



DIGITAL HUMANITY: EXPLORING OUR ECOSYSTEM

While VicForum 2018 may be over, everyone's still talking about it. And for good reason. Our keynote speaker, Dean Foley, was among the first to say it when he said, "Incredible event, people and ideas." It's a sentiment that's since been echoed by many others.

Here are some of the highlights that made VicForum 2018 one of the best multicultural events this year.

1. LOCATION

Melbourne. There's really not much more you have to say. Many of the attendees decided to stick around for a few days, and there was certainly no shortage of things to do. In addition to the city itself, the location of the forum – the CBA's corporate venue – could not have been better. The facility was the perfect size, the food was great and the staff was extremely helpful.



2. THE SPEAKERS

Major influencers, including Huss Mustafa, Fiona Wynn, Mark Painting, Pia Interlandi, Eva Hussain and more, were all on hand to share their expertise. From future of work to what happens with your digital assets when you die, the panels included a great mix of people and topics. Everyone came away with actionable tactics, tools and ideas that will give us inspiration now and in the months to come.



3. THE CONTENT & INFORMATION

With such an impressive group of speakers, it was clear by the end of the day that the panels were the highlight of the event. With so many of the leading experts in diversity, inclusion and multiculturalism, including several from leading organisations such as Commonwealth Bank, Australia Post, ANU and PwC, VicForum was a truly unique event. The sessions were engaging, entertaining and informative.

4. ONLINE ENGAGEMENT AND NETWORKING

Using the #VicForum hashtag allowed attendees to connect with their fellow guests. Apart from Twitter, discussions were facilitated across other channels, including Facebook, Instagram and LinkedIn. Each format gave users a different avenue to engage with new followers and create valuable long-term contacts.

5. THE EXHIBITION, LIGHTNING TALKS AND NETWORKING

The attendees got to experience some cutting edge technologies and interactive art installations, including virtual reality, fashion and social communication exhibits, which created an atmosphere of curiosity and facilitated genuine networking opportunities.

6. THE PARTNERSHIPS

None of this would have been possible without the input of our partner organisations, staff and volunteers. Diversity in motion!

*Eva Hussain,
Director, Polaron Language Services*

It's Cultural Diversity Week, and to celebrate I spoke at a forum on behalf of Minister for Multicultural Affairs Robin Scott. The forum focused on:

- Victoria's multicultural community
- The future of work
- Ways to celebrate diversity
- Our increasing connectedness

We heard from a range of experts including Dean Foley, founder of Barayamal and Huss Mustafa, Commonwealth Bank - both champions of diversity in the business community.

A fantastic event sponsored by Polaron: Better Translations, Commonwealth Bank and the Victorian Multicultural Commission.

DANIEL MULINO,

Parliamentary Secretary for Treasury and Finance, Labor Member for Eastern Victoria

I have really enjoyed each of the Forums as they bring together a diverse group of people across the business, government and community sectors. There is nothing else I go to in the year that draws such a broad group. It is also a good chance to hear about what is new and innovative in the multicultural space.

MIKE KENNEDY,

Palliative Care Victoria, Facilitator at VicForum

Such a nice day, nice location, friendly people and very nice guests. It was a pleasure for me to see some friends there and connect with some new people.

REZZA MOIENI,

Project Director, Ancestry Atlas / Cultural Infusion Panellist at VicForum

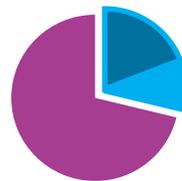
WHO CAME: ATTENDEES

VicForum 2018 had a total of **110** attendees, representing over **70** organisations, including:

- AALC
- ANU
- Australia Post
- Barayamal
- Bupa
- Call on Clare
- Calvary Health Care
- Commonwealth Bank
- Centre for Culture, Ethnicity and Health
- Centre for Cultural Diversity in Ageing
- Collab IT Systems
- COTA Victoria
- Cultural Infusion
- Deakin University
- Department of Justice and Regulation
- Department of Defence
- DHHS
- Diabetes Victoria
- Dianella Health
- ECCV
- Estia Health
- Girl Guides Victoria
- Global Indigenous Management
- Hitnet
- IziGraphics
- Kinetic Super
- Law Squared
- Liminal VR
- Little Rockers Radio
- Marie Stopes Australia
- MCWH
- MFB
- MiCare
- Monash University
- NAATI
- NDAN
- PABF
- Palliative Care Vic
- POLSIT
- PwC
- Refugee talent
- RMIT
- Skip Labs
- University of Melbourne
- Useful Link
- VMC
- Vollie
- Wattleshire
- X-Nihilo

HOW DIVERSE WERE OUR ATTENDEES?

Presented by www.ancestryatlas.com, powered by Cultural Infusion.

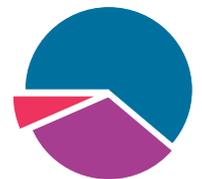


29% of attendees spoke 2 or more languages while **19%** spoke 3 or more languages.

A total of 23 different language were spoken. English, Mandarin, Spanish and French were the most common.

61.2% were born outside Australia, across 12 different countries.

Only **6.5%** had all of their parents and grandparents born in Australia



WHO ENGAGED: SOCIAL MEDIA

WEBSITE

- 4,305 unique visitors to the dedicated website (www.vicforum.com)
- 2,688 unique visitors to the main website (polaron.com.au).

