

INTRODUCTION

On Mamma Lena there are already several publications and quite frankly I thought another unnecessary. It was the Italian Ambassador Dr. Sergio Angeletti who convinced me that a more complete work must be published. He asked me to do something that would remain in the annals of our emigration, something that would act as an example for generations to come.

It has taken months, years of research to put this volume together. A gargantuan task of love to gather the countless articles, photographs and other material for the human interest stories here recorded. And yet, we have barely scratched the surface.

In certain parts, it is just a summary of events but sure to give you an idea of the work done during these important and difficult years. Even I, while reliving these episodes, am astonished at the volume of work. But facts cannot be denied. The story must be told as it is and it will be up to you to patiently sift through these pages and reach your own conclusions.

This volume has no statistics, it has no pretensions of being a literary or historical piece. What it contains is documentary evidence that will someday help others compile an accurate historical chronicle of an era. It is, as the famous Italian journalist and writer ENZO BIAGI said while being interviewed recently on Italian television, "it's not true that history concerns only great people... history is also made from the memories of more simple and humble folk".

Volumes have already been written about famous people. What we have here are names of people who in their own unassuming way have contributed to the history and development of Australia. People who have risen from nothing and have silently emerged to become the "unknown heroes" of this period. People who despite their loneliness, fears and disenchantment arrived in this "Lucky Country" and set about with quiet determination to leave their mark, regardless how small or insignificant. It is this, their story of courage and determination, which has helped make Australia what she is today.

In the almost 200 years of Australia's history, Italians have distinguished themselves in all walks of life: as pioneers, prospectors, cane cutters, industrialists, businessmen, farmers, fishermen, builders, sportsmen, scientists, musicians, politicians, etc. Almost one million Italians of first and subsequent generations are (as ex Prime Minister Whitlam once stated) part of all social stratas.

In these last 30 years many of these unknown - and also some well known - personages have confided their hopes, fears and difficulties to Mamma Lena and this is how we are now able to make them part of this volume. Unfortunately many of these dear friends have left us forever but their memory lingers and their achievements are part of an important chain of life from which we draw inspiration.

One thing is certain, Italians in this vast and diverse continent have, through their conscientiousness and attachment to home and family,

earned the respect of their fellow men and if today's World has changed for the better, it is also in part due to those who have overcome their difficulties and ever so slowly taught other races to accept the best of their own.

The Italian Community is second to none and I feel it is necessary in this relentlessly changing World where everything and everyone is all too quickly forgotten, to gather memories and truths that, even if controversial, must be brought to light simply because they are part and parcel of our history in this great Country. These experiences have been earned through hard work and sacrifice. We are proud to leave them to future generations.

We have lived through so much that to document all would be a difficult if not impossible task. I apologise as of now for the names and episodes which may have been forgotten. To these 30 years, indulge me while, in a final chapter, I add memories of a previous 40 to give in total 70 years of a full and varied life. This volume will be divided in two parts; one in English the other in Italian.

This volume of memories should have been published in 1985 for Lena's 70th birthday. For reasons beyond our control it is two years late.



NEW SOUTH WALES
MINISTER FOR NATURAL RESOURCES

25-33 BRIDGE STREET
SYDNEY 2000

The post war migration to Australia and the subsequent assimilation of many thousands of people of Italian origin is now part of the very proud history of Australia.

The work of Mrs. Lena Gustin has gone a long way to making the Italian contribution to that history a memorable one.

"Mamma Lena" has spent the past 28 years of her life working towards building a better life for Italians living in Australia.

This book, "The Big Family of Mamma Lena" is an accurate account of the work she has done for the Italian Community. It will be of great value because it deals with a very important subject of interest not only to the Italian Community but to the community at large.

It is obvious that Mrs. Lena Gustin has done a great service for the Italian Community and everyone interested in multi-cultural relations will find this a valuable piece of work and of great contemporary interest.

Janice Crosio
JANICE CROSIO
Minister for Natural Resources
and State Member for Fairfield

INTRODUZIONE

Su Mamma Lena, sono già uscite diverse pubblicazioni e, francamente non si pensava di scriverne un'altra, almeno fino a quando non ho incontrato il nostro Ambasciatore d'Italia S.E. SERGIO ANGELETTI, che ha insistito affinché si facesse qualcosa di più completo, che potesse rimanere nella storia della nostra emigrazione e servisse anche di esempio alle nuove generazioni. Per completare questo volume ci sono voluti mesi e mesi di ricerche per poter raccogliere le moltissime testimonianze (purtroppo non tutte) come articoli di giornali fotografie e materiale vario per ricostruire molti degli avvenimenti, tristi, allegri, curiosi, originali, divertenti, oppure comuni, ma tutti interessanti.

Credo che il presente volume possa dare un'idea, anche se in certi periodi sommaria, del lavoro svolto in questi anni difficili, io stesso, rivivendo le documentazioni raccolte, rimango stupito dell'immenso lavoro svolto, ma i fatti non si possono smentire e, sono certo che, anche i più increduli, si ricrederanno quando sfoglieranno queste pagine ed andranno oltre a tutte le testimonianze; infatti resta a voi il compito, ora, e la pazienza di rivivere questo periodo più difficile della nostra emigrazione in Australia e giudicare.

In questo modesto volume non ci saranno statistiche e, non vuole essere un'opera letteraria, né tanto meno storica, ma ci saranno invece documentazioni e testimonianze che serviranno ad altri, un giorno, a fare la storia di un'epoca.

Il famoso giornalista e scrittore italiano ENZO BIAGI, infatti, recentemente parlando alla televisione italiana, ha detto che non è vero che la storia è fatta solo dai grandi personaggi, ma che è vero, invece che la storia si fa anche attraverso i ricordi delle persone più semplici e più umili.

Sono certo, perciò che anche queste testimonianze potranno servire ad altri più qualificati, a completare la vera storia degli italiani in questo Paese la cui presenza risale al periodo dell'inizio della storia d'Australia con l'arrivo del Capitano Cook.

Sui personaggi più famosi sono stati scritti volumi interi, noi però oggi abbiamo nomi nuovi che, di dovere, dobbiamo menzionare perché anche loro, in qualche modo, hanno contribuito allo sviluppo ed alla storia d'Australia: nomi di persone che si sono fatte dal nulla, che sono emerse quasi silenziosamente diventando i veri artefici, "gli eroi sconosciuti" di questo periodo, da quando cioè hanno messo piede in questo "LUCKY COUNTRY" e, che spesso si sono trovati soli, disorientati, avviliti ed abbandonati a se stessi e che hanno fatto il loro cammino silenziosamente con la loro laboriosità ed alcuni di loro hanno raggiunto le più alte vette sociali, aiutando così l'Australia a progredire ed a renderla quella che oggi vediamo, ma per dimostrarlo abbiamo avuto bisogno dei loro ricordi, anche di quelli che possono sembrare insignificanti.

Nell'arco di questi quasi 200 anni, gli italiani in Australia, si sono distinti in tutti i campi: come pionieri, come cercatori d'oro, come tagliatori di canna da zucchero, come industriali, commercianti, agricoltori, pescatori, costruttori edili, nello sport, nella scienza, nella musica, nel campo politico e sociale; insomma il quasi milione di italiani, di origine o di acquisizione, come ebbe a dire l'ex Primo Ministro G. WHITLAM, ora Ambasciatore all'Unesco, sono emersi in tutte le sfere sociali.

In questi ultimi 30 anni, molti di questi personaggi sconosciuti, hanno raccontato le loro ansie, chiesto consiglio nei momenti più difficili a Mamma Lena ed alcuni di questi avranno la loro testimonianza in questo volume.

Purtroppo in questo trentennio, molti di questi nostri cari "amici" se ne sono andati per un viaggio senza ritorno, ma verranno ugualmente ricordati perché anch'essi fanno parte degli anelli della catena dei nostri ricordi. Una cosa è certa: gli italiani in questa terra, tanto diversa, si sono fatti stimare per la loro laboriosità, per il loro esemplare attaccamento alla famiglia e, se il mondo di oggi è cambiato in bene, lo si deve anche e soprattutto a chi ha operato in quegli anni difficili che hanno dato modo agli australiani di apprezzare piano piano il nostro modo di vivere, la nostra cultura, il "Made in Italy" ed hanno capito che la comunità italiana non è seconda a nessuna e che avere un amico italiano è motivo di orgoglio. Ecco perché ritengo utile, in questo mondo che cambia così repentinamente e dimentica tutto e tutti, raccogliere queste testimonianze ed inserire alcune verità che se anche scottanti, devono essere conosciute perché ormai fanno parte delle radici della nostra vita in questo Paese, esperienze che abbiamo acquisito con tanti sacrifici e che siamo orgogliosi di lasciarle al giudizio delle nuove generazioni.

Ricordare tutti sarà impossibile, perciò fin d'ora chiedo scusa se verrà dimenticato e verrà tralasciato qualche nome o qualche episodio: ne abbiamo vissuti tanti che, riportarli tutti è difficile, se non impossibile.

Quelli descritti sono l'esempio di una vita vissuta per il bene di molti altri in questi ultimi trent'anni, ma prima di questi ce ne sono stati altri circa 40 con molti ricordi che scriverò nell'ultimo capitolo.

Sono perciò 70 anni di memorie che in questo volume saranno divise in due parti: Una in inglese e l'altra in italiano.

Dino Gustin



AMBASCIATORE D'ITALIA

CANBERRA

MESSAGE FROM AMBASSADOR FOR ITALY
SERGIO ANGELETTI.
CANBERRA.

The history of Italian migration in all Continents, a history of heroism, sacrifice, hard work and achievement, is rarely confronted by its historical sources. Certain periods of history which are fundamental to the better understanding of subsequent events, often lack the more authentic and precise testimonials, those of the direct protagonists.

It is an inheritance of facts, information, appreciation and appraisal which is frequently lost in as much as those people who have acted, for variety of reasons, are unable to pass on their experiences.

It is thus with real pleasure, to which I add a most fervid thanks to the author, that I view the publication of this book, which has gathered news, facts and documents regarding the social activities carried out in more than 28 years of life in Australia by Italians who migrated to this land, by DINO GUSTIN and his wife, LENA, better known to all as MAMMA LENA.

The success and achievement which to-day distinguishes our community in Australia are, in large measure, due to the difficult and laborious work which, as true pioneers of a social service, the GUSTINS have been able to develop in Australia.

The great merit of the Gustins has been to make real the importance and value of a "friendly voice" on the radio waves and in the Italian press, thanks to which it became less difficult and traumatic for many of our countrymen to make the transition to such a faraway land with such different language and customs.

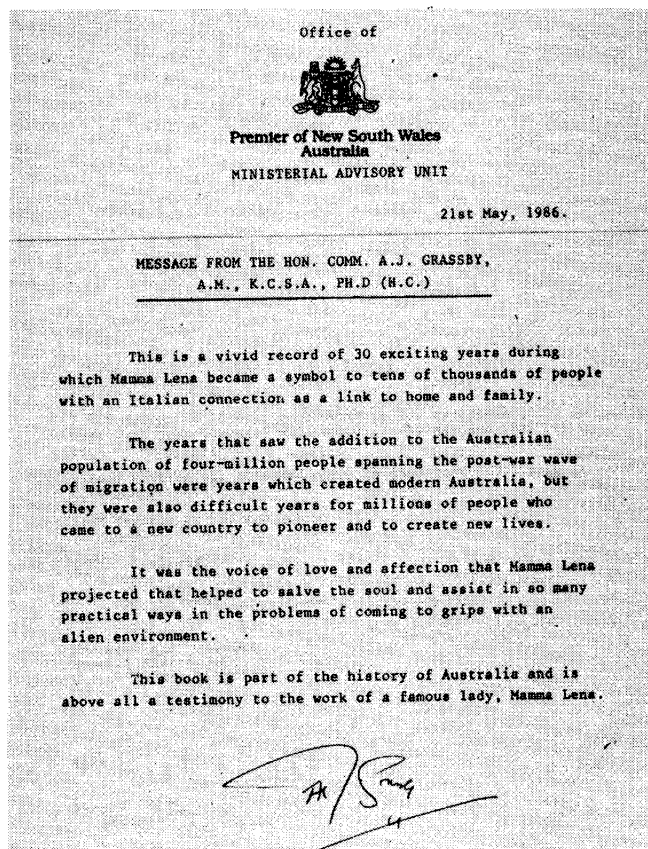
If we think to-day about the immediate post war years and those of mass migration to Australia, the state of the social structures operating at that time and about the difficulties of reciprocal understanding, we may become aware as to what it must have meant to those who lived through this period to be able to have a specific point of reference, not cold and bureaucratic, but warm and friendly, towards which to turn to air their grievances, their pain, their fears and anxieties or even merely to give vent to their feelings.

To document those years, the happy and sad events, the varied initiatives and the problems which have been confronted also means, in my view, to make the Italian community in Australia, more conscious of its origins, to plan programs for future years with a better understanding of the past, to strengthen in children and grandchildren a sense of pride for the achievements of their parents and grandparents.

I close by wishing the most success to this work in the hope that it will be read by many Italians in Australia and in Italy, with the aim not only to remember but also to better know and understand our presence in this land.


