

Media Release

Artwork by Anna Caione

Thursday 21 January, 2015

MAPPING OUR FUTURE: MAXIMISING THE POTENTIAL OF MULTICULTURAL VICTORIA

The **Minister for Multicultural Affairs, Mr Robin Scott MP**, will open the inaugural industry event **The Art and Science of Communication in Multicultural Victoria**, as part of **Cultural Diversity Week Celebrations** on **Thursday 17 March 2016**.

The forum, led by **Polaron Language Services** in partnership with the **Ethnic Communities' Councils of Victoria (ECCV)**, will explore the evolving communication landscape in Victoria within a global context. The forum is aimed at media and communications managers, ethnic community leaders, and businesses wanting to improve engagement with multicultural Victorians. Presenters will include futurists, lawyers, communication experts, language practitioners, community leaders, and service providers, showcasing best practice in the delivery of language services in multicultural Victoria.

"The business of translation generates an estimated global revenue of \$40 billion a year, growing at a rate of over 6%. Victorians are very well-placed to conquer this market. We speak more languages than there are countries in the world and we have a long-standing commitment to multiculturalism. We could be global leaders in this area, and yet Australia has less than 1% of the market share," said **Polaron Language Services CEO, Ms Eva Hussain**.

The forum will serve as a conversation starter, offering a series of snapshots in some of the areas that are going to be crucial for the economic and social development of communications in multicultural Victoria.

"The program will put communications in multicultural Victoria under the 'microscope'. Its themes will focus on futuristic approaches to language services including new technologies and how to improve interpreting and translating services," **ECCV Chairperson Mr Eddie Micallef** said.

"This will be a leading-edge industry forum that aims to help organisations craft strategic responses to the multicultural communication challenges that they face, and to identify innovations with the potential to transform the delivery of communication services to culturally and linguistically diverse Victorians."

Two pieces of art, a visual collage and an audio installation, have been commissioned specifically by the organisers to address the themes of the forum. They will be presented during the event.

Supporting partner organisations include Australasian Association of Language Companies, Cancer Council of Victoria, Centre for Culture Ethnicity and Health, Fenton Communications, Loddon Campaspe Multicultural Services, MI Fellowship, the Immigration Museum and the Victorian Multicultural Commission.

The Art and Science of Communication in Multicultural Victoria is a FREE forum open to the public. The full program of the forum will be released in February. For more information or for bookings visit www.polaron.com/vicforum.

MEDIA OPPORTUNITY

Talents available for interview in **English, French, Italian, Polish** and **Spanish**.
Eddie Micallef is available for interview on: 0413 127 422.

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