



Victor Dominello MP

Minister for Citizenship and Communities
Minister for Aboriginal Affairs

MEDIA RELEASE

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***PopAsia* MAKES SBS A HIT WITH YOUNG ASIAN AUSTRALIANS**

Minister for Citizenship and Communities Victor Dominello has announced the winners of the National Multicultural Marketing Awards 2012.

A highly successful push by SBS radio and television into the Asian pop music scene through its *PopAsia* television, radio, online and social media programs won the Grand Award at a ceremony in Sydney tonight.

The awards, conducted by the Community Relations Commission of NSW since 1990, recognise the achievements of government agencies, business enterprises and community groups in implementing strategies targeting the culturally diverse community.

“*PopAsia* is uniting a broad range of young Australians from Asia, through music and the English language, something they all have in common,” Mr Dominello said.

“SBS has cleverly drawn second and third generation migrants into the Australian environment through harnessing the great love of pop music that young people of all backgrounds have.

“This is ground-breaking media in a multicultural society,” Mr Dominello said.

PopAsia is made up of 10 hours of live radio each week, 24-hour online streaming, two weekly television programs, a mobile App, a dedicated YouTube channel, and more than 43,000 active online fans. It plays all the hits and covers all the news, interviews, fashion and gossip from the world of Asian pop music.

Chair of the Commission, Stepan Kerkyasharian, said tonight: “The Multicultural Marketing Awards set out originally to encourage public servants to meet the needs of people of non-English speaking backgrounds and to tailor services and information to their language and cultural differences.

“This is exactly what SBS, as a government organisation, has achieved with *PopAsia*, but, of course, as the multicultural broadcaster this is what they should do and they should be setting the standards.

“Congratulations SBS. In this particular corner of the media world, it appears SBS has met its charter perfectly”, Mr Kerkyasharian said.

PopAsia also won the Advertising and Communication Award.



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Other category winners announced tonight were:

[yellow tail] Export Award – **Creative Cubed Design Studio** for the publication *Kids of the Ummah*

Community Award – **Somali Welfare and Cultural Association** for *Africultures Festival*

Government Award – **NSW Multicultural Health Communication Service and Responsible Gaming Fund** for campaigns to help problem gamblers

Commercial Small Business Award – **Coffs Coast Community College** for Cultural Cafe

Commercial Big Business Award – **Australian Rugby League Commission** for the Multicultural Integration Program

The Australian Bureau of Statistics Technical Award – **Chinese Digital Media** for the Chinese Tourism Smartphone app