th Nov. Return the Parthenon Marbles. Why not? A free presentation by David Hill at Brisbane Water Secondary College Woy Woy Senior Campus Edward St. Woy Woy in the Performing Art Centre 11am. (David Hill is the delegate of the international Association for the Re-unification of the Parthenon Sculptures.

13th Nov. On Friday the portrait exhibition will be set up at Erina Fair with a display and information about the Parthenon Marbles (provided by the students from Brisbane Water Secondary College, Woy Woy Senior Campus). This exhibition will finish on Sunday 15th November in the afternoon.

15th Nov. On Sunday 15th November at 11am there will be a half hour of traditional Greek Dancing in the Hive at Erina Fair.

17th Nov. On Tuesday 17th November at 6:30pm a documentary will be shown covering the Polytechnic student uprising against

the dictators in Greece on 17th November 1973. It will be shown at our Community Hall 91 Chittaway Rd. Chittaway. (Free entry coffee and Greek sweets provided).

19th Nov. On Thursday 19th November 6:30pm a Greek Comedy Film (with English subtitles) will be shown at our Community Hall 91 Chittaway Rd. Chittaway. (Free entry coffee and Greek sweets provided).

21st Nov. Greek dancing lessons 10:30am to 12noon at East Gosford Progress Association Hall corner Henry Parry Dr. and Wells St. East Gosford all welcome.

22nd Nov. On 22nd November at 3pm at Gosford Regional Art Gallery Studio 2, Caroline Bay (entrance via Adelaide St. East Gosford) will be a presentation by Dr. Alfred Vincent of 'THE MEANING OF SIMPLICITY': THE POET YANNIS RITSOS (1909-1990) A celebration with live music, readings and narrative for the centenary of one of Greece's greatest poets. Ritsos' vast output ranges from poems of solidarity against repression and wartime occupation to monologues by figures from ancient myth, and "snapshots" suggesting unseen dimensions behind everyday experience.

(Free entry coffee and Greek sweets provided).

***28th Nov.** On Saturday 28th November at 1pm we will have our end-of-month luncheon at 91 Chittaway Rd. Chittaway. Cost is \$10. We will serve spit roast 'kondosouvli', baked potatoes etc. come and enjoy. All are welcome for a Greek afternoon.

ΠΑΜΜΑΚΕΔΟΝΙΚΗ ΕΝΩΣΗ Ν.Ν.Ο.



ΔΗΜΗΤΡΙΑ 2009

ΠΡΟΓΡΑΜΜΑ ΕΚΔΗΛΩΣΕΩΝ

1) Σαββάτο 7 Νοεμβρίου 2009

Ετήσιος χορός Μακεδονικού Συλλόγου Νομού Πέλλας "Η Έδεσσα"

Εισ το Francis Orake Bowling Club 119 Barton st. Monterey NSW

Ώρα Έναρξης 7:30 μ.μ.

Είσοδος μετά φαγητού \$45

2) Κυριακή 8 Νοεμβρίου 2009

Διάλεξη από τον δικηγόρο κ. Ιωάννη Θεοδωρίδη με θέμα:

ΜΑΚΕΔΟΝΙΚΗ ΔΥΝΑΣΤΕΙΑ

Εισ την αίθουσα της Παμμακεδονικής Ένωσης

103 Railway Pde Marrickville Ώρα 6:00 μ.μ.

Είσοδος Ελεύθερη

3) Σαββάτο 14 Νοεμβρίου 2009

Ετήσιος χορός Παμμακεδονικής Ένωσης

Εισ την αίθουσα της Παμμακεδονικής Ένωσης

103 Railway Pde Marrickville Ώρα 6:00 μ.μ.

4) Κυριακή 22 Νοεμβρίου 2009 και ώρα 6.30 μ.μ.

στο χώλ της ΑΧΕΠΑ, 394-396 Princes Hwy, Rockdale

Προβολή ντοκιμαντέρ με θέμα:

"Η φυλή των Καλλάσα...

Έλληνες Μακεδόνες στον Ινδοκαύκασο"

το οποίο παρουσιάζει ο εκπαιδευτικός

Αθανάσιος Λερούνης

τον οποίο έχουν απαγάγει από τις 8 Σεπτεμβρίου 2009

οι Ταλιμπάνς.

Ολοίγολεπτη παρουσίαση θα γίνει από τον

κ. Ιωάννη Γιομελάκη. Η εκδήλωση γίνεται σε συνεργασία με

την επιμορφωτική επιτροπή της ΑΧΕΠΑ.