

MEDIA RELEASE

THURSDAY 5 DECEMBER 2013

MULTICULTURAL MARKETING AND SOCIAL MEDIA RECOGNISED AT GOVERNMENT HOUSE

The importance of social media and tailoring marketing to Victorians with migrant and refugee backgrounds was recognised at a prestigious ceremony last night at Government House.

Language Partner, trading as eTranslate, won the Multicultural Marketing Award at the Victorian Multicultural Commission (VMC) 2013 Multicultural Awards for Excellence.

VMC Chairperson, Mr Chin Tan said that the annual awards recognised the efforts of more than 70 people and 23 organisations, like eTranslate, who work hard to make Victoria a harmonious, multicultural state that is the envy of the nation.

“eTranslate received the award for helping Victoria’s multicultural communities set up and benefit from social media networks through workshops, translated materials and online tutorials.

“Importantly, eTranslate also advise businesses and government agencies on the best ways to engage with Victorian people, who come from more than 200 backgrounds and 135 faiths.

“eTranslate has employed a diverse and bilingual team to research online activity and ensure their client’s products and services are culturally appropriate.

“Since 2000, eTranslate has created more than 400 new social media networks in more than 60 languages with an audience of over 200,000.”

The prestigious awards attracted more than 200 nominations, showing the breadth and support of people who make Victoria a great place to live.

“The annual Awards for Excellence confirm the Victorian Government’s commitment to promoting Victoria as a multicultural place, with His Excellency the Honourable Alex Chernov AC QC, Governor of Victoria and the Premier of Victoria, the Honourable Denis Naphine presenting awards,” Mr Tan said.

eTranslate, based in Camberwell, received one of two Business Awards by Minister for Multicultural Affairs and Citizenship, Nicholas Kotsiras. The other award, for Corporate Innovation, was presented to Mooroopna’s Gouge Linen and Garment Services.

Awards were also presented by the Minister for Local Government Jeanette Powell, Minister for Education Martin Dixon, and Chief Commissioner of Police Ken Lay.

For a complete list of winners in this and previous years, please visit:

www.multicultural.vic.gov.au

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