

Steve Kamper

Minister for Small Business
 Minister for Lands and Property
 Minister for Multiculturalism
 Minister for Sport

**Media Release**

Diverse media and marketing professionals honoured at 2024 Premier's Multicultural Communications Awards

Friday, 18 October 2024

A Pakistani-Australian newspaper editor, an Indian-Australian student journalist and a community organisation supporting NSW's Chinese and Asian elders are just some of the recipients at last night's Premier's Multicultural Communications Awards.

More than 90 nominations were received across 12 categories for media and marketing industry professionals who deliver information, news and campaigns for people in NSW who come from a culturally and linguistically diverse background.

The Premier's Multicultural Communications Awards (PMCAs) celebrate excellence in the multicultural media and marketing industry, recognising journalists, editors, and publishers across print, radio, TV, and online platforms.

The awards also recognise those who have effectively engaged and communicated with diverse audiences helping to promote community harmony and unity through engaging storytelling and innovative marketing campaigns.

The winners are:

Category	Winner
Lifetime Achievement	Syed Atiq Ul Hassan
Best Text Report	Indian Link Media Group
Best Audio-Visual Report	Lakshmi Ganapathy, Indian Link Media Group
Best Audio Report	SBS Mandarin (SBS Audio)
Alan Knight Student Award	Caitlin Maloney
Public Interest Award	Farid Farid
Publication of the Year	Draw Your Box
Young Journalist of the Year	Khushee Gupta
Best Use of Digital and Social Media	Jui Sen Tuli
Agency Campaign of the Year	CulturalPulse

Business Campaign of the Year	SBS
Community Campaign of the Year	Melbar Community Association Incorporated

NSW Minister for Multiculturalism Steve Kamper said:

“Linguistically diverse media and marketing professions across NSW play a special role in our society, providing essential information and entertainment in community languages.”

“Multicultural marketing campaigns bring important information including government messages about supports and services to diverse communities.”

“Many of the industry professionals are not only working in media or marketing but also running small businesses, employing the next generation of journalists and advertising executives.”

Multicultural NSW Chief Executive Officer Joseph La Posta said:

“Congratulations to all PMCA finalists and winners, who have been recognised as being leaders in the multicultural media and marketing industries.”

“With so much happening around the world and locally, the role of multicultural journalists and publishers is more important than ever, providing timely and credible information for their communities”.

MEDIA: Jonathan Symons | **Minister Kamper** | 0407 488 158

