



Multicultural Times

- journalism for diversity -



ABOUT

To be published every alternate Wednesday, the fortnightly newspaper launching in August 2018 will be your definitive guide to all things ethnic and multicultural in New Zealand.

At last count, Aotearoa had 213 ethnic groups calling it home. Unfortunately though, in spite of all the good intentions of average Kiwis, and efforts put in by government, ethnic communities in New Zealand still feel "alienated", "left out", or "voiceless". What ails such a feeling - and this is a general consensus - is that the ethnic issues, news, views, struggles, successes, or celebrations, don't find adequate representation in the country's public discourse.

Multicultural Times is an effort to change this prevailing state of affairs with the ultimate goal of creating social cohesion across New Zealand.

As Multicultural Times' tagline - Journalism for diversity - pointedly says, we hope that by bringing the ethnic side of things into mainstream New Zealand, society at large will develop a deeper understanding and appreciation of each other's culture. And when the wider community is sensitised about ethnic issues, it goes out of its way to help new migrants to settle in.

In turn, New Zealand as a whole benefits and prospers.



Multicultural Times is an Associate Member of New Zealand Media Council, which requires us to uphold its 12 Principles (mediacouncil.org.nz)

FOUNDERS OF MULTICULTURAL TIMES



GAURAV SHARMA

Born and brought up in India, Gaurav, although trained as a mechanical engineer, found his calling in journalism when he got a chance to work for one of the most respected newspapers in the country, The Indian Express, more than a decade ago. Subsequently, in 2009 he shifted to Singapore to pursue his journalistic passion in international waters.

While based there, he travelled the length and breath of South-east Asia including Malaysia, Thailand, Cambodia, and Indonesia, reporting for several business and current affairs publications in the region, before shifting his base to Christchurch in late 2014.

There he started The Migrant Times (TMT) as a social enterprise in collaboration with the Canterbury Migrants Centre in mid-2016 with the aim of providing 'A Voice for All'; and covering the news, views, struggles, successes, and celebrations of all ethnic communities in and around Canterbury. It was the first such initiative in the region, which went much beyond the geographical boundaries and gained traction nation-wide, especially in the ethnic communities sector and among policy makers.

Under his editorial guidance, TMT stood out in the market by engaging with ethnic communities and asking pertinent questions of decision-makers and community leaders; as well as raising issues that matter to the wider communities.

Gaurav's other media involvement in New Zealand has been the role of Chief Reporter, South Island, for the largest Indian community newspaper in New Zealand, The Indian Weekender, published weekly from Auckland.



ERIC CHUAH

Eric comes from a family line of migrants since the 1940s when his grandparents escaped from the Fujian province of China during World War II. He is second-generation Chinese Malaysian and migrated to Australia in the 1990s. During that time, Eric's parents held three jobs and shared two meals a day to support their three children for a better education in Australia. Eric studied hard and graduated from the University of Melbourne and became one of the youngest expats at ANZ Bank by his mid 20s. His 15 years in the banking industry spanned multiple cities in Australia, China, Singapore, Malaysia, Taiwan, Indonesia and the Philippines.

Eric arrived in New Zealand in 2013 as Head of Customer Segments and Migrant Banking for ANZ and led the bank into charting new territories with record achievements in sales performance, customer satisfaction, and most importantly, staff engagement. He left ANZ in 2017 to start Cultural Connections, a multicultural research and consulting firm with a social purpose, focusing on using data to create conversations that lead to positive change. His social research includes a Migrant Happiness Index and looks for ways to build a more inclusive multicultural society. This social enterprise generated over \$20k for community groups in the first 12 months and he continues to work with a range of clients from various local government agencies to top global consulting firms.

In June 2018, Eric launched another social enterprise called The Cookie Project that provides fair, meaningful, and fun employment to youth with disabilities so that they feel accepted, included, and valued. The Cookie Project achieves this through the youths' participation in the production of hand-made butter cookies, using only the best Kiwi ingredients so that customers love the product as much as the story behind it. The Cookie Project sold 5,000 cookies within the first two weeks of launch and is now looking at scaling its impact to benefit more youth with disabilities. Eric hopes to see more migrants taking the same approach by starting a business with purpose to solve some of the social issues in New Zealand.

