

# NEW NATIONAL MULTICULTURAL MARKETING AWARDS SPONSOR – UBI WORLD TV

**Premier Kristina Keneally and Minister for Citizenship, John Hatzistergos yesterday announced UBI World TV – Australia’s major multilingual television and radio provider – as the new grand sponsor of the National Multicultural Marketing Awards.**

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 awards will be held on November 1, 2010.

UBI World TV is one of Australia’s leading providers of multilingual television programs and delivers more than 100 channels in some 20 languages from more than 30 countries

world-wide.

“The National Multicultural Marketing Awards are an important way to recognise the economic and social benefits of the culturally diverse community we enjoy here in NSW,” Ms Keneally said.

“As a leading outlet for multilingual news and entertainment, UBI World TV is the natural sponsorship partner for the National Multicultural Marketing Awards and I am delighted to welcome them as sponsors.”

“The awards encourage and reward businesses that focus on cultural di-



lish speaking households, means that the positive message of the marketing awards will be heard far and wide thanks to this sponsorship arrangement.

“In addition, UBI World TV won the award’s small business category in 2009 for a campaign targeting the Filipino community, so it is fitting we welcome them back in 2010 as a sponsorship partner.”

UBI World TV president Regina Boulos said the satellite network was proud to be involved in the awards and was pleased to be giving back to the community after its win at the awards last year.

“UBI strongly supports the NSW Government’s efforts in recognising organisations that excel in marketing effectively and creatively to multicultural Australia,” she said.

As well as UBI World TV, sponsors of the awards include Qantas, the Commonwealth Bank, The Australian newspaper, the Australian Bureau of Statistics, the AFL and Casella Wines.

versity, and as such promote the equitable representation of the many cultures and ethnic backgrounds that make up our community in NSW,” Mr Hatzistergos said.

“The fact that UBI World TV is synonymous in Australian non-Eng-



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