FACEBOOK

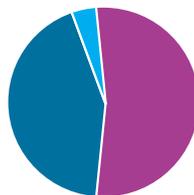
- VicForum's dedicated Facebook page: 3,689 post reach, 88 likes and shares
- Polaron Translation's Facebook page: 7,890 post reach, 125 likes and shares.

#VICFORUM ON TWITTER

30,206 accounts reached

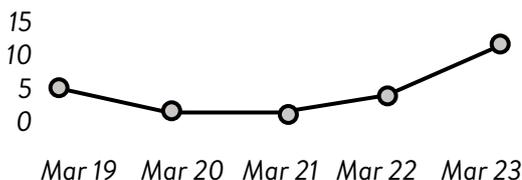
39,310 impressions

1 REPLY



10 RETWEETS 12 TWEETS

TWEETS PER DAY



23 tweets

15 contributions

5 days

NEWSLETTERS

- Three email blast to 2,500+ subscribers
- Newsletters sent out by partner organisations to over 5,000 subscribers
- In the Ethnic Communities Council of Victoria's weekly newsletter.

FORUM-RELATED POSTS ON LINKEDIN

- Unique visitors: 1,855
- Likes: 618
- Views: 11,877
- Shares: 215
- Mentions: 88

“I was very humbled to be a speaker at the 2018 VicForum, which is a platform to discuss the importance of multiculturalism and how our diverse community can create a better Australia for all who live in it.

How can companies claim to be innovative when they sometimes lack experiences and perspectives that represent a broader community!? If you want to make Victoria and Australia stronger, culturally and economically, be part of the VicForum.”

DEAN FOLEY,

Founder, Barayamal, Keynote Speaker at VicForum

VicForum is a valuable opportunity for us to reflect upon the challenges facing our organisation internally as well as taking time to think about the future of our industry. It is also great to connect with other individuals and organisations who are strong advocates for multiculturalism in Australia.

MARK PAINTING,

Ceo NAATI, Panellist at VicForum

‘I thoroughly enjoyed facilitating a session at the VicForum this year - a fantastic initiative with some powerful guest speakers. The design of the day was well considered with the work, life and play, and death themes weaving a thoughtful narrative to the forum.’

EMMA FORSTER,

Facilitator at VicForum

Great work on Friday. It was a wonderful panel discussion. Thanks to all the panellist for your insights!

DEMETRIO ZEMA,

Director & Problem Solver, Law Squared Panellist at VicForum





“Not only did working on VicForum and multicultural inclusion in general coincide with WattleShire's and my personal values but given Polaron's unique take on making the conference engaging, experiential and outcome driven with the right balance between for-profit & for-people and mix of community, corporate, government and SMEs made it inspiring. However, my biggest appreciation is the amazing dynamic and well-functioning team at Polaron that made this a pleasure for me to work on - evidence in itself of the possibilities that come from a multicultural team.”

*Mariam Riza,
VP – Intergenerational Consulting, WattleShire, MC at VicForum*

“The VicForum was a great example of a truly interdisciplinary event during which issues such as diversity, ethnicity, life and death were approached from various points of view. Discussions were focused on practical aspects related to these broad topics, yet were far from ordinary, interlaced with entrepreneurship perspectives as well as philosophical insights. Numerous fascinating initiatives were presented and new networks established.

The VicForum was an inspiring, motivating and informative initiative, professionally organized and skilfully designed.”

*Dr Kasia Williams,
the ANU, Panellist at VicForum*

“It was a real pleasure to be on the panel at the Digital Humanity Conference. For me it was valuable to learn how the new technologies can be applied in so many areas and be inspired by a very diverse group of highly motivated people. As a retired person involved in community work, and an artist, I left the conference eager to explore the many possibilities associated with what I heard that afternoon.”

*Izydor Marmur,
IziGraphics, Panellist at VicForum*

“As an entrepreneur this event helped me think about how to expand and grow my business by maximising on the digital boom we are going through. I look forward to creating employment opportunities for other young people. I'm grateful for the opportunity for being part of the forum.”

*Lorraine Ngwenya,
Director, Useful Link, Facilitator at VicForum*

“The forum was an excellent opportunity to share best practice from a cross section of industries and hear about some pioneering work practices in creating a very diverse and inclusive work force where employees have a sense of belonging with flexible working arrangements.”

*Huss Mustafa
General Manager Community Banking, Commonwealth Bank,
Panellist at VicForum*



“VicForum developed me professionally by giving me the opportunity to enhance my communication skills on stage and learn how multiculturalism is instilled in the work of different individuals. On a personal level, the forum connected me with others from all walks of life who are as passionate about multiculturalism and whose stories have broadened my horizons. The forum went exceedingly well and I look forward to next year's forum.”

*Nicole Ng,
MC at VicForum*

“This year's forum has given me a lot of inspiration and food for thought. Three discussion panels with wide range of topics and speakers from all walks of life, truly represented our society. A society that changes together with its language and forms a new ecosystem that we live in. The event was very well organised and facilitated.”

*Andrew Kozlowski,
President, Australian Institute of Polish Language Interpreters
and Translators Inc., Participant at VicForum*

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