Eric is committed to contributing towards social cohesion and racial unity as the foundation for New Zealand's long term prosperity through Multicultural Times and his other activities.

MULTICULTURAL TIMES CONTENT

The content in Multicultural Times is designed to adhere to its motto of journalism for diversity, by covering the news, views, successes, struggles, and celebrations of over 200 ethnic groups in New Zealand.

WEB EDITIONS

While everything that appears in print finds a place on Multicultural Times's website as well, our web presence is much more than just reproduction of the print versions. It essentially complements what we do in print, with much more enriching content in terms of videos, audios, pictures, and several other web-based interactive tools including info-graphics.

What is distinct about the coverage that readers get in Multicultural Times though, is some of our very special sections, as detailed below.

MULTICULTURAL COMMUNITIES

This is essentially the core of what we stand for, and what we cover. These are stories from across the country focusing on each and every ethnic group calling Aotearoa their home.

DIVERSITY AND INCLUSION

With multiculturalism arises the need for appreciating diversity and demanding inclusion, a must if New Zealand is to succeed in the modern world. We focus on this here.

MIGRANT BUSINESSES

Migrants are great entrepreneurs. From small-town dairies, to big hotel chains, to upcoming high-tech start-ups, the success stories are endless. Every issue introduces our readers to some such individuals.

ENLIGHTENED COMPANIES

Here, we explore the question - why does diversity work? Those companies that employ a diverse workforce succeed. They are what we call "enlightened companies". We profile such companies in this section.

NEWS YOU CAN USE

Want to know what to do to call an ambulance? Or what are your rights as a tenant? These are important everyday questions, whose answers are useful if you are new to New Zealand, or even if you have been living here for generations. Find many such information here.

YOUR CORNER/ MIGRANT STORIES

This, as the title suggests, is 'Your Corner'. Simply put, these are stories of migrants in their own words. How they came to New Zealand, and then slowly, brick by brick, how they built their lives here.

A BETTER NEW ZEALAND/ POSITIVE STORIES

Media these days are often criticised – and with good reason - for being too negative. Clickbait journalism and all! Multicultural Times is changing that by bringing positive, inspirational and uplifting stories to the fore here.

ORGANISATIONS

Multicultural Times is all about collaborations. We partner and get inspired from numerous non-profit, social, cultural, and community organisations from all around New Zealand. This is the section where we profile them and their work.

COMMUNITY MEDIA

A big motivation for what we do at Multicultural Times is to take the power of media back to the people. And what best way to do this than to make media community-sourced. All our readers are potentially Multicultural Times' citizen journalists and video volunteers. You see your own work here. Be a disruptor. Join the revolution!

CAMPAIGNS

Sometimes issues are so important, one story is not enough. Take for example, co-ethnic exploitation of migrant workers in New Zealand. A sustained campaign with numerous follow-up stories is needed to make policy-makers sit-up and notice. This is the space for such initiatives.

Additionally, we have regular sections, which readers are used to seeing in other news organisations, such as podcasts, opinion pieces, illustrations, news stories, essays, photo features, as well as sports and culture articles including arts, movies, theatre, books, and especially food.

But in these too, our point of difference is the emphasis on the multicultural nature of New Zealand. For example, when we talk about movies, we just don't cover the routine Hollywood stuff; rather, we include the ever-growing number of film festivals across New Zealand showcasing Japanese, European, and Chinese movies, among others.

That's why our - What's on - section published on pages 22-23 of every issue, and shared via several social media channels, is the definitive guide to multicultural events across the country.

Multicultural Times came into being to fulfil a vacuum in New Zealand's media landscape. Our uniquely designed content coverage reflects that!



