

# MARKETING CULTURAL DIVERSITY IS GOOD FOR BUSINESS

NSW Minister for Citizenship, John Hatzistergos, officially opened nominations for the National Multicultural Marketing Awards 2010.

The Community Relations Commission of NSW National Multicultural Marketing Awards competition is marking 21 years of unearthing winners from across multinational business, government and community sectors.

“These Awards aim to encourage and reward businesses that focus on the cultural diversity of Australia as part of their marketing strategies,” Mr Hatzistergos said at the launch of the annual awards competition at the Westin Hotel in Sydney.

“They serve as an important reminder and incentive to businesses to promote an equitable representation of our diversity as a nation through appropriate marketing campaigns.”

The Chair of the Commission, Stepan Kerkyasharian, said successful businesses realise the potential of innovative multicultural marketing tech-



niques in mass media.

“Successful marketers understand that cultural diversity is good business,” he said.

“They have also realised that success in this field doesn’t just fall into your lap. You have to study the market, target customers in their own language if necessary, and offer products relevant to cultural, religious and culinary prac-

tices.

“Last year’s winner, Polyplot, is a human resource company that identified Australia’s rich resource of knowledge in languages, culture and foreign business practices.”

The categories for this year’s awards are: Commercial Big Business, Commercial Small Business, Government, Advertising and Communication,

Community, Export and Technical. The Technical Award is a new category introduced this year to cover new marketing activities online and on mobile phones.

“The Advertising and Communication Award will also spread its net further to include online advertising”, Mr Kerkyasharian said. The major sponsors of National Multicultural Marketing Awards 2010 include Qantas, the Commonwealth Bank, The Australian newspaper, the Australian Bureau of Statistics, the AFL and Casella Wines.

Businesses or individuals can nominate for the Awards if they have completed or conducted marketing initiatives over the past 18 months. Applications close on August 31 and the winners will be announced at the Gala Dinner on the November 1.

Entry forms will be available on the CRC’s website at [www.crc.nsw.gov.au](http://www.crc.nsw.gov.au)

*Hon. John Hatzistergos MLC  
Attorney General  
Minister for Citizenship  
Minister for Regulatory Reform*

## Laptop repair costly



**Laptop care:** Students, including Lauren Marcos, Effie Vlahopoulos, Joanna Issa and Anna Jemima Battung, are being reminded to respect their classroom gadgets. Picture: Chris Lane

A HIGH school at Hurstville is warning parents to ensure their children look after their new laptops, or else face an increase in costs to minimise the financial impact on the school’s budget.

Bethany College announced the change in parent contributions to cover the neglect of some of the laptops, which means they will have to fork out \$400 more for non-warranty repairs.

The laptops are aimed at year 9, 10 and 11 students and are part of the federal government’s Digital Education Revolution. Bethany College has received about 400 laptops.

But while the burst of technology is transforming the classroom into an interactive hub, the school has had to pay \$15,000 to cover damage, including cracked screens, which costs about \$1100 to fix.

The school previously asked parents to contribute \$100

towards non-warranty repairs should their child damage their laptop, but that has been lifted to \$500 from this month.

Information and communication technology co-ordinator at Bethany College, Rosemary Rizk, said parents were informed before the rise came into effect.

Ms Rizk said. “It’s great that the students have developed an attachment to the laptops because it means they are more likely to use them, but we have recently seen students taking them for granted.

Bethany College principal Frances Warner said: “It’s been a wonderful boost to expand their flexibility in learning.

“But the notable number of repairs has presented an enormous burden on school budgets and has consequently channelled funds away from classroom resources.”

Article from The Leader by BY EVA TEJSZERSKI



## Brides head to expo for wedding ideas

The theory that nothing can keep a bride-to-be away from a wealth of great ideas for her wedding was proven again on the weekend when people braved wet, wintry weather to attend the St George and Sutherland Shire Leader bridal expo at Sutherland Entertainment Centre.

The bridal industry was out in force, showing off glamorous gowns, menswear, lingerie, jewellery, honeymoon packages, luxury cars, celebrants, venues, flowers and everything else needed to organise a successful day.

There were prizes and giveaways and entertainment from Sutherland Shire soprano Helen Zerefos and various dance groups.

Picture: Lisa McMahon