

▶ **6PR (Perth)**
Mornings - 26/01/2012 9:05 AM
Paul Murray
Assistant Producer Mr Andrew Williams 08 9220 1422

Murray talks about the term 'cultural identity', saying many people believe Aus has lost their cultural identity, and also the struggle to discover just what that means. Dr Steve D'Alessandro Macquarie University, has studied the issue and he comments a new cultural identity is currently being created, saying Australia Day was originally Empire Day, and things have changed since then. He points to the regional differences in celebrating Australia Day, saying WA takes it very seriously. He believes it is important that Aus has a national cultural identity especially from a business perspective, and Murray comments that Qantas trades on Australian cultural identity, but this is almost under attack as they are outsourcing jobs to Asia. D'Alessandro comments that the stranding of customers did not help the brand, adding it was a marketing disaster. Murray asks if Qantas is still an Australian company to which D'Alessandro answers the company needs to rethink their employment policies. D'Alessandro comments on immigration issues and Australian reluctance to accept change and this created tensions immigrants. He also the renewed interest in ANZAC day and Gallipoli form Gen Y, and he believes this maybe due to how it is taught at school.

Interviewees: Dr Steve D'Alessandro Macquarie University

Duration: 14.23

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Audience	
Male 16+:	24,000
Female 16+:	18,000
All People:	42,000

Advertising Space Rate	
AUD:	7,974