

=em@illink

CONNECTING YOU WITH YOUR AUDIENCE

An Affordable way to Effectively Target
Community Groups, Ethnic Leaders
and Individuals with the click of a button



EXPAND YOUR REACH

24% of the Australian Market is made up of
specific ethnic community groups

YOUR LINK TO A BROAD AND UNIQUE DATABASE

Over 8000 contacts

Over 1100 distinct community groups

More than 4000 individual contacts

More than 2100 organisation contacts



COMMUNITY
RELATIONS
COMMISSION
For a multicultural NSW



www.crc.nsw.gov.au/emailink

About CRC?

The Community Relations Commission for a multicultural NSW (CRC) was established by Parliament to implement a new approach to protecting and promoting community harmony in our unique culturally diverse society in NSW. Since our inception we have developed and fostered extensive networks throughout the community and we have been a major provider of interpreting and translation services in NSW.

Confidence is assured with CRC, as it:

- Is the only organisation in NSW which has almost **30 years experience** in managing cultural diversity
- Has developed a unique relationship with all sections of the state's ethnic communities and enjoys their confidence
- Is a major communication channel by virtue of its legislative responsibility
- Is a unique and effective communication channel between government and community as well as the broader community and private sector
- Is a technically advanced organisation offering a unique communication channel through EmailLink

In our Australian multicultural society, we are intent on enhancing the connectivity between diverse ethnic groups and both the private and public sector.

What is EmailLink?

Thousands of recipients in an instant!

We all suffer from irrelevant email spam, so the question is how can organisations send out a targeted email message to ensure that it's read by the right audience? EmailLink has been developed to facilitate direct connection with specific ethnic community groups, leaders and individuals in a targeted manner.

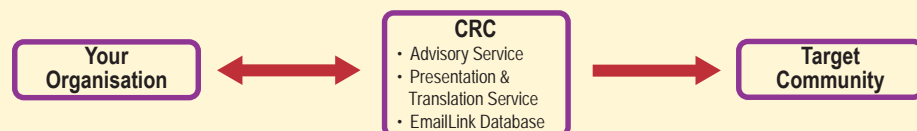
Our tailored customer-focused approach provides a unique and cutting-edge email information distribution channel to a variety of ethnic groups in the community. We maintain a rich and relevant database to electronically connect you to our extensive community networks.

Privacy is an important issue in the delivery of our services. We manage, maintain and, most importantly, retain all information on our distribution participants, which we rigorously refresh on a regular basis.

How does EmailLink work?

We can assist you in the following ways:

- Provide advice on the most effective way to target your community
- Present and translate the content of your message appropriately
- Deliver your message promptly and responsibly



We will utilize our in-depth understanding of the community to tailor the delivery of your message and to ensure that you use the most appropriate language, format and even colours for your audience. We provide advice on timing the delivery of your message to maximize impact and reach. For example, you may be advised to delay sending out your message because community leaders at that time could be occupied with a community event or religious requirement. A more suitable time would be suggested.

We scan our immense database to target the specific community groups, leaders and individuals who will value your message and develop a targeted email distribution list for you. Recipients will receive your email message from the CRC as a credible, respected and trusted knowledge source they value.



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Benefits

Increase your market share

Specific ethnic community groups comprise 24% of the Australian market. EmailLink offers a key to attracting this share of the market to your organisation.

Tailored message to tailored audience

EmailLink has the capacity to isolate and distribute a tailored message to your identified community group that will ensure a greater impact on the recipient.

Increasing your return on investment

Organisations spend enormous amounts on complex marketing strategies, yet many struggle to connect with the right audience. EmailLink efficiently connects you with your audience.

Cost efficient

Reduce your time and costs in design and distribution.

Competitive advantage

In our continuously changing world where speed and efficiency are paramount, EmailLink drives more effective connectivity with your audience.

Features

Whether you are a service delivery or commercial organization, EmailLink is designed to support and extend your organisation's marketing capability and effectiveness. It can easily isolate your identified community audience and provides a unique distribution service which is not otherwise available in Australia.

Quality participant data

The data base of community contacts is continuously maintained and refreshed twice a year with a quality audit, to ensure your message is distributed to an accurate and up-to-date audience.

Credible and trusted organisation

We have established a highly credible relationship so that you can be assured your message is received openly.

Quality control

Our quality assurance surpasses any other Australian translation service. All translations are independently checked and/or edited by experienced in-house editors. This system maintains our exceptionally high standards of service delivery and is what differentiates us from other translation services.

Targeted

EmailLink can rapidly select and isolate your target audience at the click of a button.

Effective

Our extensive knowledge and understanding of community groups ensures your message is not culturally inappropriate in content, presentation or timing. By tailoring your message we assist you to maximise the impact of your material.

Speed

EmailLink reaches thousands of participants instantly.

Convenient

Give us your message and identify your audience community group and we'll take care of the rest.