Sergio Angeletti
Ambassador for Italy.

(The original message in the Italian part.)



AUSTRALIAN MEMORIES

We dedicate the first part of this collection of memories to our Australian friends. It was they, with their letters, articles and photographs who introduced their fellow Australians to the work Italians were doing during the difficult years of our emigration.

After many years we feel it is our duty to say thank you because they have helped us know and discover the place and feeling of those years and, in many cases, have helped us fit into a society so different from ours.

Many articles and letters were useful spring-boards and inspiration for new ideas and for an orientation towards a new life. This is material that could not and should not be lost and forgotten. In these 200 years of Australian history the modest documentation of our 30 years of sacrifices, hard work, loneliness and language problems in Australia will hopefully lead to a greater understanding and be an inspiration to this and other generations to come.

Regardless of the problems that had to be overcome, Italians have brought to Australia art,

culture, technical development and a work ethic. Above all, they have brought a goodwill towards their neighbours which helped in the development and progress of this great Country.

For Lena this social task began a few months after her arrival in Australia blossoming in 1957 when, through her column in the Italian newspaper "La Fiamma", she challenged Australian law which was preventing an almost blind child from joining her immigrant family in Australia. At the time Lena wrote an open letter to the then Prime Minister Menzies thus beginning a battle that a year later saw the child in the arms of her loving family in Melbourne.

This was but one of the happily concluded cases fought in close collaboration with the Australian press.

Venerdì, 12 Dicembre 1967

"LA FIAMMA"

Open
letter

INCHIOSTRO SIMPATICO

A mother begs Your help, Mr. Menzies

PRIME MINISTER
RIGHT HONOURABLE
MR. R. G. MENZIES
CANBERRA

Dear Sir,

It is on behalf of an Italian mother that I take the liberty of addressing this appeal to You. A mother's grief knows no obstacles, and this mother has knocked at all doors, filled countless applications, convinced Australian and Italian Immigration Officials in a fruitless bid to have her daughter with her in Australia; the wall of bureaucracy has stood all efforts.

Now, after six years of unsuccessful struggle, this unfortunate mother gives all her remaining hopes in this plea believing that, with Your personal intervention, her seventeen-year-old daughter may finally be allowed to come to this country.

With all the strength that we mothers gather when one of our children is taken away from us I beg You to consider this pitiful case sure that the appeal will not remain unanswered like a voice in the desert.

In the year 1951 Mrs. Maria Bando Biancucci disembarked at Melbourne and joined her husband. She was accompanied by two of her three children while the other, namely Jolanda, had remained in Italy. Why she had been left behind is soon explained.

Some time before, one of Mrs. Biancucci's youngest children had become ill. Afraid that her husband would never see the child again if he had come to worse, she decided to leave Italy at the shortest notice possible. Unfortunately at the time her husband, Salvatore, who had had to pay his fare to Australia without any assistance, could not afford to have all his family in Australia at once and it was therefore decided to leave Jolanda, who was then eleven years of age, at some relations' until enough money was saved to pay her fare.

A few months after Mrs. Biancucci's arrival, an application was filed for a Landing Permit in favour of Jolanda. When she underwent medical examination, it was found that her eyes were affected by an ailment (retinitis pigmentosa) which is

fatally dragging her towards total blindness. For this reason her application was rejected.

For six years her parents fought an unrelenting battle but, as time passed, their grief for the tragic conditions of their daughter increased as hopes faded.

You understand, Mr. Menzies, that a girl in such conditions needs all the care and affection of her mother; You also know that a mother's heart bleeds to death when she has done the most unfortunate of her children. The alternative of leaving Australia has of course been considered, but that would destroy the future of the other two children, now accustomed to the new environment, and bring to a wasteful end years of sacrifice, toil and hard won savings.

Furthermore, on July 27th 1958 the Biancucci's became naturalised (Certificate of Naturalisation No. 2471) bringing up the strange situation in which two Australian citizens are refused permission to be reunited with their own child. How illogical this is I will not stress; it is enough to say that it is

very inhuman. I realize that bureaucracy has to follow a certain path but You, as Prime Minister, can personally give a helping hand when a worthy case demands special attention. And such undoubtedly is this case. Not so long ago Mr. Eisenhower, President of the United States of America, intervened in



JOLANDA BIANCUCCI

similar circumstances and brought to an end the sufferings of an American mother. Can't the same be expected from You?

Once the girl arrives in Australia, her parents shall spare no efforts or money in order to have her treated by the best specialists and it is possible that her ailment (which despite its gravity, is not inoperative) may not deprive her of her eye sight.

Mr. Menzies, all Italian mothers in this country strongly believe that Your heart will be touched by this plea and that they will receive a further proof that Australia has really become a homeland for them and their children.

LENA

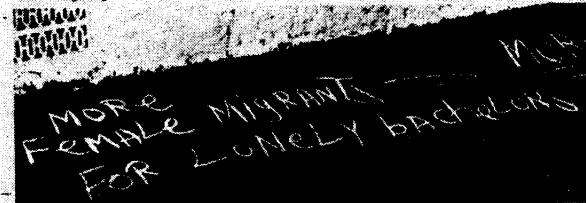


Following are many other articles from Australian newspapers. They will help give an idea of Australian thinking of a bygone period. Unfortunately it is not possible to include all that has been published to date in this volume, but what has been chosen will give an idea, I'm sure, of the valuable contribution by the Australian media towards our work. It's a gesture of thanks towards our Australian supporters and above all to say "Thank you Australia".



Mrs. Lena ... "These men need a good girl."

Migrants plead for girls



Loneliness of living without the company of girls is one of the worst hardships of young male migrants from Europe, welfare societies said this week.

Unhappiness from this cause is worst among Italian and German-speaking migrants, society officials report.

BRIDAL SHIPS URGED

Good types needed

"It is difficult for young men to mix when they come here as strangers, knowing nobody, not even the language."

"A long time passes before they can start to say anything in English. This problem would be eased if there were more Italian girls."

"Good young Italians work very hard to save to go back to Italy and bring out a fiancée. Usually they have been here seven years or more."

"After the cost of the trip they have to work hard again, and the wife has to work hard, too."

"Newcomer boys tried hard to pay their way but have little hope of bringing out Italian girls for many years."

Numbers of letters from lonely men appealing for female company have been received by an Italian writer and broadcaster, Mrs. Lena, who answers questions in the journal "La Fiamma."

Mrs. Lena said letters came from as far as Cairns, Townsville and Adelaide besides N.S.W. districts.

"The men's ages range from 24 to 30," she said. "They include carpenters, building tradesmen and sugar workers. Most have outside jobs."

"Their theme is similar—they have no company and would like to have a wife—on Italian girl for preference."

"These men realize they need a good girl, not a beautiful doll type looking for luxury. Migrants wives have to

work, and life is not easy as the couple strive to reach a comfortable position."

Single males

CANBERRA, Saturday.—In 1958, the latest year for which figures are available, 48.5 per cent of migrants entering Australia were males and 51.5 per cent were females.

Of the total intake from countries other than Britain:

HOLLAND: Unmarried males accounted for 9.2 per cent and unmarried females 3.1 per cent (Total intake 7,260).

GERMANY: 35.9 per cent were unmarried males and 7.5 per cent unmarried females (Total intake 6,384).

AUSTRALIA: 21.4 per cent

23 THE SUN-HERALD, FEB. 16, 1960 23

Since 1957, and as seen in the second part of this volume, Lena has been active through radio, press and social activities for the benefit of the Italian Community in Australia. On the 14th February 1960 the "Sun Herald" published the above interviews:



The first group of girls arrived in Sydney, met by Mamma Lena

RUSH TO LEARN ITALIAN

WITH the Rome Olympic Games three months off, there is a rush in Sydney to learn Italian.

Intending visitors to the Games have been squeezed into classes already large. Some are being turned away from classes filled to capacity.

The Rome Games will be from August 25 to September 11.

Italian born Mrs. Lena Gustin, a teacher at Ashfield Evening College, one of the largest around Sydney, said she was "From a small class the numbers have jumped to 15."

"I have heard of all people who will go to the Olympic Games if they can book passages and accommodation together."

Mrs. Lena Gustin, an English teacher, who is turning Italian from Mrs. Gustin, said: "The class has a wide variety of people learning Italian for many reasons."

had they need to speak the language to deal properly with increasing numbers of Italian-born citizens.

"Domestic find they need to converse with partners."

"A textile factory's forewoman and several cinema exhibitors are learning it."

"Whether we like it or not, Italian is crowding in on us in the fashion world and other ways."

"You hear a lot of it in Parliament. Most shops and see it on advertising labels."

Some of the class go to Ashfield because they could not get into Workers' Educational Association classes.

W.E.A. general secretary, Mr. G. Shyne said three beginners' classes were full to capacity, with a total of 480 pupils.

No advanced class could take more.

The Berlitz School of Languages reported that numbers of intending visitors to Rome were large.

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WHEN IN ROME...

ITALIAN teacher Mrs. Lena Gustin tells her class: "Australia is bigger than Italy 25 times."

Only 1 day and nights

THE SUN-HERALD, MAY 29, 1960

CITY FORECAST: Partly sunny, with light breeze, 15-20. Wind: NE. 10-15.

Daily Mirror

THE INDEPENDENT NEWSPAPER

100,000 see Games open

ROME ROARS WELCOME TO AUSSIES



ROME, Friday.—A crowd of 100,000 roared a welcome to the Australian team when it marched into the huge Rome stadium for the opening of the 17th Olympic Games yesterday.

OUR FIRST DEFEAT—P. 52
Other Olympic news, pictures—PP. 2, 3, 4, 5, 51, 52

STORY PAGE 3

1960 ROMA OLYMPICS
While Italy was winning 13 gold medals, Australians HERB ELLIOT, MURRAY ROSE and DAWN FRAZER were triumphing in track and swimming events.

On the 26th September 1961 Lena was invited by Premier R.F. HEFFRON MLA, The Minister of Education Mr. ERNEST WETHERILL MLA, the Hon. ALFRED & THOMAS DALTON and Mr. CHRISTOPHER AUGUST KELLY MLA for a lunch and visit to Parliament House. That very evening Lena described to her listeners the purpose and function of the two Parliamentary chambers in NSW.



On. R. J. Heffron, M.L.A.
Premier of New South Wales

Premier of New South Wales
SYDNEY.
15 MAR 1962

Dear Mrs. Gustin,

I am writing to thank you for your kind letter of congratulations.

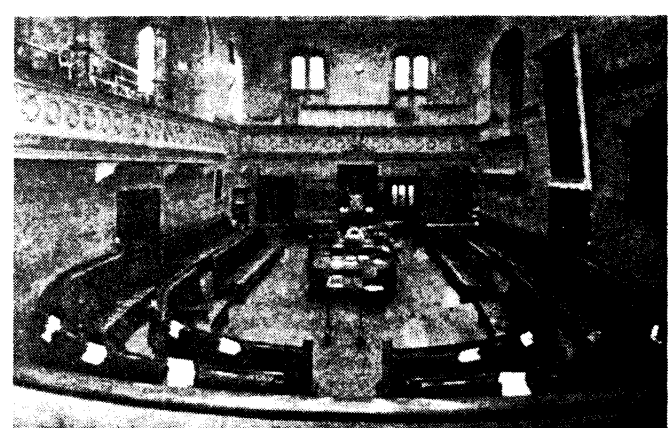
Your thoughtful gesture is greatly appreciated.

Yours faithfully,

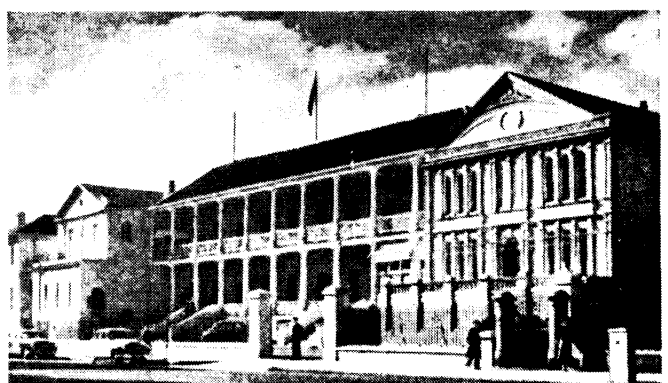
R. J. Heffron

Premier.

Mrs. L. Gustin,
102 South Terrace,
BANKSTOWN.



The Legislative Assembly Chamber



Parliament House, Sydney

Mrs. EMMA FAELLA gave birth to quadruplets. In gratitude for the help Lena had given to them, the parents named one of their girls Lena. It was the first time that a multiple birth had been registered in Australia.



GINA and ELENA, the two surviving Faella quads, were christened yesterday at the church of St. Thomas the Apostle, Blackburn.

Now four months old, the quads are held by their godmothers - Gina, on the left, in the arms of Mrs. P. Cinotta, of East Brighton, and Elena by Mrs. Lena Gustin, of Bankstown, Sydney.

Mr and Mrs Michele Faella proudly watch from behind.

Mrs Gustin flew from Sydney yesterday to attend the christening, performed by the Rev. Father Paul Ryan.

