

8:30am	Registration opens	Coffee and tea on arrival
9:20am	MC Welcome	Rachael Coulthard Ethnolink
9:30am	Opening Keynote	Costa Vasili Ethnolink <i>Ethnolink's Evolution: 4 Insights from our 13-Year Journey</i>
9:50am Session 1	Presentations	Abdallah Habib Department of Customer Service, NSW Government <i>Key Lessons from a Year of Multicultural Communications with NSW Government</i> Anthony Lam Founder & CEO, Punchy Digital Media <i>Producing Multicultural Creatives For Your Community</i> Katy Eng National Head of Diverse, Omnicom Media Group <i>Representing Diversity in Marketing: Where's the Data?</i> Emily Newton Senior Communications Advisor, Communities, eSafety Commissioner <i>Culture, Connection and Creativity: eSafety's First Nations Resources and Communications Approach</i>
10:40am Session 1	Panel: Innovative Strategies for Engaging Multicultural Audiences	<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, Ethnolink <ul style="list-style-type: none">• Abdallah Habib Department of Customer Service, NSW Government• Anthony Lam Punchy Digital Media• Katy Eng Omnicom Media Group• Emily Newton eSafety Commissioner
11:10am	Morning tea	
11:30am Session 2	Presentations	Louise Browne Head of Public Health & Education, Jean Hailes for Women's Health <i>Speaking in Plain Language</i> Kathleen Tan & Rebecca Wood R U OK? <i>Connecting with Seniors in Multicultural Communities</i> Dana Mouwad Manager Strategic Partnership & Programs, NSW Health, Western Sydney Local Health District <i>Community as Crucial Partners</i>
12:20pm Session 2	Panel: Addressing Health Disparities through Culturally-Appropriate Engagement and Communication	<i>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.</i> Facilitator: Cloe Bru Head of Account Management, Ethnolink <ul style="list-style-type: none">• Louise Browne Jean Hailes for Women's Health• Kathleen Tan R U OK?• Dana Mouwad NSW Health, Western Sydney Local Health District

12:50pm Lunch

1:40pm Rachael Coulthard | Head of Multicultural Communications, **Ethnolink**
Including Community Voices in Multicultural Communications

2:00pm **Community Panel: Learning from Listening**

This panel aims to enhance audience understanding of cultural and linguistic nuances crucial for effective communication within diverse communities. It encourages interactive discussions, with panelists sharing personal experiences, unique perspectives, and success stories as migrants.

Facilitator: Shereen Ghali | Head of Community Engagement, **Ethnolink**

- Jahin Tanvir | CEO, **Australian School of Entrepreneurship**
- Nadia Saleh | Diversity & Inclusion Project Officer, **Australian Services Union**
- Dr Van Tran | Early Childhood Education Research Group, **Charles Sturt University**
- Rhianne Jeyakumar | **Women's Domestic Violence Court Advocacy Service**

2:40pm Afternoon tea

3:00pm **Keynote**
Erika Gonzalez (PhD), **RMIT University**
Quality: A Shared Responsibility

4:10pm Closing remarks

4:30pm Summit concludes

The program is subject to change without notice.

Making Multicultural Communications Mainstream

Ελληνικά

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ਪੰਜਾਬੀ

한국어

العربية

日本語

Pitjantjatjara

简体中文

नेपाली

Español

Italiano

