



Multicultural Marketing Conference

Absolute Engagement



PROGRAM

20 October 2011

Conference Chairperson:

Nihal Gupta

Chairman, NSW Multicultural Business Advisory Panel

8:30 Registration

8:50 Opening and welcome

Stepan Kerkyasharian AO

Chairperson, Community Relations Commission

9:00 Keynote address

The Hon Victor Dominello MP

Minister for Citizenship and Communities

9:30 Keynote address

Keith Lewis

Head of Retail Distribution, Retail Banking and
Wealth Management - HSBC Bank Australia

10:00 *Morning Tea*

10:30 Consumer Experiences in our
Multicultural World

Cynthia Webster

Associate Professor (Marketing), Macquarie University

11:00 For all Australians - Engaging
the multicultural community
in the 2011 Census

Paul Lowe

Head of the Australian Population Census,
Australian Bureau of Statistics

11:30 Meeting the Challenge of Measuring
Culturally Diverse Engagement

Michael Dove

Director, OriginsInfo

12:00 Panel : Through the spyglass of consumers

Chinese - **Councillor Robert Kok**, City of Sydney Council

Emerging communities - **Dr Eman Sharobeem**, Immigrant Women's Health Service

Filipino - **Mr Eduard Alcordo**, First Pacific Capital Underwriters Pty Ltd

Indian - **Ms Sheba Nandkeolyar**, Multicall Connexions

1:00 *Lunch*

2:00 The Health of Multicultural Communities:
Engagement and Participation

Peter Todaro

Director
NSW Multicultural Health Communication Services

2:30 Engaging with stories

Peter Fitz

Manager, Communications and Research,
Moreland City Council

3:00 Powerhouse Museum: Connected digital,
social and community focussed projects

Paula Bray

Manager Visual and Digitisation Services,
Powerhouse Museum

3:30 *Afternoon Tea*

4:00 Marketing the FIFA World Cup to
Australian Multicultural Audiences

Jacquie Riddell

Director of Marketing, SBS

Katherine Raskob

Group Marketing Manager, SBS

4:30 Conclusion

Nihal Gupta