The Faellas' small home in Esdale-st. Blackburn, was crowded with friends and relatives at the christening party.

Some wonderful memories were left with us by Sir Hubert Opperman who became interested in and assisted with a number of cases put forward by Mamma Lena and, the Christmas message sent to Italian listeners in Australia in 1964 which was broadcast on radio station 2CH.

Here is the message of the then Minister for Immigration, Sir Hubert Opperman:

Greetings to all my Italian friends!!

I consider you friends for three reasons: The first is that Italians are generally well disposed towards friendships and, since you are listening, you are already showing your friendly inclination.

Secondly, this is a period of peace and friendship. And thirdly, since I am the Minister for Immigration, I feel friendly and benevolent towards those who have chosen Australia as their future country.

This message is very important to me because, for the first time, it gives me the opportunity to speak to all of you through this radio programme, and I sincerely hope that this will not be the only time, but that in due course I may come back to you more frequently so that we may feel nearer to each other and to better understand each other in order to place our attitudes and our work on a better footing for the benefit of a good future life in this country.

As you know, many take no notice of the fact that Italy and Australia are two young democracies, that each has obtained its own nationality and unification only in the last one hundred years. Indeed Italy was unified in 1861 and Australia reached Federation in 1901. Despite the fact that your history and your traditions are older, they have something in common with the glorious days

of the past century and it is to our advantage to be able to benefit from the mixture of these traditions to give a more vigorous developmental push to Australia which you bring with you which were born from the rich history of Italy and of the whole of Europe. For this reason, the union of our populations, the Italian and Australian, will be able to give us a freer and more harmonious life.

I really hope with all my heart, that Australians will make an effort to join the Italians to share ideas and opinions, with qualities and abilities of both.

To those who have recently arrived in Australia, I give a very warm welcome... to those who are used to our lifestyle and who are contributing to the development of our young nation I give a sincere thanks... and to all I say: good luck friends, and my best wishes for a better future, a future which after all, is tied to the future of Australia.

The reason why I spoke to you today was precisely to wish you a Christmas full of joy but, if you will permit me, I would like to leave you with a thought for Christmas: perhaps many of you, Italian friends, are spending your first Christmas in Australia; for the first time you are far from your home and I would ask those who have been here for many years to remember how hard and perhaps sad your first Christmas was. If you can, extend an invitation to those who feel more lonely and offer them hospitality under your roof. Such a kind and friendly human gesture towards the new arrivals will be something they will not be able to forget and which will help them to better integrate within their new life, as you did.

I would have wished to express my thoughts in your beautiful language but I shall have to make do with saying... BUON NATALE...ED I MIEI MIGLIORI AUGURI... GRAZIE!!.



SIR HUBERT OPPERMAN, K1

1964 - The success of a radio contest that involved Italy and Australia.

Amalgamated Wireless (Australasia) Limited

47 YORK STREET
BOX 2518, G.P.O.
SYDNEY

TRADE, CABLE AND TELEPHONE "EXPANSION"
CODES: WIRELESS UNDER A.B.C. SYSTEM
& SPECIAL INFORMATION
TELEPHONE 81221

PLEASE ADDRESS ALL COMMUNICATIONS TO
THE COMPANY AND QUOTE OUR REFERENCE
CHM:1912

7th July, 1964

Dr Francesco Marini Dettina,
President General,
Associazione Sportiva Roma,
Viale Lizzano, 1-5,
ROME, Italy.

Dear Sir,

Pursuant to your correspondence with Mrs Lena Gustin of our organisation, it is my pleasure to inform you that the extremely successful radio contest "Arrivederci Roma" concluded on Saturday, 4th July, with a public entertainment and ball in Sydney.

During the contest, which was keyed to the football season in Italy and broadcast weekly from Radio Station 2CH, Sydney, in Italian and English, more than 9,000 entries were received from radio listeners in Eastern Australia. Without doubt, this is the biggest contest of its kind ever conducted in Australian radio.

The two winners of the grand prizes - flights from Sydney to Rome and return by Australia's international airline, Qantas, and a week's holiday in Rome as guests of your Association (A.S.R.) - are:-

1. Miss Maria Pia Michetti, 45 Springfield Street, Guildford, N.S.W.
2. Mr Romeo Zadaricchio, 49 Cecil Street, Ashfield, N.S.W.

Both these winners are attractive personalities and we are proud of their selection as ambassadors of the Italian community in Australia. Miss Michetti is 18 years of age, has been in Australia for 5½ years and was born at Campiglia, Livorno. Mr Zadaricchio was born at Piuma and has now resided in Australia for 11 years.

In due course, both winners of the contest will make their individual travel arrangements with Qantas, but we wished to give you advance information of the conclusion of this most successful contest to which you have contributed your Association's support.

Yours faithfully,

H. R. HUNTLEY
Manager - 2CH

STATION 2CH RECEIVES BRONZE REPLICA OF CAPITOLINE WOLF



Cav. Uff. G. Beghe' presents bronze replica of famous statue, symbol of Rome, and pennant, to Mr. H. Huntley, Manager of Station 2CH, Sydney, on behalf of Roma Sporting Association, at the conclusion of recently held radio contest organised by the Station and compered by popular announcer Lena, of "Arrivederci Roma". From left: Mr. J. Galvani, of Qantas, Mr. H. Huntley, Cav. Uff. G. Beghe', Lena and husband Dino.

SHE'S MOMMA TO MANY BAMBINOS

The driver of the car was travelling too fast on a night when conditions dictated a more moderate speed.

Wind-lashed rain formed almost a solid screen across the front of his vehicle and by the time the blur of Giuseppe's body registered in his brain it was too late. The wheels failed to grip on the slippery surface.

The driver, which was Giuseppe, began through the air was the beginning of a one of the Italian family.

Giuseppe was the bread-winner and although he would be entitled to third-party insurance, his family had little cash on which to live while he recovered in hospital.

Fortunately, friends of the family referred in plight to mamma Lena, who covered adequate food was available.

Many letters

The letter to her was one of more than 2000 she receives each week at her 2CH office.

Lena is "Mamma" in thousands of Italian households throughout N.S.W., who come to her with their problems and their fears.

She is also a Bankdown housewife, Mrs. Lena Gustin, with two children of her own, Robert, a Leaving Certificate student, and Rosalba, a first-year Arts student.

Mrs. Gustin, who is, been

with 2CH for six years, has three shows each week. She also broadcasts news from Italy each night, Monday to Friday.

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THIS MAKES CENTS RAGES

On Monday, she has a two-hour social program called Arrivederci Roma, in which she "visits" each week a different city in Italy.

"I give news of the city, describe the sights, features and interview people from it," she said.

"I intersperse these with music typical of the area."

On Wednesday night, she has a two-hour program, Carosello, in which she and her husband, Mr. Dino Gustin, give social and local news and translate some of the humorous stories which have appeared in daily newspapers.

"This also is a musical show," she said.

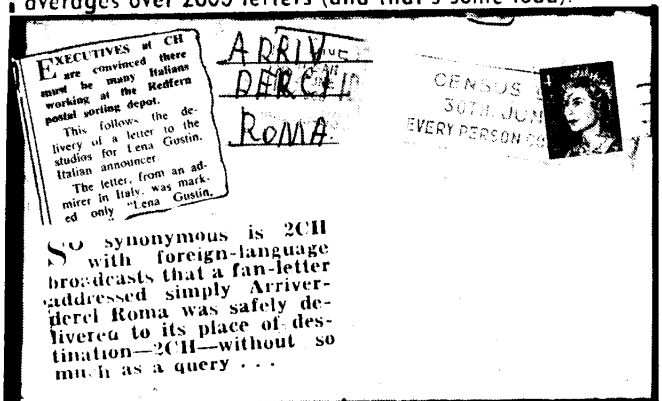
All aboard, on Saturday afternoon, is a similar broadcast, lasting 30 minutes.

The popularity of Lena and her radio programmes can be seen in a newspaper article of the time.



SUE
(the girl who gets around)
SAYS

I'll bet you can't guess who receives more fan mail than any other radio personality in Sydney. Her name is Lena Gustin, the news reader on 2CH's Italian radio programme. Her weekly mail averages over 2000 letters (and that's some load).



SUNDAY TELEGRAPH, MARCH 21, 1965

1965 sees the beginning of the collaboration between RAI in Rome and Mamma Lena's radio programmes. In a project which lasted three years, Italian listeners would hear stories and anecdotes from Italians in Australia. The letters received at the time document what Lena and Dino were doing for Italian radio at that time. The tapes from Australia were broadcast in the segment "Voices of the world".

Amalgamated Wireless (Australasia) Limited
Broadcasting Department

REF. NO. PG/STP

MEMORANDUM TO Mr. Prestidge
Mrs. Gustin

47 YORK STREET,

SYDNEY

20th January, 1965.

This morning I spoke to Mr. Fred Morton of Department of Immigration, Canberra and he is anxious that we press with recording the two five-minute interviews with Rocky Gattellari and Nicola Filacuridi as soon as possible. He has received word through the Australian Embassy in Rome that R.I. are looking forward anxiously to receiving our material and the two programmes already completed have gone forward to Rome in the Diplomatic bag.

Summarising my comments about the two five-minute interviews - they should be recorded at 7 1/2" per. second on good clean tapes and put in attractive boxes together with cns sheets typed in Italian and giving the fullest possible information about the programmes they accompany. The boxes should also have on the outside an A.W.A. label typed in Italian giving the title of the programme, duration and speed of tape.

The disc by Filacuridi is being sent from Canberra this morning and should be opened as soon as it arrives by air mail. After use the disc may be returned to Filacuridi as it is his property.

I would be pleased if you would give this matter your urgent attention and dispatch the tapes to Canberra addressed to Mr. Fred Morton, Radio Journalist, Department of Immigration, Canberra, as soon as they are completed. Should you find it necessary to communicate with him his Canberra telephone number is : PG 512.

P. Geaves

Amalgamated Wireless (Australasia) Limited
Broadcasting Department

REF. NO. PG/STP

MEMORANDUM TO Mrs. Gustin

47 YORK STREET,

SYDNEY

29th April, 1966

I would like to complete two jobs for RAI as soon as possible. The details are as follows:-

1. At the end of May the S.A. Roma soccer team will visit Australia. Dino should record a short preview report (4 mins.) consisting of:-
 - (a) Short preamble by Dino - excitement in Australian sporting circles about the forthcoming visit of S.A. Roma - preparations being made for their visit - number of matches to be played etc. etc.
 - (b) Remainder of the four-minute tape to consist of an interview with an articulate local Italian soccer player (or official) in which Dino asks him about the different conditions which the Roma team will encounter here -

Amalgamated Wireless (Australasia) Limited
Broadcasting Department

REF. NO. PG/STP

MEMORANDUM TO Mrs. Gustin

47 YORK STREET,

SYDNEY

11th August, 1965

Tomorrow morning at 10.30 a.m. we leave 2CH to record a short Italian interview for the Department of Immigration in the big IXL factory at Darlington. The interview is to be made with a young, unmarried Italian girl of your selection and should run about two minutes when completed.

The interview is not intended to be a complete entity in itself but is designed to become part of a documentary programme in which Italians from all States of Australia will be participating. For this reason we are asked to keep the wordage of the interviewer (yourself) to a minimum and place the main weight of the interview on the young woman we select.

The girl should be as articulate as possible and should be able to explain her own experiences of life in Australia from the woman's standpoint. She should tell the sort of job she is working in, should mention any difficulties or problems which she had on her arrival here and how she overcame them and should be encouraged to give a good picture of life in Australia from the standpoint of a young unmarried migrant. Mention her social activities, her relations with her fellow workers, what she does at week-ends and her acceptance of the genial Australian climate.

P. Geaves

PG/STP

THE FLYING MICROPHONE - Sydney December 2, 1965. The World Championship match between Australia's own ROCKY GATELLARI and SALVATORE BURRUNI was the first time a direct transmission broadcast was made between Italy and Australia. The commentator, DINO GUSTIN gave a blow by blow description up to the 13th round when ROCKY GATELLARI'S dream ended.



NICOLA FILACURIDI



WORLD FLYWEIGHT CHAMPIONSHIP

Pass No 92

2CH Radio
whose signature and photo appear hereunder is a representative employed on the staff of

and is authorised to enter the grounds and ring-side section.

H. C. Hudson M.B.E.
Hon. Chairman, Club of Sydney

PASS NOT TRANSFERABLE



Dino Gustin
Signature

Amalgamated Wireless (Australasia) Limited
Broadcasting Department

REF. NO. PG/STP

MEMORANDUM TO Mrs. L. Gustin &
Mr. D. Gustin
Mr. J. Whitworth

47 YORK STREET,

SYDNEY

17th August, 1966

PREMIERE - "THEY'RE A WEIRD MOB"

At the request of the Department of Immigration we have undertaken to cover the gala premiere of "They're a weird Mob" at the State Theatre on Thursday night 18 August. The coverage will be in the Italian language and will be handled by Mr. Dino Gustin.

