

# ethnolink summit



Melbourne - Zinc Federation Square Thursday 27th August 2026 8:30 AM - 4:30 PM



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# punchy.

Visual communications that  
**empower communities**

Animation

Live Action

Research & Strategy

Design & Illustration



Australian Government



Jean Hailes  
for Women's Health



Emerging  
Minds



State of Public Sector Communications 2026

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|          |                                                                       |                                                                                                                     |
|----------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 8:20 AM  | REGISTRATION OPENS                                                    | Coffee & refreshments available                                                                                     |
| 9:00 AM  | WELCOME ADDRESS                                                       |                                                                                                                     |
|          | Helen Kapalos<br>Master of Ceremonies                                 | Welcome to Country: Wurundjeri Elder<br>Uncle Andrew Gardiner                                                       |
| 9:10 AM  | OPENING ADDRESS + Q&A                                                 |                                                                                                                     |
|          | Costa Vasili - Ethnolink                                              |                                                                                                                     |
| 9:50 AM  | SESSION 1                                                             |                                                                                                                     |
|          | Anthea Hancocks<br>Scanlon Foundation Research Institute              | The Relationship Between<br>Communication And Social Cohesion                                                       |
|          | Associate Professor Sukhmani Khorana<br>University of New South Wales | Reimagining Indian-Australian<br>Publics: Diaspora Complexity, Media<br>Ecosystems and Engagement Strategies        |
|          | Iain Alvarez<br>Dpt of Transport and Planning (VIC GOV)               | From Insight To Impact: Reaching<br>Punjabi-Speaking Heavy Vehicle Drivers                                          |
| 10:40 AM | PANEL DISCUSSION 1                                                    |                                                                                                                     |
|          | Facilitated by Harriet Vaughan - Ethnolink                            |                                                                                                                     |
| 11:10 AM | MORNING TEA                                                           |                                                                                                                     |
| 11:40 AM | SESSION 2                                                             |                                                                                                                     |
|          | Lee Yacoumis<br>NAATI                                                 | We All Deserve To Be Understood:<br>Learning From NAATI's National<br>Campaign                                      |
|          | Sarah Halpin<br>Jean Hailes for Women's Health                        | Talking Periods: Building A Health<br>Campaign With Communities                                                     |
|          | Paige-Elise Galloway<br>South East Water                              | When Trust Translates: A Place-Based<br>Approach To Multicultural<br>Engagement With The Dari-Speaking<br>Community |
| 12:30 AM | PANEL DISCUSSION 2                                                    | SPONSOR PRESENTATION                                                                                                |
|          | Facilitated by Kristy Micallef<br>Punchy Studio                       | Kristy Micallef<br>Punchy Studio                                                                                    |

1:00 PM

## LUNCH

1:40 PM

## SPONSOR PRESENTATION

Ronnie Navani - Multicultural Outdoor

1:45 PM

## FACILITATED ROUNDTABLE DISCUSSIONS

2:30 PM

## KEYNOTE + Q&A

Professor Marc Orlando  
Macquarie University

Words That Work For Everyone: Designing  
Readable Texts For Multilingual Audiences

3:10 PM

## CLOSING REMARKS

Helen Kapalos - Master of Ceremonies

3:30 PM

## NETWORKING HOUR

4:30 PM

## EVENT CONCLUDES

**MCO** Multicultural  
Outdoor  
connecting communities

# Connecting brands and government with multicultural Australia

Australia's only 100% digital out-of-home network dedicated to multicultural communities.

## OVER 250 SCREENS ACROSS AUSTRALIA

MCO connects government, brands and community organisations with Indian, Arabic, Chinese and Vietnamese-speaking audiences via digital screens placed inside multicultural retail environments, in context and where everyday interactions take place.

This isn't broad postcode advertising.

**It's culturally relevant, targeted communication.**

**RIGHT LANGUAGE.**

**RIGHT PLACE.**

**TRUSTED CONNECTION.**

**Book your next campaign with us today.**



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