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Launch of the 2012 Ethnic Business Awards – Calling on Businesses and Individuals to Nominate –

Australia's longest running business awards recognising diversity in business – *the Ethnic Business Awards* – were today launched for the 24th year.

The Awards recognise Australians from diverse cultural and ethnic backgrounds who have achieved success in business.

“These awards are Australia's pre-eminent awards in recognition of our nation's diversity and the role this plays in driving business success and innovation in our community,” said Awards founder, Mr Joseph Assaf.

“Businesses and individuals who nominate stand a chance of gaining recognition before their peers and a potential television audience of around 100 million people throughout Australia and Asia – not to mention some major prizes.”

The Awards comprise two core categories:

- Small Business (with a turnover less than or equal to \$5 million per annum)
- Medium to Large Business (with a turnover greater than \$5 million per annum)

Entrants for these categories must be either Australian Citizens or Permanent Residents born overseas.

A third category exists for Indigenous Australians making their mark in business – the ‘Indigenous in Business’ Award. It's the only first and only active national Indigenous business award in Australia.

Winners will share in cash and prizes including A\$10,000 from the National Australia Bank for each winner in each category.

Nomination criteria and applications can be found at www.ethnicbusinessawards.com

A gala event and award ceremony will take place in November 2012.

Nominations and award winners will be judged by an expert panel including:

- Don Argus AO AC - Former Chairman of BHP Billiton
- Eve Crestani - Chairman of Mercer's Trustee Company
- Joseph Elu AO is the current Mayor of the NPA Regional Council
- Allan Gyngell - Director-General of the Office of National Assessments
- Carla Zampatti AC AM – Australia's famous Fashion pioneer



Information about the Ethnic Business Awards is available at www.ethnicbusinessawards.com

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About the awards: Since its inception in 1988 by founder Joseph Assaf, the Ethnic Business Awards has celebrated the success of migrant contribution and the National Australia Bank has been a sponsor of these Awards.

As one of Australia's longest running business awards, the awards continue to recognise and reward the valuable and innovative contributions migrants have made to Australian business and the economy. The event is broadcast on SBS, Aurora Community Channel and the Australian Network and other networks.