Mr. Morton of the Department of Immigration has asked us to prepare two tapes as under :-

- 1) A five-minute scripted programme spoken by Dino Gustin and containing inserts of

EVIDENCES

IN REPLY PLEASE QUOTE

No. 64/20573
HAF/MLG



TELEGRAPHIC ADDRESS
AUSTRIMIA ROME

TELEPHONE 490321 - 490081
496108 497015

CASELLA POSTALE ROMA AD 2493

MIGRATION OFFICE
AUSTRALIAN EMBASSY
VIA MAGENTA 5
ROME

7th December, 1965

Secretary,
Department of Immigration,
CANBERRA A.C.T.

(Attention: Mr. Fred Morton)

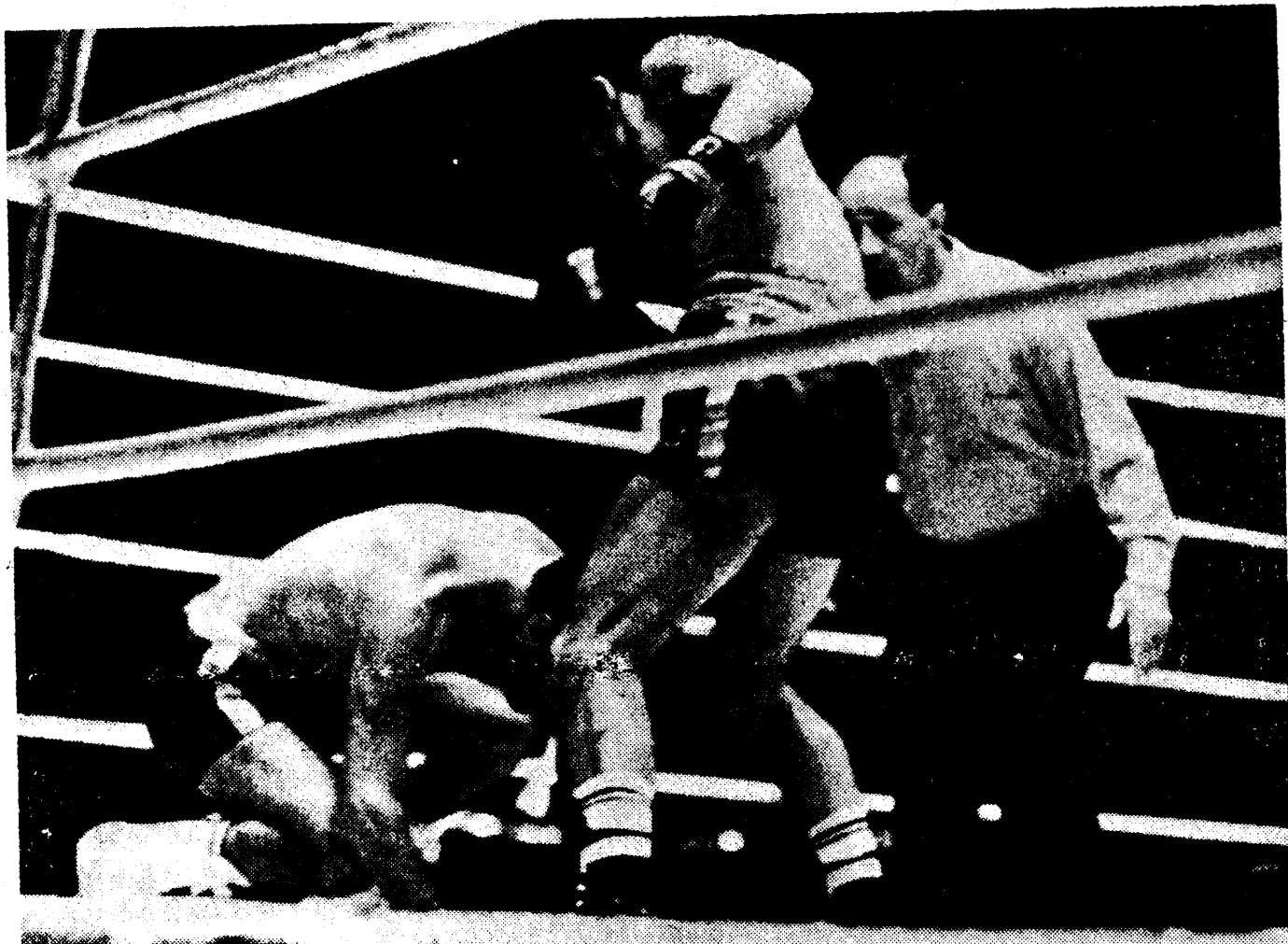
I have received a letter from Dr. Pardi who, on behalf of the R.A.I. thanks you for your Gattellari-Burrini fight broadcast. He says that their engineers and News Department confirm that the relays were "excellent both from the technical and from the contents viewpoint". The letter adds "... We wish to thank you most sincerely for all the trouble you took in organizing the link-up.... Kindly convey to everybody concerned our hearty congratulations and gratefulness."

You will gather from this how satisfactory the results were and I too wish to add my appreciation for the efforts made. We listened in to the broadcasts which were made at regular intervals during the fight and the R.A.I. boxing commentator gave continual progress reports obviously based on your information as he stated that the studio was in constant contact with Sydney. The pre-fight interviews with both contestants and the statements made by Burrini and his trainer immediately after the bout were transmitted in full and came through loud and clear with a appropriate crowd noises in the background.

I am sorry if my last-minute cable asking you to change the time of your first report caused you any inconvenience, but the successful outcome of your initiative in offering the service is, I think, well worth the trouble to which you have been put. Once again, many thanks for your assistance in the establishment of good relations with the RAI.

For your information, the film of the fight was given in full on television last Friday, 3rd December.

(E.W. WATERMAN)
Chief Migration Officer



*they're a
weird mob*



nino culotta

The end of ROCKY GATTELLARI'S dream !

*For Mama Lena -
with very best
wishes -*

*Nino Culotta
(John O'Grady)*

*and "Nino"
Walter Chiari
con affettuosi
auguri*

WALTER
CHIARI -
ALITALIA
"THEY'RE
A WEIRD
MOB"



1966 - The ITALIAN FESTIVAL an important event for Italians in Sydney. The "Flying Microphone" broadcast many programmes that promoted Italian activities in Sydney: fashion, wine, automobiles, etc. Here is how 2CH then Programme Director, Mr. PHILLIP GEEVES, wanted the service to be published:

AWA
Broadcasting Division
47 YORK STREET, SYDNEY, N.S.W.
AMALGAMATED WIRELESS (AUSTRALASIA) LTD.
GPO BOX 2818 SYDNEY 1801
TELEGRAMS "EXPANSE" SYDNEY
TELEPHONE 5 0222
TELEX 71316

ITALIAN FESTIVAL

This is Lena Gustin in Sydney, Australia.

In the greatest Italian Festival that Australia has ever seen, Italy has truly come to Sydney. For two weeks a major department store chain is promoting every facet of Italy in a dazzling series of fashionable occasions and attractive displays - from fashion to wine tasting, from culture to manufactures.

Dominating Sydney's Italian Festival is a towering 17 foot (5 meters ?) replica of Michelangelo's "David" freighted here from Rome, but perhaps an even greater attraction to Sydney's fashion-conscious women is the presence of Italy's top designers and their collections.....Pucci, Sarli, Valentino, Veneziani and Brioni.

etc etc

F. Geeves



1966 AN HISTORICAL PHOTOGRAPH

The beginning of a long friendship: Lena is guest of honour at the Marconi Club in Bossley Park, here she meets the young JANICE CROSIO the then President of the Women's Committee. Today Janice is a Minister of the NSW Government. In the Photo: from the left, the Hon. and Mrs. FERGUSON. (standing) J. CROSIO, MAMMA LENA, ROSALBA, DINO (with microphone), Club Secretary LIVIO BENEDETTI and Club President Mr. PANTANO.

Proclamation

Office of the Lord Mayor,
Sydney

Whereas, An Italian Festival, sponsored by the Italian Government, featuring cultural, artistic and commercial events of great interest will take place in Sydney from October 17 to October 29 1966; and

Whereas, Highlights of the Festival will include major displays and activities at David Jones, concerts of Italian Music, exhibitions of Italian painting and sculpture, the Australian presentation of films from Italy, a gala showing of Italian fashions on the Plaza, Friar's, liner Marconi, Italian wine tastings and other colorful events such as the participation of the Italian restaurants of Sydney with the wide variety of foods, wines and decorations of Italy, in order to demonstrate the gay spirit, culture and strengthening bonds of business and friendship between Italy and Australia; and

Whereas, Sydney will be honoured by having several distinguished visitors from Italy during the Festival;

Now Therefore, I, John Spaldus Armstrong, Lord Mayor of the City of Sydney, do hereby proclaim October 17 to October 29 1966 as Italian Festival Days, Sydney, and invite our citizens and visitors to participate in the activities planned for this celebration.

In Witness Whereof I have hereunto set my hand and caused the seal of the City of Sydney to be affixed this _____ day of _____ nineteen hundred and sixty-six

(sgd.) John Spaldus Armstrong
Lord Mayor



Radio helps her bridge a gap

Talking to "Mamma Lena" in her South Terrace home is like renewing an old and dear friendship that has lapsed some 20 or 30 years.

This is the impression even if you happen to be meeting her for the first time, as she exudes an uncommon warmth and friendliness. "Mamma Lena" (pictured at right), is perhaps more properly called Mrs. Lena Gustin.

But to a radio audience of hundreds of thousands each day of the week she is their own "Mamma Lena".

She is friend, counsellor, confidant and bearer of news from their native Italy.

And she is also a disc jockey of sorts—but in a restrained and restful way, playing the soft airs of Italy from places like Venice, Florence and Naples.

Radio programme

She began a radio programme in Sydney about nine years ago. A year previously she had arrived from Italy with her husband, Mr. Enzo Gustin.

She could not speak a word of English, although during a university course in journalism at Florence she had learnt fluently the French and Spanish tongues.

Soon after arriving she began working for "La Stampa", the newspaper of Sydney's Italian community.

It wasn't long before she was conducting three women's page—writing stories of her own, answering reader's problems and organising a cooking and diet feature.

She was approached by the head of the Capuchin Order in Australia, Father Anastasio, to go on 2SM.

For more than a year she was on air one-and-a-half hours per week.

Switching to 2CH she slowly built up a listening audience to the stage where now she commands nine hours of the station's weekly air time.

Her mail averages more than 400 letters per week. Some she answers on the air, others require personal letters in reply and still others call for a visit to the writer.

This creates a tremendous demand on her time and energy—it is seldom she gets to bed before 2.30 a.m.

Yet promptly at 6 a.m. each day either she or her husband sits by the overseas radio which 2CH installed in their home to listen to the Italian news broadcasts.



34 HANKSTOWN OBSERVER, Wed, Nov 9, 1966

Overseas news

This is supplemented by another session at the overseas radio at 10 p.m.

She then passes on the latest from Rome or Trieste or any other place in Italy in her daily Italian news session between 6.30 and 6.45 p.m.

"Mamma Lena" and her husband select the records to be played and arrange the schedules for each of her shows.

This production work is done from their home in Bankstown. Almost 3,000 records are contained in special files in the home.

Included in this number is one special record which a publishing company composed and had recorded for "Mamma Lena".

Its title is, naturally, Mamma Lena. For her interest in Sydney's Italian sport she was honoured by the Sports Association of Home. She is well-known not only among Italians in Sydney and Australia but among Italians in Italy.

Italy honours Sydney woman

AN Italian woman, who has lived in Sydney for the past 11 years, has been awarded Italy's second highest honour—the "Cross of the Cavaliere."

Mrs Lena Gustin has received the award, because of her interest in Italian migrants in Australia.

To migrants she is known as "Mamma Lena."

Mrs Gustin has worked for Radio 2CH for eight years.

Her bi-lingual programs, broadcast twice a week, include news from Italy and Italian music.

She offers advice to newly-arrived migrants.

Mrs Gustin is president of the Family Migrant National Association.

Mrs Gustin will visit Italy next month for a conference of the Association and will be the guest of the Italian Government.



On the left

Off to Italy.

Mrs. Lena Gustin of Bankstown left Australia last month to address an Italian migrant association.

Mrs. Gustin, known to thousands of radio listeners as 'Mamma Lena', lives in South Terrace, Bankstown. Part of her work connected with her radio programmes is done from her home.

For her work, which is aimed at migrants, she will shortly receive an award from the Italian Government.

The award is one of Italy's top honours. Mrs. Gustin will receive the Croce di Cavaliere from Italian Ambassador to Australia, Dr. M. Mayoli, in Canberra later this month.

Her work in assisting migrants won her the high honour.

She is shown boarding her plane at Mascot with director of the Italian office of Qantas at Mascot, Mr. G. Galvani of Bexley.

BANKSTOWN OBSERVER, Wed., June 7, 1967

Praise (and tears) for 'Mamma Lena'

AUSTRALIA offered Italians a better life than European countries employing 'guest' workers, Mrs Lena Gustin said in Rome recently.

Mrs Gustin—better known in Australia as 'Mamma Lena'—was addressing the fourth congress of the National Association of Families of Emigrants (Associazione Nazionale Famiglie degli Emigrati).