KEY STATISTICS OF MULTICULTURAL TIMES

5,000

printed copies

30+

cities across the country
by end of 2018

300+

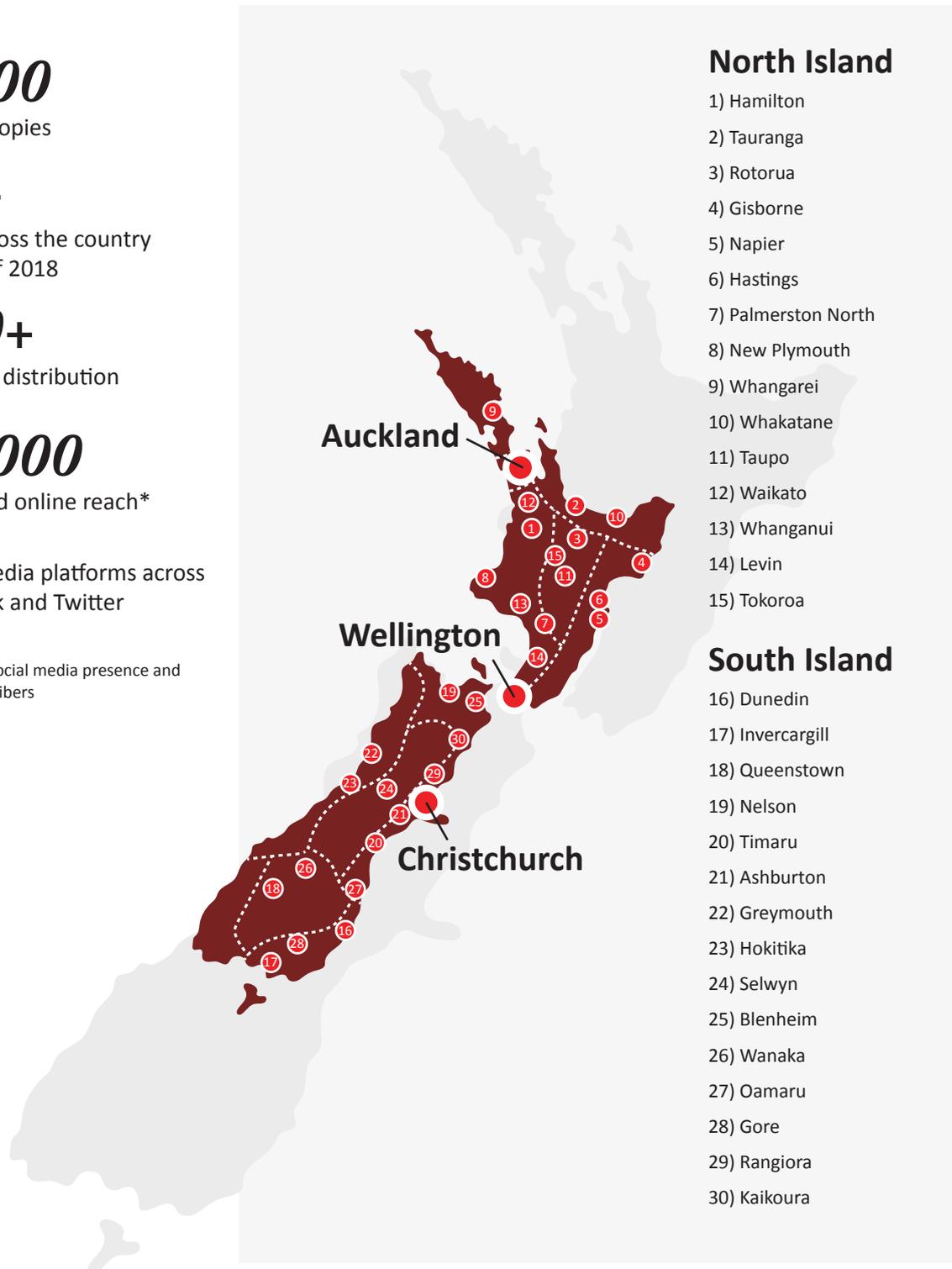
points of distribution

50,000

Estimated online reach*

Social media platforms across
Facebook and Twitter

*Based on social media presence and
email subscribers



North Island

- 1) Hamilton
- 2) Tauranga
- 3) Rotorua
- 4) Gisborne
- 5) Napier
- 6) Hastings
- 7) Palmerston North
- 8) New Plymouth
- 9) Whangarei
- 10) Whakatane
- 11) Taupo
- 12) Waikato
- 13) Whanganui
- 14) Levin
- 15) Tokoroa