Service guarantee

Our guarantee is backed by the CRC Code of Conduct and the CRC Interpreters and Translators Code of Ethics. These codes stipulate, inter alia, that all staff are:

- Professionally trained, recognised and accredited
- Bound by a strict code of ethics
- Operate in accordance with the NSW Public Sector Code of Conduct



Cultural Advisory Service

What is the advisory service?

We integrate and enhance your message with our in-depth knowledge of Australia's cultural groups to ensure you can best engage your audience. Through this core knowledge we impart our experience and expertise to guide the development of your message and improve its reception by your target audience.

Our mission is to promote and maintain successful relationships between our various communities, based on open communication, mutual understanding, respect, acceptance and trust. We identify issues, expand outreach, enthuse participation, and raise the voices of all Australians to address the needs of our culturally diverse community. In essence, we provide advice and recommendations to Government on issues affecting people from culturally diverse backgrounds.

We have substantial formal and informal networks throughout the State of NSW and an unmatched understanding of the enormous variety of community groups.

Our advisory service reviews and provides comprehensive advice on:

- the content of your message, to ensure appropriate language
- the presentation of your message in terms of colour, symbols and images
- the timing of distribution to achieve maximum impact.

Our service tailors your material in a way that sharpens the message and positions your organization for a more favorable acceptance.

Presentation and Translation Services

What are translation services?

The CRC provides an extensive range of translation services in over 85 languages as a tool of government in meeting its community service obligations and as a commercial service to cater to private and business needs. We have been meeting the language requirements of government, industry and individuals for almost 30 years and in 2005-2006 the CRC serviced 42,470 interpreting and translation requests. We have access to approximately 540 translators with a broad range of language, experience and qualifications.

The National Accreditation Authority for Translators and Interpreters (NAATI) establishes professional standards and accreditation for interpreters and translators.

All CRC translators have a minimum NAATI accreditation level of Interpreter or Translator (formerly level 3) or, where testing is not available they hold the highest accreditation or recognition attainable.

Our professional, high quality, comprehensive translation service is delivered for your convenience via a "one-stop-shop" process:

- Checking, editing and proofreading
- Multilingual translations
- Technical or complex translations
- Promotional, sales or marketing material
- Typesetting and desktop publishing

Our service is supported by:

- Fully computerised booking system
- 24-hour, 7-days a week service
- Hi-tech telecommunication system
- A single access number for all services for everyone across the state at the cost of a local call (for mobile telephone users, the rates will be normal mobile call rates)
- Highly qualified interpreters and translators in over 85 languages and dialects
- Responsive client liaison
- Twenty years experience in the industry

Our translations can be delivered within 24 hours (for some languages), seven days or two weeks depending on the language required:

Amharic	Dari	Italian	Persian	Spanish
Arabic	Dinka (Arabic)	Japanese	Polish	Sudanese
Armenian	Dutch	Kannada	Portuguese	(Arabic)
Assyrian	Estonian	Khmer	Pukapukan	Swedish
Bengali	Fijian	Korean	Punjabi	Tamil
Bielorussian	Filipino	Krio	Pushto	Thai
Bosnian	Finnish	Kurdish	Rarotongan	Tigrigna
Bulgarian	French	Lao	Romanian	Tongan
Burmese	German	Latvian	Russian	Turkish
Cantonese	Greek	Lithuanian	Samoan	Ukrainian
Chao Zhou	Hakka	Macedonian	Serbian	Urdu
Chiu Chow	Hebrew	Malaysian	Shanghaine	Vietnamese
Cook Island Maori	Hindi	Maltese	Sinhalese	Yiddish
Croatian	Hokkien	Mandarin	Slovak	
Czech	Hungarian	Nepalese	Slovene	
Danish	Indonesian	Norwegian	Somali	

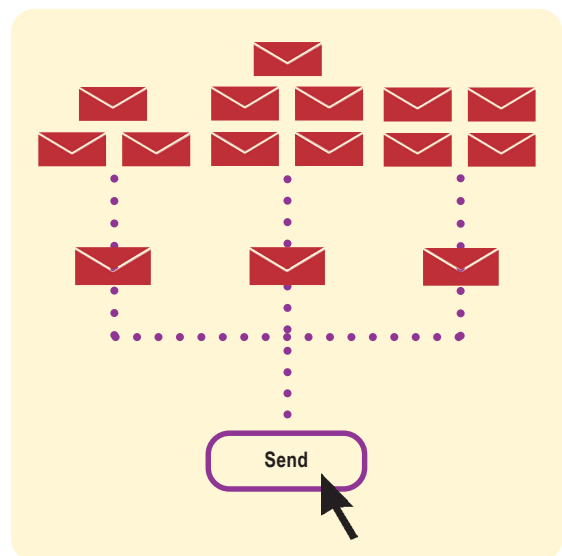
EmailLink Distribution Channel

The EmailLink distribution channel is a broad and relevant database of community groups, ethnic leaders and individuals. Currently it contains:

- Over 8,000 contacts
These contacts include organisations as well as individual contacts and therefore reach many more than 8,000 individuals.
- Over 1,100 distinct community groups are identified in our database
- Approximately 4,000 individual contacts which represents 48% of the potential individual contacts.
- Approximately 2,100 organisation contacts

This represents 26% of the potential organisational contacts and includes:

- Community organisations
- Consulates & embassies
- Ethnic media
- Commonwealth government agencies
- State government agencies
- Local councils
- Religious organisations etc.