The congress was opened in the splendid Campidoglio and continued in the Domus Paci conference hall. (See picture right.)

Tears came to Mrs Gustin's eyes when the president of the Association, the Honourable Maria Federici, presented her with a replica of Italy's second highest honour—the Croce di Cavaliere.

Mrs Gustin, a Sydney broadcaster, who migrated from Trieste in 1956, has been awarded the 'knighthood' for the assistance she has given new settlers in Australia.

Amid applause, Mrs Gustin presented a boomerang to Madame Federici—"to symbolise the return of the good work of A.N.F.E. among migrants in Australia".

Mrs Gustin, a naturalised Australian, migrated with her husband, Dino, and children, Rosalba and Roberto. Rosalba, now 21, is a third year Arts student at Sydney University, and Roberto, 20, a first year mechanical engineering student at the University of New South Wales.

As 'Mamma Lena', Mrs Gustin advises Italian and other new

settlers through her radio programme on station 2CH, Sydney. She also presents news and music from Italy in the programme, which is bi-lingual.

Mrs Gustin told the congress that Australia was a land of great opportunity for people who were ready to work.

But newcomers must be prepared to make sacrifices in their first two years, especially if they did not speak English, she said.

Loneliness was a problem for many non-English-speaking migrants in Australia.

Mrs Gustin said it was essential that people should have some preparation for their new lives before leaving for Australia.

It was also essential that they joined a hospital benefits association at the first opportunity, to avoid the financial disaster illness often meant.

Earlier, in an interview, Mrs Gustin said that 90 per cent of Italian new settlers in Australia were happy.

Whenever someone told her they were leaving Australia permanently, she said, she urged them to make sure they had authority to re-enter Australia, 'because almost always they want to after a short while'.



COMMONWEALTH OF AUSTRALIA

DEPARTMENT OF IMMIGRATION,
THE COMMONWEALTH CENTRE
ELIZABETH ST.
SYDNEY.

10th August, 1967

Dear Mrs. Gustin,

We here in the Immigration Department are indeed grateful to you for your wonderful assistance and co-operation at all times in our efforts to help newcomers settle into the Australian community. We know that all we have to do in this regard is contact you and you will do everything possible to help.

No doubt you must find the wonderful work you are doing most satisfying especially with the knowledge that you are bringing much happiness and enjoyment to your many listeners.

We heartily congratulate you on being honoured with the Cross of the Cavaliere - an award so very much deserved.

Every good wish and again our heartiest congratulations.

Yours sincerely,

George R. H. H. H.
(G. R. H. H. H.)
Commonwealth Director of Migration

Mrs. Lena Gustin,
102 South Terrace,
BANKSTOWN. N.S.W. 2200

LENA MEETS MINISTER

Minister for Immigration, Mr. Snedden, has said new incentives must be found to attract migrants to Australia.

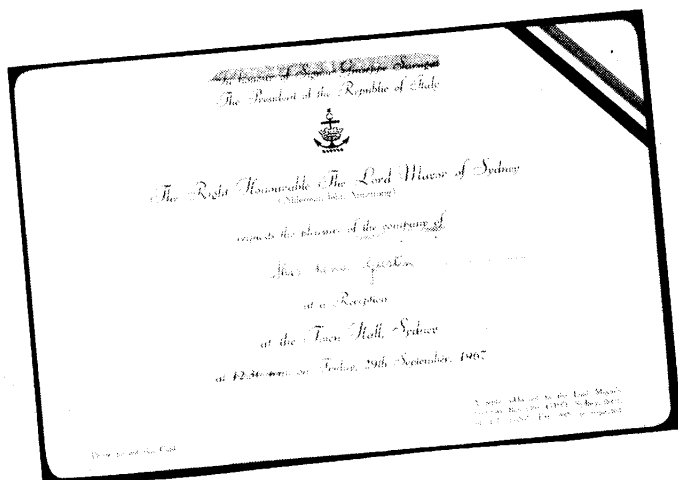
Mr. Snedden was speaking at the annual meeting of the Employers' Federation of NSW, held in the Australia Hotel.

He is pictured at right after the meeting with Mamma Lena, the radio personality known as the mother of all Italians.

Mamma Lena - Mrs. Lena Gustin of Bankstown - discussed with Mr. Snedden the problems facing Italian migrants in Australia.

In his speech, Mr. Snedden said one incentive to migrants would be to guarantee a contract of employment and acknowledge professional qualifications.

He said progress and prosperity in Europe had brought a decrease in migration.





"Mamma Lena,"
her people say,
"please talk to
me tonight"

© Mrs. Lena Gustin broadcast-
ing to Australia's Italian com-
munity. They send her 300 to
400 letters a day.

THE world may be a little bit different today, but it is still the same old world. It is still a world where people are looking for a better life, a better future. It is still a world where people are looking for a better way of life. It is still a world where people are looking for a better way of life.

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In Australia she's "the mother of all Italians"

It is still a world where people are looking for a better way of life. It is still a world where people are looking for a better way of life. It is still a world where people are looking for a better way of life. It is still a world where people are looking for a better way of life.

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© Lena and husband Dino sort through new records for the program.

© A powerful radio personality in her home brings daily news from Italy.

— BARBARA HARTY

1967 - GIUSEPPE SARAGAT, the first Italian Head of State to visit Australia. Leading the press corps was Prof. RENATO VENTURINI. The press made use of radio station 2CH and the Gustin's house as their foreign service headquarters from which the visits' highlights were broadcast. Lena and Dino had already transmitted programmes from the ship ACHILLE LAURO and from the SYDNEY TOWN HALL for Italians in Australia. (Photo) Lena on the Achille Lauro with Italian President GIUSEPPE SARAGAT and Prof. RENATO VENTURINI (partly hidden) head of the RAI radio services.





President Saragat of Italy, with Lord Mayor Armstrong, acknowledges the crowd's cheers.

SYDNEY today gave a rousing and enthusiastic welcome to Italy's President Saragat.

1968 - IT HAPPENED IN LIVERPOOL, NSW
Saturday 27 March 1968 at the Liverpool Speedway
- the Committee of the "Liverpool Festival of Progress" organized a folkloric function at which Mamma Lena was honoured as the only judge to assign prizes. Two other VIPs were at the same function, the future Prime Minister Mr. G. WHITLAM and Mr. G. PACIULLO, now Minister of Police for NSW.

Liverpool Festival of Progress

PRESENTS

Folk Singing

and

Dancing Competition

LIVERPOOL SPEEDWAY

Saturday, 27th March

10 a.m. to 11 p.m.

Competition Officially Opened 2 p.m.

by

Rt. Hon. E. G. WHITLAM

2.20 p.m.	Liverpool Carnival Association
2.30 p.m.	Polish Group
2.45 p.m.	Italian Group
3.00 p.m.	Greek Group
3.15 p.m.	Cabramatta Carnival Association
3.30 p.m.	Czechoslovakian Association
3.45 p.m.	Irish Group
4.00 p.m.	Swiss Yodellers
4.15 p.m.	Latvian Group
4.30 p.m.	Croatian Group
4.45 p.m.	Scottish Group
5.00 p.m.	Serbian Children's Choir
5.15 p.m.	Presentation of Prizes

OFFICIAL JUDGE

C. A. V. LENA GUSTIN, M.B.E.

Every year Lena and Dino organized educational contests. Their function was both to remind immigrants of the Italian cities they had left and to let them know a little of the Australian cities in which they were now living. The finals of the contests were held in Sydney Hotels or Clubs with the winners receiving two return tickets to Italy on Qantas or Alitalia.





Sir Hubert Opperman

Mr G. M. Hastie

Mr R. J. Coombe

Mr H. J. Peake

Mr J. Dunin-Karwicki

Mrs M. Gustin


• Mrs Maddelena Gustin, known to her radio audience as 'Mumma Lena', was awarded an M.B.E. for services to migrants. She has already been honoured by the Italian Government for the assistance she has given new settlers in Australia. Mrs Gustin, who migrated from Trieste in 1956, advises Italian and other settlers through her bi-lingual musical programme on the Sydney radio station 2CH.

Six honoured have immigration links

THE QUEEN has honoured six people who have close links with migrants and Australia's immigration programme.

The Good Neighbour

No. 174 - - - JULY 1968


COMMONWEALTH OF AUSTRALIA

DEPARTMENT OF IMMIGRATION,
THE COMMONWEALTH CENTRE
ELIZABETH ST.,
SYDNEY.

13th June, 1968


Dear Mrs. Gustin,

Everybody at Immigration was extremely delighted to learn that the Queen had honoured you with the M.B.E. in her Birthday Honours list.

On behalf of all, may I congratulate you most sincerely, extend good wishes and say thank you for all your past assistance.

Good luck - God bless.

Yours sincerely,


(G.S. HITCHINS)
Commonwealth Director of Migration

Mrs. Lena Gustin, M.B.E.,
102 South Terrace,
BANKSTOWN, N.S.W. 2200

MRS M GUSTIN MBE
102 SOUTH TERRACE 16
BANKSTOWN NSW

MY MINISTERIAL COLLEAGUES JOIN ME IN OFFERING CONGRATULATIONS ON YOUR WELL MERITED HONOUR

JOHN KEESEN ACTING PRIME MINISTER

MRS M GUSTIN 26
102 SOUTH TERRACE
BANKSTOWN NSW

CONGRATULATIONS ON RECEIVING DUE RECOGNITION OF YOUR SERVICES TO AUSTRALIA AND MIGRANTS STOP THE AWARD OF MBE TO YOU BY THE QUEEN IS WELL MERITED STOP BEST WISHES

... NICK KEARS MIA

GUSTIN 102 MBE BLAY 10



MRS M GUSTIN MBE
102 SOUTH TERRACE 16
BANKSTOWN NSW

I OFFER SINCERE CONGRATULATIONS ON THE WELL MERITED HONOUR ACCORDED TO YOU

JOHN GORTON

MRS M GUSTIN MBE
102 SOUTH TERRACE 13
BANKSTOWN NSW 2200

SINCERE CONGRATULATIONS ON YOUR AWARD FROM HER MAJESTY

... G L HEWITT SECRETARY PRIME MINISTERS DEPARTMENT

(102 MBE) 26

MRS MADDALENA GUSTIN MBE
102 SOUTH TCE 141
BANKSTOWN NSW

PLEASE ACCEPT MY SINCERE CONGRATULATIONS ON THE HONOUR CONFERRED ON YOU BY HER MAJESTY IN RECOGNITION OF YOUR OUTSTANDING SERVICE TO MIGRANTS

R W ASKIN PREMIER

(102) 27



Lena meets the N.S.W. Governor S.E. SIR RODEN CUTLER.

2CH

**adds to your
profit power
through
proven
results**



Cav. Lena Gustin, M.B.E. 'Mamma Lena' to more than 200,000 Italians in Australia. Compere, 2CH Italian Sessions.

SECURE the migrant market potential today and tomorrow in Australia through 2CH* the radio station in Sydney that caters for this vast and growing market . .

	Australian Population Projection	Migrant Content*
1966	11,599,498	2,204,000
1971	13,153,200	2,690,000
1976	14,849,000	3,053,000
1981	16,723,000	3,457,000
1986	18,780,000	3,899,000

*** 2CH** the ONE radio station in Australia that caters for this DYNAMIC EXPLOSIVE market!

2CH a unit of the AWA

MAMMA LENA

Awards from two nations

A Bankstown resident whose name is a household word to Sydneysiders has received her second distinguished award for services to the community.

The Queen made Mrs. Lena Gustin, of South Terrace, a Member of the British Empire in her Birthday Honors List.

Mrs. Gustin received a high Italian award last year — the Cross of the Cavalier, held only by a handful of women.

For the last 10 years, Mrs. Gustin has devoted most of her time to helping Italian migrants integrate more easily into the Australian scene.

An Italian-born, naturalised Australian, she reaches many thousands of migrants in Sydney every day through radio broadcasts and the newspaper *Settegiorni*, which she edits.

Her advice on Australian laws and customs, which sometimes fox even the native-born Australian, has proved vital in the settlement of many Italian families.

On radio and in print, Mamma Lena as her fans know her, also keeps newcomers posted on news from Italy, world affairs and the Australian political and social scene.

She rises before 7 every day to listen to news from Italy on a radio specially installed in her home by the network which carries her Sydney broadcasts.

She puts in a heavy day's work between her home, the Annandale offices of the newspaper and the city radio station.

New arrivals

For eight years she has been also a voluntary delegate for an organisation which helps Italian families to migrate.

In this role she has interpreted for new arrivals, taken them to hospitals when they have been sick, explained the complications of medical benefits and hospital insurance schemes and helped in many other ways.

Her limited time at home is often interrupted by phone calls from Italians seeking help with their problems.

She is recognised by government authorities as a useful advisor on the problems facing migrants.

their new lives, she added.

Ninety per cent of Italian settlers were happy in Australia, she said in Rome.

When any told her they were leaving Australia for good, she always urged them to obtain permission to re-enter the country.

Almost always they wanted to do this after a short while, she had discovered.

Mrs. Gustin was thanking her friends and admirers for their congratulations on her M.B.E. last week.

It will make her work more satisfying, but certainly no less busy.