South Island

- 16) Dunedin
- 17) Invercargill
- 18) Queenstown
- 19) Nelson
- 20) Timaru
- 21) Ashburton
- 22) Greymouth
- 23) Hokitika
- 24) Selwyn
- 25) Blenheim
- 26) Wanaka
- 27) Oamaru
- 28) Gore
- 29) Rangiora
- 30) Kaikoura

PRINCIPLES OF MULTICULTURAL TIMES

We recognise the importance of the role a newspaper publication plays. We have established a charter that is well supported by our highly respected Advisory Board.

INCLUSIVE

- We will always respect the voice of every ethnic group that helps to improve New Zealand.
- We will always represent those who can't stand up for themselves.

IMPARTIAL

- We will always seek input from both sides of a story.
- We will always be impartial on politics, religion, ethnicity, and race.

TRANSPARENT

- We will always curate and attribute the sources of our work.
- We will always collaborate with our audience and all reputable media partners.

ADVISORY BOARD MEMBERS' BIOGRAPHIES



EDUCATION SECTOR PROFESSOR EDWINA PIO

**Professor of Diversity
and University Director of Diversity**

Edwina Pio is University Director of Diversity, in a position annexed to her substantive role as professor in the Faculty of Business, Economics and Law. She is New Zealand's first Professor of Diversity, a Fulbright alumna and recipient of a Duke of Edinburgh fellowship.

Edwina is a thought leader and knowledgeable interpreter in the area of diversity in business, communities and education and her passion for interdisciplinary scholarship encompass the intersections of work, ethnicity, religion and pedagogy.

Edwina is widely published and travels extensively to Europe, North America, Asia and Australia for research and information dissemination with diverse audiences in the academic, business and social sector. She has received media attention for her role as an ethnic minority educator and researcher, and has been interviewed and featured on New Zealand TV, Maori TV, BBC radio, RadioNZ, the New Zealand Herald and New Zealand Management. She has won awards at the Academy of Management and the Society for Global Business and Economic Development.

In 2008, Edwina's book "Sari: Indian women at work in New Zealand" was released by Sir John Key, the former Prime Minister of New Zealand. In 2010 her book "Longing & Belonging" was released at Te Papa Wellington on Race Relations Day by the Office of Ethnic Communities and the Human Rights Commission. In 2014 her book "Work & Worship" was released by the Race Relations Commissioner. Edwina is also Research Leader of the Immigration and Inclusion Group, Co-director of the Global Centre for Equality & Human Rights, Fellow of the New Zealand (NZ) India Research Institute and unfurls concepts and experiences that represent both positive narratives and epistemic fault lines emblematic of restrictive covenants in organisations, education and society.



PRIVATE SECTOR CAROL BROWN

**CEO
Diversitas**

Carol and her family came to New Zealand from South Africa in 1999. Having been involved in the human resources field during the government transition in South Africa, she played an integral role in implementing affirmative action strategies and supporting business to embrace diversity and actively participate in knowledge transfer strategies.

Shortly after coming to New Zealand, Carol was appointed to lead the project run by the Committee for Auckland to set up OMEGA – Opportunities for Migrant Employment in Greater Auckland. She has a passion for supporting the full uptake of meaningful employment for migrants in New Zealand and helping organisations to realise the benefits for their business, their people and the economy.

Having spent most of her career focussed on talent acquisition and engagement, in 2010 Carol was one of the pioneers in leading the diversity and inclusion portfolio for a large Australian organisation before coming back to New Zealand to set up her own specialist consultancy in this field under Diversitas. The impact and success of Diversitas led to an expansion to the Northern hemisphere by opening up an office in Dubai. In 2016, Carol collaborated with Massey University to set up a tech company (RoleWorks), which provides a platform to support inclusive work practices for employees and their managers. Both Diversitas and RoleWorks pride themselves on their reputation for delivering pragmatic, impactful diversity and inclusion programmes to their clients.

