



National Multicultural Marketing Awards



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What are the Awards?

The CRC invites businesses, organisations and government agencies to enter its National Multicultural Marketing Awards 2003 program.

The Awards recognise the efforts of businesses and organisations that seek to harness the benefits of Australia's cultural diversity. The Awards aim to:

- ▶ Promote the advantages for commercial managers of marketing their product or service to every potential client or customer.
- ▶ Highlight the responsibility of public sector managers to cater to the needs of the whole community and to fully inform all people about their services and activities.
- ▶ Stimulate creativity in marketing to a culturally diverse society.
- ▶ Recognise work of a high standard so as to inspire marketers who are not yet meeting the challenges of a culturally diverse society or enjoying the benefits of the market created by it.
- ▶ Promote a more equitable representation of our diversity as a nation through mass media marketing channels.



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