She and her husband, Dino, and their two children lead very full lives.

They came to Bankstown 11 years ago.

Although Mrs. Gustin was a university graduate, fluent in French and Spanish, and her husband was a journalist, their first two years in Sydney were a struggle.

Neither knew English and could not obtain work for six months.

Then Mr. Gustin went into a factory and his wife worked in coffee shops.

Mr. Gustin now has his own travel agency and also devotes a good deal of time to assisting his wife in her work.

Their daughter Rosalba is an arts graduate from Sydney University and their son Roberto is a mechanical engineering student at the University of N.S.W.

Though the family see little of each other, they are devoted and happy.

Mrs. Gustin will continue to help newcomers to settle as well as her own family has.

10th Anniversary for Italian Programme on 2CH

Bilingual programmes on 2CH — Greek, Italian, Yugoslav and Lebanese — have received commendations from the Department of Immigration and have increased the goodwill and prestige of 2CH among New Australians.

Recently, one of the Italian programmes, "Arrivederci Roma" celebrated its 10th anniversary on the air. Cav. Lena Gustin, M.B.E. — who is in charge of Italian programmes — devised a special tenth anniversary giveaway contest in conjunction with Qantas. Listeners are

asked three simple questions on Australians every fortnight. The highest scoring entry in 13 weeks wins a return flight to Italy. Lena Gustin is also preparing a special 10th anniversary booklet in which many of her sponsors will participate.

1969 - A PROUD YEAR FOR MAMMA LENA:

Year of the 10th anniversary of the radio programme "Arrivederci Roma" on 2CH. Hundreds of congratulatory messages poured in including those from WHITLAM, HON. SNEDDEN, McMAHON, GORTON AND ASKIN.

AUSTRALIAN POST OFFICE TELEGRAM

TD 48 5th C5297-67

SYDNEY NSW 88 8/6P

MRS LENA GUSTIN
RADIO TWOCH
47 YORK STREET
SYDNEY NSW

MAY I JOIN THE THOUSANDS OF LISTENERS TO MAMMA LENA IN CONGRATULATING HER ON THE TENTH ANNIVERSARY OF HER PROGRAMME AND WISH HER MANY MANY YEARS OF GOOD BROADCASTING STOP SHE HAS PERFORMED A GREAT SERVICE TO THE ITALIAN COMMUNITY STOP BY PERFORMING SUCH A SERVICE SHE HAS HELPED THE WHOLE AUSTRALIAN COMMUNITY STOP I WISH HER A GROWING AUDIENCE WHICH ALSO MEANS THAT I DEEPLY HOPE THE NUMBER OF ITALIANS AMONGST US WILL CONTINUE TO GROW

GOUGH WHITLAM

8/8PMN1



Message from the Minister for Immigration,

The Hon. B. M. Snedden, Q.C., M.P.,

for booklet commemorating tenth anniversary of station 2CH's Italian programme.

It gives me great pleasure to add my congratulations to Mrs. Lena Gustin on the Tenth Anniversary of her station 2CH, Sydney, programme, "Arrivederci Roma".

Mrs. Gustin — warmly known to her listeners as "Mamma Lena" — has, in her broadcasts, made an outstanding contribution to the successful settlement in N.S.W. of new — and not so new — arrivals from Italy.

Indeed, she has helped build a bridge of understanding between the New World and the Old.

Besides news and music from Italy, she has given a wealth of information on Australian laws and customs, and, in consultation with Commonwealth and State Departments, including my own, has advised an untold number of settlers on their problems.

As a voluntary delegate for the National Association of Families of Emigrants (Associazione Nazionale Famiglie degli Emigranti), she also has interpreted for new arrivals, taken them to hospital when they have become sick, and helped in many other practical ways.

Last year, for services to the community, the Queen made Mrs. Gustin, who migrated with her husband and family from Trieste, Italy, in 1956, a Member of the Order of the British Empire.

In 1967, Italy recognised her valuable work for migrants and Australia by awarding her its second highest honour — The Cross of the Cavalier.

Until recently, Mrs. Gustin, who is an Australian citizen, also found time to edit the newspaper, "Settegiorni".

She has been untiring in her efforts to promote the welfare of newcomers, and help them integrate more easily into the Australian community.

For this, I commend her most highly — and wish "Arrivederci Roma" many more anniversaries.

11 Sep. 1969

B. M. Snedden



R. W. ASKIN, PREMIER

MESSAGE FROM THE PREMIER



Premier of New South Wales

MESSAGE FROM THE PREMIER, THE HON. R.W. ASKIN, M.L.A.
ON THE TENTH ANNIVERSARY OF RADIO STATION 2CH PROGRAM,
"ARRIVEDERCI ROMA".

I congratulate Radio Station 2CH and Mrs. Lena Gustin on the tenth anniversary of their Italian community program "Arrivederci Roma".

This and other programs directed to new settlers are doing much to help migrants adjust to Australian conditions.

My Government is well aware of the increasingly important role migrants are playing in the cultural, industrial and commercial life of this State. Every effort to aid their assimilation is welcome.

Her efforts to help Italians become better informed Australian citizens have won wide commendation and the recognition of two nations with the award of an M.B.E. from Her Majesty the Queen and the Italian decoration, the Cross of the Cavalier.

I wish her continued success in her very worthwhile work.

R. W. Askin
Premier

a Decade..

Ten years . . . the Berlin Wall, Nigeria, Biafra, Vietnam, the Kennedys, the Moon Landing—a history unfolding its pages in the Old World, and the New. And, in Sydney, from the Quay—inexorably moving through the city, a new facade that reshapes places where pioneers began, and rough soil and bricks marked slow, first steps forward.

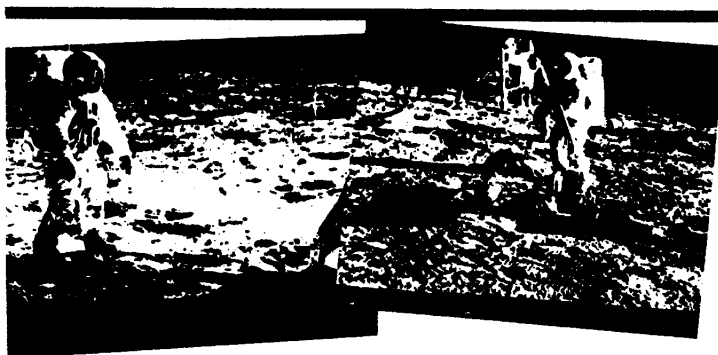
Ten years ago, "Arrivederci Roma" was first broadcast from 2CH, key station of the A.W.A. Network. It began then, as now, "Goodbye to Rome" and closed then, as now, with Lena Gustin, its compere saying

nostalgically, "Arrivederci Tutte Belle Citta d'Italia"—
"To see you again, beautiful cities of Italy!"

Today, after ten years of broadcasting, "Arrivederci Roma" maintains the same high standard of entertainment, as when it began: music from Italy, news, a nostalgia of the "presence" of Italy—its people past and present, its art and its culture—all are integrated into the 180 minutes broadcasts each week. And, most important of all to the newcomers to Australia, the rich, warm voice of Mamma Lena, passing greetings to them from friends and relatives, retelling those tales of Italy's past, or backing music with vivid descriptions of Italian cities. The heart of their homeland is mingled with the pulse of their new country, their futures.

She, through Radio 2CH, offers them assistance both social and welfare: she encourages them when a little hope, a little quiet warmth is necessary to the strangeness of their new homes; she is a part of their families, their futures. So many have endured, to become proud Australians, by her assistance, patience and love.

This, then, is the heart of "Arrivederci Roma".



Man lands on the Moon. Lena follows by putting together special programmes to mark the event.

LENA PRESENTS THE FOLLOWING ITALIAN PROGRAMMES ON 2CH EVERY NIGHT:

(Ogni sera alla 2CH con Lena)

MONDAYS: 6.30 - 6.45 ITALIAN NEWS (Giornale Radio).
(Lunedì) 6.45 - 8.00 "ARRIVEDERCI ROMA".
8.00 - 8.45 APPUNTAMENTO CON MONTANO
(Real Estate & Travel).
8.45 - 9.30 "ARRIVEDERCI ROMA".

TUESDAYS: 6.00 - 6.30 FIAT OF AUSTRALIA (Aria di casa
su 4 ruote).
6.30 - 6.45 ITALIAN NEWS (Giornale Radio).
6.45 - 7.00 FULL STEAM AHEAD WITH
LLOYD TRIESTINO ("A Tutto vapore"
con il Lloyd Triestino).
7.00 - 7.15 IL "MUSICHIERE"

WEDNESDAYS: 6.30 - 6.45 ITALIAN NEWS (Giornale Radio).
(Mercoledì) 6.45 - 7.00 "CAROUSEL" (Carosello).
7.00 - 7.30 BRESCIA "HIT PARADE".
7.30 - 8.00 A. VASS "MUSIC FOR EVERYONE"
(Musica per Tutti).
8.00 - 8.15 FLOTTA LAURO "ALL ABOARD"
("Tutti a Bordo", Flotta Lauro).
8.15 - 8.30 "CAROUSEL" (Carosello).
8.30 - 9.00 Commonwealth Bank "INTERNATIONAL
CAROUSEL" (Carosello Internazionale).
9.00 - 9.30 H.C.F. SISTER RADIO (Sorella Radio
H.C.F.).

THURSDAYS: 6.30 - 6.45 ITALIAN NEWS (Giornale Radio).
(Giovedì)

FRIDAYS: 6.30 - 6.45 ITALIAN NEWS (Giornale Radio).
(Venerdì)

A big heart. A warm heart. We Australians do not expect new arrivals to be Australians at once, nor to forget their origins, their inherent qualities of courage, culture and spiritual obligations. When they arrive, they are newcomers; when Mamma Lena talks to them through "Arrivederci Roma", they are, as we are, proud Australians.

And Cav. Lena Gustin, M.B.E., is to us, Mamma Lena, as she is to her huge family of radio friends. Her experience has well equipped her to broadcast for 2CH—a columnist for La Fiamma, and Editor of Settegiorni. Ten years ago, when she began "Arrivederci Roma", Mamma Lena listed as her sponsors Sindone, Montano, Rumore, Tedeschi, etc. They are still with her, and have since been joined in her programs by huge Australian and Italian companies:

The Commonwealth Bank — Fiat Motors — The Bank of New South Wales — Lloyd Triestino — The English, Scottish and Australian Bank — Flotta Lauro — Brescia Furniture — Hospital Comforts Fund — Vass Travel and Real Estate — Eric Andersons — Peter Bell — Brown Built.

The list goes on and on, the relationship the happiest, with a pride and a consciousness that each who contributes ensures the happiness and the future of Australia's newcomers.

Mamma Lena, who was decorated by the Italian Government for her assistance to migrants (Le Croce Di Cavaliere) and an Honour from Her Majesty, the Queen (M.B.E.), expresses her gratitude to all involved that she can now look back on ten years of broadcasting with 2CH, and add to "Arrivederci Roma", such long-run successes as Carousel, Aria Di Casa, All Aboard Muischiere, Sorella Radio and a nightly newscast.

Much more will come in the next decade of progress from "Arrivederci Roma", and the team which presents it from 2CH—Mamma Lena, her producer-husband, Dino Gustin, her English compere, Friel Smith, and her secretary, Luciana Leachi.

Ciao!

—RU PULLAN.

WELCOME TO THE ARRIVEDERCI ROMA BALL



Mr. P. Gieves, 2CH Programme Director, speaking to guests at the Arrivederci Roma Ball.

Station 2CH is understandably proud of being the first Sydney Radio Station to broadcast to immigrants in their own languages. Over the years this extremely specialised operation has posed many problems, but we have always managed to solve them and our greatest reward has been the gratitude of immigrants starting a new life in a new land.

Ten years ago, when I first met Signora Lena Gustin, I sensed that she could make a unique contribution to 2CH's established Italian programmes. Her voice was warm and simpatico, her command of Italian was unexcelled but above all Lena has a gentle nature and a deep understanding of immigrant psychology. From that time forward Cav. Gustin and her husband, Dino, have helped to build 2CH's Italian bi-lingual features from strength to strength.

Some of the achievements during that decade have been truly remarkable. Listeners in four Australian states have written us more than a quarter of a million letters and 3,500 prizes were distributed in the course of various exciting contests. Fifteen prizewinners were flown back to Italy by Qantas for holidays as goodwill ambassadors of Australia.

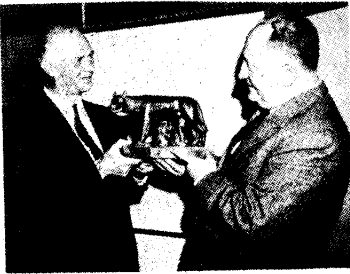
The social conscience of Italian listeners was clearly demonstrated in their heartwarming response to several major charity appeals conducted by 2CH such as the Sicilian earthquakes and floods in Florence.

In addition, 2CH's bi-lingual programmes have a proud record of helping migrants to integrate into their new environment; more than 2,000 listeners have applied to the Station for help in learning English.

The second decade of this specialised 2CH service to listeners should prove a challenging and stimulating experience for all of us.