Carol hopes to use her decades of expertise and international experience to influence New Zealand companies to provide job opportunities for all, where individual differences, strengths, and capabilities are fully harnessed in the workforce.



PUBLIC SECTOR JIMMY CHEN

**Councillor for Hornby Ward
(Christchurch City Council)**

Jimmy was born in Taiwan, his parents were from Sichuan and Hubei. Jimmy and his wife with their two daughters immigrated to Christchurch in 1996.

After 22 years in Christchurch, he is well-known in his community. Before being elected as a Christchurch City Councillor, he was a home tutor, tourist guide, and interpreter. Jimmy has worked for IRD and then for KiwiCorp Products Ltd. In addition, he has volunteered with Christchurch Citizens Advice Bureau, and as a Trustee on the Burnside High School Board of Trustees, Chair of the Christchurch Intercultural Assembly, as well as being a consulting member of the Canterbury Police Office Asian Consultants.

In 2007 Jimmy was elected as a Christchurch Riccarton-Wigram Community Board member and in 2010 he was elected as a Christchurch City Councillor, being re-elected in 2013 and in 2016. He is currently Chair of the Council's Multicultural Subcommittee as well as Chair of the Council's International Relations Working Group.

As a City Councillor, he has led the Multicultural Working Party to develop the Christchurch Multicultural Strategy that was launched in May 2017. This strategy is a commitment by the Council to support and embrace the diversity of the people in Christchurch. This strategy also provides a framework and a set of goals and actions to ensure every person in Christchurch feels a sense of belonging, as well as giving everyone in Christchurch an equal opportunity to access the Council's services and information, and participate in the decision-making process.



COMMUNITY SECTOR
TAYO AGUNLEJIKA

Executive Director
Multicultural New Zealand

Tayo Agunlejika is a Nigerian born New Zealand citizen and currently the Executive Director of Multicultural New Zealand (New Zealand Federation of Multicultural Councils), a position he has held for the past three years. Before taking on the management position he was the National President for three years and provided leadership, vision, strategic thinking, and direction for the National Board, Regional Boards, Managements, Community Organisations, and members.

Tayo has significant experience in community development, community engagement, relationship management, lobbying, and consulting on policy and services and cultural intelligence, and have developed strong links to ethnic communities both at the grassroots and with ethnic national bodies.

In 2006, Tayo initiated and established the annual Upper Hutt Multi Ethnic Soccer tournament as a platform for ethnic migrant and refugee players and families to engage and network with mainstream communities and support agencies. He now coordinates the award-winning National Communities Football Cup established by New Zealand Police.

He also initiated and contributed to the Noho Marae Induction Programme (Pathway to Citizenship); two nationwide community consultation workshops funded by UNESCO; the 2014 Ethnic Small and Medium Enterprise Forum; the Multicultural March brand to promote nationwide Race Relations day celebration; the Labour Weekend Neighbourly Morning Tea campaign; and the Youth Resource Kits app.

Tayo's passion is to contribute to New Zealand being an inclusive society where migrants and refugees are successfully integrated into the mainstream, settled in, and participating and adding value to the socioeconomic and cultural growth of New Zealand.



MEDIA SECTOR
PAULINE GAO

Founder
MultiMarketing and YiJu

Pauline moved to New Zealand from the city of Guangdong (China) in 2000 as an international student. She completed her formal education in New Zealand with a university degree in management and international business.

Pauline's first job at Three Brothers Building Construction gave her insights into the construction industry gap: a lack of marketing and communications support. Hence, in 2009 Pauline took the courage to establish MultiMarketing as a specialist marketing agency in the construction and property development sector. MultiMarketing also helps companies to communicate effectively across different cultures in New Zealand, and is involved in the export sector selling Kiwi made materials such as high-density panels to China. Today, MultiMarketing is a marketing agency offering a full suite of research, planning, design, events, media and communications.

