

8:30am	<b>Registration opens</b>	Coffee and tea on arrival
9:15am	<b>MC Welcome</b>	Rachael Adams   <b>Ethnolink</b>
9:20am	<b>Opening Address</b>	Vivienne Nguyen AM   <b>Victorian Multicultural Commission</b>
9:30am	<b>Opening Keynote</b>	Costa Vasili   <b>Ethnolink</b> <i>Ethnolink's Evolution: 4 Insights from our 13-Year Journey</i>
9:50am Session 1	<b>Presentations</b>	Jess Mathew   Senior Engagement Officer, <b>Department of Families, Fairness and Housing</b> <i>Diversity within diversity: Understanding Victoria's multicultural community narratives</i> Anthony Lam   Founder & CEO, <b>Punchy Digital Media</b> <i>Producing Multicultural Creative Content For Your Community</i> Sherry Xu   Managing Partner, <b>Brand Asia</b> <i>A Complete Guide to Target Chinese Residents in Australia</i> Juan Paolo Legaspi   President, <b>National Ethnic and Multicultural Broadcasters' Council</b> <i>Diversity On Air: Showcasing Multicultural Content Through Community Media</i>
10:40am Session 1	<b>Panel: Innovative Strategies for Engaging Multicultural Audiences</b>	<i>This panel explores forward-thinking approaches for effective multicultural engagement in Australia, covering topics such as digital media, cultural fluency, and leveraging community leaders for inclusive communication strategies. Participants will gain actionable insights to enhance their organisation's connections with diverse communities.</i>  Facilitator: Costa Vasili   Founder & CEO, <b>Ethnolink</b> <ul style="list-style-type: none"><li>• Jess Mathew   <b>Department of Families, Fairness and Housing</b></li><li>• Anthony Lam   <b>Punchy Digital Media</b></li><li>• Sherry Xu   <b>Brand Asia</b></li><li>• Juan Paolo Legaspi   <b>National Ethnic and Multicultural Broadcasters' Council</b></li></ul>
11:10am	<b>Morning tea</b>	
11:30am	Rachael Adams   Head of Multicultural Communications, <b>Ethnolink</b>	<i>Including Community Voices in Multicultural Communications</i>
11:50am	<b>Facilitated Roundtable Discussions</b>	<i>A chance to exchange your experiences and gain new perspectives on multicultural communications.</i>
12:50pm	<b>Lunch</b>	
1:40pm Session 2	<b>Presentations</b>	Dr Michelle Lamblin and Amanda Sabo   <b>Orygen</b> <i>Consultation for Global Impact: Translating #chatsafe Suicide Prevention Resources for Diverse Audiences</i> Cate Harris and Roberto Venturini   <b>The Royal Children's Hospital</b> <i>More than words: Making paediatric health services accessible for all</i> Anni Tillack-Benton and Blossom Ah Ket   <b>Health Translations</b> <i>The Health Translations Library's vital role in promoting health equity</i> Henrietta Podgorska   CEO, <b>Umbrella Multicultural Community Care</b> <i>Don't Break It, Build It: Languages are Assets, Not Barriers</i>

2:30pm  
Session 2

**Panel: Addressing Health Disparities through Culturally-Appropriate Engagement and Communication**

*This panel explores the intersection of health equity and multicultural communication, addressing disparities in diverse communities by discussing culturally appropriate strategies, understanding unique health challenges, and fostering trust through effective engagement, aiming to contribute to the reduction of health disparities in multicultural communities.*

Facilitator: Cloe Bru | Head of Account Management, **Ethnolink**

- Dr Michelle Lamblin | **Orygen**
- Cate Harris | **The Royal Children's Hospital**
- Anni Tillack-Benton | **Health Translations**
- Henrietta Podgorska | **Umbrella Multicultural Community Care**

3:00pm

**Presentation**

Anthony Pym | Professor of Translation Studies, **The University of Melbourne**  
*How to enhance machine translation in emergency communication*

3:20pm

**Afternoon tea**

3:40pm

**Keynote**

Holly Seale | Associate Dean, **University of New South Wales**  
*Enhancing the role of community connectors during health emergencies*

4:10pm

**Closing remarks**

4:30pm

**Summit concludes**

*The program is subject to change without notice.*  
V0.3

# Making Multicultural Communications Mainstream

Ελληνικά

አማርኛ

ਪੰਜਾਬੀ

한국어

العربية

日本語

Pitjantjatjara

简体中文

नेपाली

Español

Italiano

Special thanks to our sponsors



 **punchy**digitalmedia