P. Gieves

PHILIP GIEVES
2CH Programme Director



2CH Manager, Mr. H. Huntley, received the "Lupa Capitolina" from Cav. U.R. G. Reghe.

Radio 2CH Helps Newcomers

It is with pleasure that I accept the invitation to provide a brief foreword for this publication celebrating the 10th Anniversary of 2CH's Italian Programmes.

These 10 years have been a rewarding experience when I have seen the programmes grow from a small beginning into an important facet of Station activity.

During this period, I have seen reluctance from those in authority to accept bi-lingual programmes on Australian Commercial Radio develop into a happy relationship with the Australian Broadcasting Control Board and the Federal Departments of Immigration and Education to the extent that 2CH is now permitted to programme a total of 12 1/2% of its weekly transmission hours in this area. The generally accepted level for all other Stations is 2 1/2%.

This happy relationship was the result of the excellent way in which Mr. Philip Geeves our Programme Director and the two people principally responsible for the programme, Dino and Lena Gustin have worked for the benefit of this section of our migrant audience in helping to assimilate them in their new surroundings.

Such was Lena Gustin's dedication to this task that both Her Majesty The Queen and the President of the Italian Republic saw fit to bestow upon her the Orders of M.B.E. and Cavaliere respectively within a single year.

I have attended many pleasant social functions organised in connection with "Arrivederci Roma" and have felt proud and happy that Station 2CH has helped to make so very many nice people from Italy welcome in Australia.



No. 10

MARCH, 1970



To celebrate the tenth anniversary of the program, ARRIVEDERCI ROMA, the Italian community of Sydney, together with radio station 2CH, held a Ball at the Wentworth on the 31st January. Since she commenced this program on 2CH, Mrs. Lena Gustin ("Mamma Lena" as she is known throughout New South Wales) has played a big part in the successful assimilation of new arrivals from Italy. Her services to the community have been recognised by two nations with the award of an M.B.E. from Her Majesty the Queen, and the Italian decoration, the Cross of the Cavalier, from the President of the Italian Republic.

Guest of honour at the celebration Ball was radio and television personality John Laws, who was presented with a FRIENDSHIP AWARD.

(Above) John Laws was more than happy to extend the hand of friendship to lovely Marisa Anania, after her crowning as "MISS ITALY 1970"—but Mamma Lena (Mrs. Gustin) kept a discreet watch nearby!

13 DAILY MIRROR, THURSDAY, FEBRUARY 5, 1970

TOWN TALK



by *Tim Macdonald*

At the Arrivederci Roma Ball at the Wentworth on Saturday night to mark the 10th Anniversary of 2CH's Italian programme, the girl chosen as Miss Italy was Marisa Anania representing Flotta Lauro. Erf Erf! The prize was a sea trip to Perth by — Lloyd Tries-tino!

JOHN LAWS SPEECH.

Mamma Lena, thank you very much. Italian Community, I thank you very much. I've been trying to practise Molte Grazie, but I don't do it too well. But I do thank you and I don't want to go on because I'm not too good at this sort of thing, but if ever in the future I can do anything to help the Italian Community, believe me, all you have to do is ask and I will be proud to do it, and I'll continue to do as much as I had in the past, which I really considered to be very little to promote the wonderful things that Italians have made for Australia. And I really think they have. And if ever at any time, anybody has a critical comment to make about any Italians that I know, I believe that they make critical comments because they're jealous — which is a frightening thing, but I think is a realistic thing — I think that the Italian Community has done more for the Australian Community than any other people who decided to make Australia their home. As I said the other night, I have an Italian Hairdresser, an Italian Tailor and an Italian Bootmaker and I'm sure I can't go any more than that. Thank you very much, and I mean it, thank you.

Another important event in the life of Dino and Lena:

- The most beautiful day for ten graduates in Italian, four of whom are Australian:
From left: Silvia Sherr, Elena Caloni, Rosalba Gustin, Iris Prandi, Bruno Ferraro, Carmelo Savoca, Kay Weston, Mary Johnson, Beatrice Mezzapica and Gaye McCooms (not in photograph). On Tuesday 29 April 1969 in the Great Hall of Sydney University 10 students of Italian received their Honours degree. It was a most joyous occasion for these ten friends to see the fruition of their hard years of study and to meet again after being "out in the World" for almost six months. For Carmelo Savoca doing military service in Singleton NSW and for Rosalba Gustin running a company in Canberra it meant travelling a fair distance to share their happiness with friends and relatives.



Daughter Rosalba together with her nine colleagues graduates with a B.A. Honours from Sydney University.



Businesswoman Rosalba Gustin

1969 - Rosalba begins her career in "Public Relations and Advertising". The Canberra Times in an article appearing December 22, 1970 wrote:

THE CANBERRA TIMES, TUESDAY, DECEMBER 22, 1970

Image-makers

An educated kind of success

By BARBARA HINES

FOR people fond of taking leaves from other people's books, particularly in the area of personal charm, young businesswoman Miss Rosalba Gustin would seem a worthy reference.

Her voice, which blends delicate traces of an Italian accent with just the right elements of sympathy and understanding, would charm a bird off a bough, and her degree of cool in a crowded situation indicates she is a practised exponent in the art of winning friends and influencing people.

All of which, not unnaturally, explains Miss Gustin's success since a decision to invest her talents in advertising just two short years ago.

Some of her friends, of course, are prone to remarking that "... Rosalba is over-qualified", mainly because she brought a BA Honours degree (Italian,

political science and archæology) into the profession with her.

But for all their murmuring, she has begun beetling off in her wound-down baby-blue Fiat panel van to the Canberra College of Advanced Education to tackle a course for super-secretaries, and has made room in her free time to join Zonta, a popular service organisation for executive women.

Agency

Rosalba, who relates circumstances to her addiction for dealing personally with people, regards it all as part of the natural process of getting on.

For the past three months she has been pre-occupied with the establishment of her own advertising agency, The Creative Workshop.

The Workshop is now one of the ACT's three registered advertising agencies, and what it offers Miss Gustin in uncertainties it makes up

for, she says, in the extension of her freedom and mobility.

"Eighteen months ago in Canberra it was very hard to find people who wanted agents, but now it's changing", she said, speaking from her experience as the employee of an agency which recently folded.

"More people are realising that if they want to compete they've got to present their product in the best possible way".

Presenting her own product in the best way has meant a move to a stylish new office on Northbourne Avenue for Miss Gustin.

She shares the agency facilities of another ad man, Brian McMullen, explaining she was "put in the office to help set up a system, and to see that liaison between media, client and our people is smooth".

And here, one might suppose, lies an end to the Rosalba Gustin success story.

But Miss Gustin, this week, was capable of just one more surprise.

"I've been thinking of importing materials, shoes and handbags from Europe and Asia and designing clothes for a boutique I'd like to open some time in the coming year", she said.

"I've always been interested in dress design, and ever since I was 14 my dream has been to have a boutique ..."

With hints of quality co-ordinated garments and accessories, of a personal mailing system for clients and of exclusive dress-maker designs to suit even the business girl on a budget, Rosalba Gustin would say no more.

But on the eve of her biggest year yet, she possesses an inspiring amount of calm.

Cocktail party

AFTER N.S.W. UNIVERSITY SON ROBERT GUSTIN LEFT SYDNEY FOR SINGAPORE AND AFTER A FEW MONTHS HE WENT TO BANGKOK, WHERE HE PUBLISHED THE FIRST BANGKOG'S STREET DIRECTORY.

วันพุธ ที่ ๓๐ ธันวาคม พ.ศ. ๒๕๑๓ 7



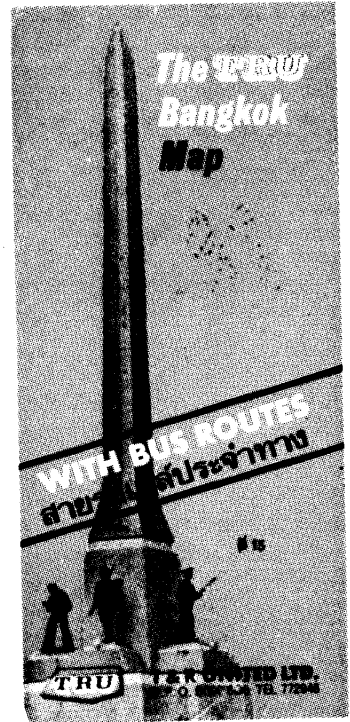
The only complete.
DON'T GET LOST.
Kit in Bangkok.
(On sale at News Agents, Hotels & Supermarkets.) 30.-

A YOUNG AUSTRALIAN engineer, Mr Robert Gustin, has just published a comprehensive road directory for Bangkok and Thonburi.

Gustin originally came to Bangkok to work in a well known construction firm, but, on realising the great potential of a good, detailed road directory, he resigned from his job for the purpose of publishing one.

Working together with three other Australians and three Thais, T & R United Ltd laid out, in convenient book form, all the roads and sois in the twin cities, together with a full index listing.

These directories are available in both English and Thai and can be obtained at all major news agents, hotels and super-markets.



Diploma from Maltese Government to ROBERT for its social and turistic service rendered to Malta.

LATER ON HE OPENED A TRAVEL AGENCY IN BANGKOK AND IN SINGAPORE.

TAA TRAVEL
TRANS AUSTRALIAN AIRWAYS INTERNATIONAL TRAVEL
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1969 - In this year two persons, more than any others, are remembered for being closest to us during these eventful years: The Australian historian, PHILLIP GEEVES, who stated that Mamma Lena was a "legend" and in his interview with the "Daily Telegraph" of 10 March 1969 describes Lena's tireless work for the Italian Community. Mr. KEARNS MLA who contributed two messages - one for the 10th anniversary of "Arrivederci Roma" and the other in commemoration of the Gustin's 20 years in Australia some six years later.



Philip Geeves is a Sydney-born historian and popular ABC broadcaster who has been credited with helping to create a wave of enthusiasm for Australian history. He admits to having a lifelong love affair with his native city and, although widely travelled, is still mystified that so many Australians go globe-trotting before seeing their own country.

FRIDAY, DAILY TELEGRAPH FEBRUARY 24, 1967

2CH helps migrants feel at home

SINCE its establishment, Station 2CH has occupied a pronounced niche of its own in Australian commercial radio.

This is not only because of its great variety of specialised programs for minority groups but because of its success in "foreign affairs."

Mr. Philip Geeves, 2CH program director, this week told the story of the station's language programs and excursions abroad.

"Early in 1950, when Australia's immigration program was building to a pitch, the Federal Government contacted all radio and suggested something to make



"MAMMA LENA" (second from left), compere of 2CH's twice-weekly Italian broadcast, congratulates Luciana dal Caso, on gaining a trip to Italy for winning a Soccer "guess the winner" competition. Also pictured are 2CH Program Director, Mr. P. Geeves (left) and Mr. J. Galvani, of Qantas.

2CH helps newcomers

Sydney's 2CH radio station has probably done more to help the masses of migrants arriving every year than any other radio station in Australia.

At the request of the Department of Immigration, 2CH set up a foreign languages department to help migrants settle more quickly.

Today, 2CH devotes 15 hours a week to foreign language broadcasts, including Italian, Greek, and Lebanese, with a listening audience of more than 200,000.

Perhaps the best known personality in the foreign language department is Mrs. Lena Gustin who is affectionately called "Mamma Lena."

More than 150,000 members of the Italian community listen to "Mamma Lena" as she broadcasts in her copperplate Italian.

Lena Gustin is one of the very few women ever to have been honored with the Cross of Knighthood by the Italian Republic and she is the first Italian-Australian woman ever to be made a Member of the British Empire.

The Programs Director of 2CH, Mr. P. Geeves, said: "Mamma Lena" has become almost a legend to the Italian community.

"She gives them strength and courage when they first arrive in the country and even when they have been in Australia 15 years she still continues to help them."

"The idea of the programs is to help migrants get over their loneliness and nostalgia and this is what we achieve."

Each day more than 100 letters pour in from five States of Australia from migrants either wanting help or congratulating the radio station on their program.

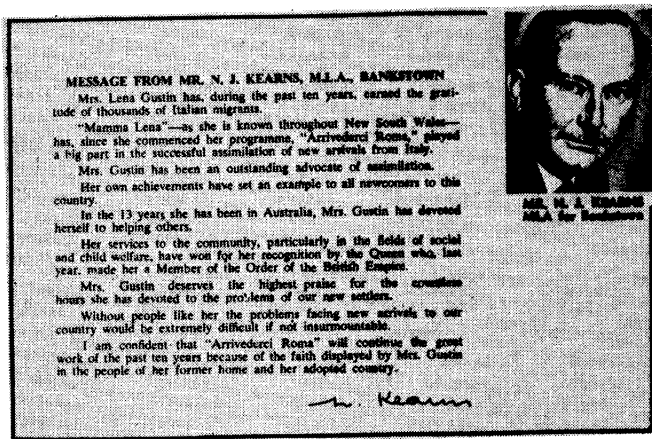
Each year 2CH selects two migrants to revisit their homelands as first prize of a Soccer competition. The migrants, who are carefully screened, revisit their homelands as lucid ambassadors with all expenses paid.