In 2013, Pauline further strengthened the company's position in the market by launching YiJu as a Chinese magazine to help new Kiwis to settle and prosper in New Zealand through reliable and quality property insights delivered by the best diverse talents. YiJu has in-house award-winning talents who write in-depth exclusive content that is highly respected in the market. Today, YiJu has over 16,000 followers and distributes 10,000 copies across New Zealand and China.

Outside of work, Pauline is the economic and cultural representative in New Zealand for the Jiangmen government, the city she was born in. She also established the New Zealand Jiangmen Youth Association to support youth development and business collaboration.

Pauline hopes to use her cross-cultural expertise and vast network to connect our readers and contribute towards a socially cohesive and prosperous New Zealand.



**THE FACE OF
NEW ZEALAND
IS CHANGING.**

ARE YOU
FOLLOWING
THE CHANGE?



New Zealand is ethnically diverse with more than 200 ethnic groups according to Census 2013.

How is your brand connecting with a diverse New Zealand?

New Zealand is a multicultural community with more than 25% of the population born overseas according to Census 2013.

Is your brand allocating the right proportion of media spending?

In the last five years, more than 500,000 migrants arrived into New Zealand with the intention of staying for 12 months or longer, according to Stats NZ.

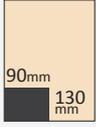
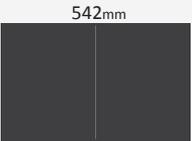
What is your brand awareness and brand consideration with the fastest growing consumer group in New Zealand?

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PLATFORMS AND RATES OF MULTICULTURAL TIMES

Multicultural Times is a new publication in the market and offers introductory pricing to welcome you on boards as our advertiser.

PAGE SIZE	AD SIZE	24 ISSUES (RATE PER ISSUE)	12 ISSUES (RATE PER ISSUE)	6 ISSUES (RATE PER ISSUE)	2 ISSUES (RATE PER ISSUE)	1 ISSUE (RATE PER ISSUE)
BUSINESS CARD SIZE		\$90	\$130	\$160	\$170	\$190
1/8 PAGE		\$190	\$270	\$330	\$350	\$390
1/4 PAGE		\$250	\$350	\$420	\$440	\$490
1/2 PAGE		\$290	\$410	\$500	\$530	\$590
INSIDE FULL PAGE		\$390	\$550	\$670	\$710	\$790
LAST PAGE		\$490	\$690	\$840	\$890	\$990
DOUBLE PAGE SPREAD		\$990	\$1,390	\$1,690	\$1,790	\$1,990

CLASSIFIEDS	 <p>Up to 50 words: \$15 51-100 words: \$25</p>
DIGITAL	 <p>Static: \$50 Dynamic / video: \$500 Native: \$250 e-Newsletter: \$250</p>
PODCAST	 <p>30 sec: \$100</p>
ADVERTORIALS	 <p>Talk to us about how we can maximise your impact with advertorials. Option of providing your own content or let our experts write it for you. We recommend a minimum size of 1/2 page.</p>
AD BUILD	 <p>Need some help to design your ad for optimal performance? Let our experts design your ad, take some professional photos, create amazing videos, and write compelling content.</p>
PACKAGES	 <p>We offer discounted packages when you place your ad on more than one platform. Talk to us about how we can optimise your impact with best value.</p>

Advertising Rates

- All prices are exclusive of GST
- Introductory rates until 31 October 2018

Print

- All artwork to be supplied as image files (jpeg, jpg, jpe) with minimum 300 dpi

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Learn from the best to ensure success
Reasons we will be successful

Economy



World Bank's stock at all-time high

It is a pleasure to allow an organization to focus on the growth opportunities to increase sales and revenue.

Marketing strategy's goal is to increase sales and revenue. It is a pleasure to allow an organization to focus on the growth opportunities to increase sales and revenue.

Marketing is defined as the process of creating and designing a value proposition. Having a solid marketing strategy allows you to have a competitive advantage in your market. It is a pleasure to allow an organization to focus on the growth opportunities to increase sales and revenue.

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US rate rise chances

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