Our data can be easily manipulated at the click of a button to identify your focus audience. The system is set up to allow easy manipulation of the data base to isolate your identified audience with the click of a button.



Data integrity

We continuously check our data to ensure it is accurate, correct, and valid. The data is audited and cleansed on a biannual basis.



Privacy

Privacy is an important issue in the delivery of our services. We manage, maintain and, most importantly, protect all contacts' data. This distribution address list is unique to and the confidential property of the Commission, to ensure privacy and integrity in the database.

Prices

All our services can be tailored to meet individual needs and to provide the support required by your organisation for the particular material involved. Where all of our services are required there is a top value package with cost benefits detailed below.

EmailLink

For a cost as low as \$120, you can reach a large client base.

You can send your material (advertisements, flyers, announcements, invitations etc) to your identified target audience which can include one or more community groups.

The cost of EmailLink is \$120 per 2 MB and \$100 per attachment of 2 MB. Subsequent distribution where the message and target audience are the same receives a 25% discount.

Optional Enhancements

An advisory service is provided and these services include review and advice on the content (terminology), presentation (colour, symbols and pictures) and distribution timing of your message. **Translation Services** are also available in more than 85 languages.



For a quotation, please contact the CRC on (02) 8255 6767 or email us at emailadmin@crc.nsw.gov.au

Top Value Package

Where you take advantage of all our available services you can enjoy additional benefits, including:

- Up to 4 hours free advisory services
- 10% reduction in translation services

Questions & Answers

Q1. Why is EmailLink relevant to me and my organisation?

A. Whether you represent a business, government agency or media organisation, EmailLink provides direct, relevant and fast connectivity with community groups, ethnic leaders and individuals. This service can be vital to the distribution of your message to these entities.

Q2. How will I know that emails have been received?

A. We test and send our emails using various email platforms to ensure they are actually received. We provide comprehensive reporting on the number of emails and the date and time they were sent.

Q3. What if I need advice regarding which ethnic groups I should target?

A. Our advisory services will assess your message and assist you in selecting the appropriate community groups to target.

Q4. Can I use EmailLink for repeat messaging and updates to a community group?

A. EmailLink can send repeat messages to keep your target group up-to-date with information about your organization.

Q5. Can I get a demonstration of EmailLink?

A. You can view a demonstration at the CRC's website at www.crc.nsw.gov.au/emallink

Q6. What customer support do you offer?

A. Our EmailLink team will be happy to assist you. You can contact us by email on emailadmin@crc.nsw.gov.au or by phone on (02) 8255 6767.

Q7. Do I need to use the CRC language services for translating my message?

A. We recommend that you use CRC translation services for your EmailLink message, however you may choose to source these services outside.

Testimonials

We recognise that the success of EmailLink is based on delivering successful business outcomes for our clients. Therefore it is important for us to have confidence in the quality of our services and understand the cultural significance of your audience. We believe we have the right mindset, commitment and work ethic to deliver on those outcomes for all concerned.

Testimony to our work is the feedback we receive from our clients and the strength of our relationships with Government, media groups and the wider private sector.



Sydney Opera House

“The Sydney Opera House has used the CRC EmailLink service to distribute information to specific audiences for the past 10 months. As a major entertainment service provider, we are constantly looking for new channels to attract a broader audience to the Opera House.

Some of our events are of a specific ethnic interest which recently includes Indian, Chinese, African & Spanish performances. In the past we have found accessing these audiences difficult. Using EmailLink has provided a valuable service to the Sydney Opera House increasing our potential audience and facilitating direct access to specific groups to enhance the diversity of our potential audience.

EmailLink provides a trusted and respected distribution channel to penetrate potential audiences that may not be aware of our events. The results of using EmailLink have been very successful, with one performance increasing ticket sales by 27% a day after our e-ticket was sent by EmailLink.

Additionally, the Sydney Opera House often has particularly tight timeframes to turn around from booking an act to the first performance. In the delivery of their service they are extremely responsive and accommodating to meet our challenging requirements.”



History Council of NSW

“We approached the CRC to partner us in reaching non-English speaking communities to improve the participation of culturally and linguistically diverse groups in Historyweek 2007.

Historyweek is a state-wide festival of the History of NSW, now in its 11th year. In 2007 the History Council of NSW had the specific objective of increasing the participation of culturally diverse organisations in the event.

The CRC undertook emailing to their entire database on our behalf. This resulted in the participation of Assyrian, Croatian, Macedonian, Maltese, Polish, Ukrainian and Serbian groups joining the Lebanese, Chinese and Italian cultural groups who participate annually.

We are confident that, having extended our reach to the culturally diverse organisations of New South Wales, through our partnership with the CRC, we will be able to continue to build the diverse nature of the event in 2008 and in subsequent years.”