For more than ten years now, 2CH has been helping migrants to help themselves and become Australian citizens.

That this paid dividends is apparent. Radio has not only captured back many of its listeners but has gained new ones. The ready availability and consequent wide popularity of transistor radios had much to do with this, of course, but the real credit must go to broadcasters themselves for their adaptability in reorganising their programming to suit the changing needs and moods of the listening public.

The industry in Australia continues to show its vitality by the modernising of equipment and premises and increases in hours of service.





broadcasting to her family throughout Australia. For twenty years she has served the Italian family in Australia with ability and a total commitment to the well being and advancement of not only the Italian in Australia but also of Australia. The pages that follow only partly tell the story of this woman honoured by both the Australian and Italian Governments, but who received the greatest honour from her own people who gave her their own honour — the title of Mamma Lena.

NICK KEARNS, M.L.A.

PREFACE

From the book: THE STORY of MAMMA LENA.

The post war mass migration programme of the Australian Government brought to this country great numbers of people from many European countries. Notwithstanding the pain of having to leave one's homeland; the serious difficulties of settling in a new land with a different language and customs; and the lack of welcome and the intolerance by some of the people of the new land, by 1956 most migrants, especially those who had come early, had settled into their new life.

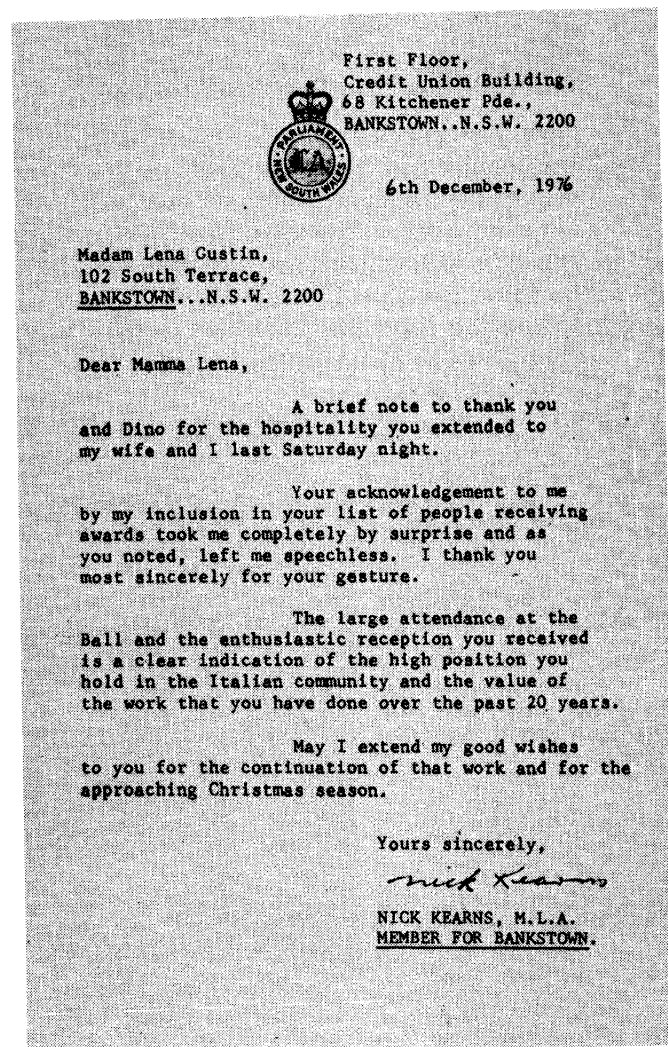
But there were still many things lacking, many things that needed to be done. Not the least of these was the need to be informed, advised and entertained. It was necessary for the migrant to have access to a source of information he could understand in order to know his privileges and responsibilities in his new environment. He needed advice on how to meet his responsibilities, on how to establish his rights, on how to exercise his privileges as well as advice on the many problems confronting the migrant family in this new and unknown world. And as man does not live by bread alone he needed entertainment that would remind him of and keep him in touch with his homeland.

Many newspapers served different nationalities. One of the best known and widely read amongst Italians was La Fiamma. This was the starting point for Lena Gustin on a career that would make her a household word among Italians in Australia, that would bring her honours from two countries and establish her as an example of what sincerity, dedication and talent can achieve.

The acceptance by Italians in Australia of Lena Gustin as "La Fiamma's" columnist is a striking example of response to simplicity and sincerity. This acceptance led to greater opportunities and a greater audience through radio.

For twenty years now, Lena Gustin has been

Bankstown
26th April, 1977



TESTIMONIAL - 1971
A STAR IS BORN: JOSEPHINE ZAMMIT

Writer: Josephine Zammit, MBE Strathfield

I felt much honoured at having been asked to contribute to a book being written about the life and work of my friend Lena Gustin, or Mamma Lena as she is dearly known by all, an endearing title so well deserved for her long time and selfless dedication to the Italian Community in New South Wales.

I have known Mamma Lena for the last fifteen years. During all this time, I have referred to her as "la mia ispirazione", as the following will clearly illustrate.

It was a cold wintry night in 1970 when, by chance, I tuned in to 2CH and heard a warm engaging voice, or as they say in Italian "simpatico" announcing in Italian the sentimental song "Mamma", particularly sentimental to me at the time, a migrant woman separated from her dear mother. The rest of her bilingual programme known as International Night Flight was something unique and completely new to me. I decided to listen again the next day because it gave me so much joy and brought back so many nostalgic memories of my home country Malta, where Italian songs and programmes have always been very common.

Without fail, the next evening I tuned in to 2CH and was again delighted to hear the rich mellow tones of the same Italian lady announcer. There and then I made up my mind to contact Mamma Lena as the Australian announcer Friel Smith, referred to her. I thought, if the Italian Community can have a programme in their own language why not the Maltese?

The very next day I kept the promise I made to myself and wrote a short note to Mamma Lena at 2CH telling her how much I had enjoyed her programmes the last two evenings and how much I would like to meet her to discuss the possibility of having a Maltese programme on the same station. It was not long before I received an answer to my letter and Mamma Lena invited me to join her for coffee at a time and place suitable for both of us.

A few days after, we met and it was, one may say, admiration at first sight. It was not long after I met Mamma Lena that I felt we had something in common, in that we both had the welfare of our community at heart and wanted to do something to help. My first impressions of Mamma Lena still hold today. To me she appeared as a most gentle, simpatica, honest and humble person, some of the attributes still noticeable to anyone who meets her.

After that coffee meeting, where we spoke at some detail of what would be involved to produce a half-hour programme, Mamma Lena made an appointment for me to meet the then manager of 2CH, the late Mr. Philip Geeves. Mr. Geeves heard my request and later told me that he soon realised I was sincere in my efforts to help my community. Mamma Lena's introduction helped greatly to impress

upon Mr. Geeves the need of such a programme for the Maltese. We left this meeting with great hope that one day in the future my wish would become a reality.

I kept in touch with Lena, always asking, sometimes begging, her to press Mr Geeves to grant us a half-hour Maltese programme on 2CH.

Finally after a year of great anticipation Mamma Lena rang to tell me Mr. Geeves wanted to see me with a view to granting the Maltese community a half-hour programme on 2CH. I was thrilled at Mr. Geeves proposition to start the programme in a few weeks time. However, on realising the expense involved for half an hours' air time, and knowing at that time only one business-man who could help with an advertisement, I signed the contract with 2CH for a year with much trepidation. In fact, I immediately took up a part-time job to be able to meet my commitments with 2CH.

Once again Mamma Lena came to my rescue. Not only did she encourage me by words but she actually introduced me to some of her own advertisers. Her sincerity to help and her generosity once again came to therefore. Mamma Lena also showed me what was required in every programme and taught me how to count the seconds needed for every advertisement.

Looking back, after fifteen years, I cannot imagine how to say "Grazie Mamma Lena, la mia ispirazione".

As the Italian community in NSW owes much to Mamma Lena, so also the Maltese community should feel grateful to Mamma Lena for the help she gave me in establishing the first Maltese radio programme.

JOSEPHINE ZAMMIT



Mrs. J. Zammit.

Wednesday, January 7, 1970



Mamma Lena Gustin about to go on air with her 2CH programme, Arrivederci Roma. Standing with her are her husband Dino (left) and 2CH representative Noel Smith.

'Mamma' — their link with Italy

Take a pair of dark, serene eyes, add a motherly figure of small stature and a quiet voice that speaks precise halting English — and you have "Mamma" Lena Gustin.

add' sessions and make a woman's life easier. Mamma Lena and her husband, Dino, who produce all her radio shows, for her help in Italian migrants. She was awarded an MBE for the same in the following year.

MONDAY, FEBRUARY 23, 1970 29

★ RADIO 2CH is understandably proud of the success of its Arrivederci Roma program, which has reached its 10th anniversary.

SESSION PRAISED

Mr. Philip Gceves, the program director, is enthusiastic about the talent of Arrivederci Roma's personality, Mrs. Lena Gustin, MBE, known to listeners as "Mamma Lena."

He says: "We were the first Sydney radio station to broadcast to immigrants in their own language."

"Over the years this extremely



Oh Mamma Lena Now they sing rock songs about her

Lena (Madelina) Gustin, compere of 2CH's Italian program Arrivederci Roma has a "mamma" image.

Many Italians regard her as a spokesman for their community in Australia.

She receives dozens of calls every week for financial help.

And because of all the social work she does she has received the Cross of the Cavaliere from the Italian Government. That was in 1967.

But that's not all. In 1968 the Queen awarded

ed her an MBE. All this since Lena came to Australia as a migrant in 1956.

She couldn't speak a word of English when she first arrived, but was perfectly at home with French and Spanish.

However she learned English quickly and in 1957 was approached by 2SM, which was then running an Italian half hour program.

The station asked her to compile an Italian news bulletin for the program which was composed then by John Mahon.

Lena joined 2CH soon afterwards, and today is on air for 10 hours a week.

Lena's job is a big one at 2CH.

She compiles an up-to-the minute Italian news bulletin as well as comparing the Italian half hour program of musical hits.

Lena is able to compile the bulletin by monitoring news reports from Rome

the apian

Official Journal of THE A.P.I.A. CLUB LIMITED

VOL. II - No. 5 Circulation: 8,000 Annual subscription: \$1.00 DECEMBER, 1972

Published at a Periodical Category "B"

MEMBER OF THE MONTH

Lena Gustin

M.B.E.

1972 - A NEW ASSOCIATION STARTED: SORELLA RADIO WELFARE FUND!

WALLY'S 2 STORES

11 WADE ST. FAIRFIELD

AUTO & MOTOR CENTRE

CENTON ST. FAIRFIELD

1000 SALES

Phone: 72 0271, 72 0265

THE BIZ PICTORIAL

A COLORFUL NEWSPAPER

6 SPENCER STREET, FAIRFIELD, 2160

Advertising: 72 1800, 72 1802, Home: 72 1847

No. 2432

BING LEE

FURNITURE-ELECTRICAL

OPEN DISCOUNT STORES

Tel: 72 1800, 72 1802, 72 1847, 72 1848

Thursday, May 18, 1972

Club night raises \$1000 for Sorella Radio centre

More than \$1000 was raised towards the planned community and centre at Fairfield, at an entertainment night at Marston Club last Sunday.

Prizes of the Sorella Radio Centre were on the night, which also raised Mother's Day.

The centre linked by the popular Italian radio

There are also, Mrs. J. (Mamma) who is the owner of seven children, and Mrs. S. Romano of Fairfield, who has eight children.

They each received a gold watch, as required by the rules of the club and also gold.

Many contributions were received towards the Sorella Radio Centre at the entertainment night.

Among the major contributions has been a cheque for \$200 from Mrs. Romano.

Prizes to the women (right)

Prizes awarded to women as

DEAR FRIENDS.

During the Annual Ball of Sorella Radio, held on Sunday 28th November 1971 at the Marconi Club of Bossley Park, the Italian Assistance Centre Project was officially presented.

It's aim is to construct an Assistance Centre in Fairfield and this will be erected in accordance to plans designed by architect, Mr. Gino Volpato.

What is the Organisation?

What is Sorella Radio?

Sorella Radio is a Benevolent Society organized some 10 years ago in conjunction with the radio programme "Arrivederci Roma" on 2CH in Sydney and it's aim is to assist our fellow countrymen in need of help.

In the past years Sorella Radio has aided many Italian and Australian charity Organisations.

Sorella Radio's objective is at present to construct the Italian Assistance Centre in Fairfield to aid working mothers and families, who are in desperate need of some form of assistance.

Therefore, Sorella Radio is also a charitable organization registered with the Australian Government as a "Welfare Fund" and is run by a committee of volunteers. To achieve this objective a block of land has already been purchased at 4 Hampton Street, Fairfield, near the railway station. The deposit has been paid and a bank loan with the Commonwealth Bank has been also granted. Repayments have commenced on the loan and day by day this project is becoming more realistic.

So for 1972 and the coming years the committee of Sorella Radio will work to bring into effect this project, but we also need your assistance to make all this possible. By helping Sorella Radio you are in not only helping yourselves and your families, but others who are in real need.



The most Rev.N.J. CARDINAL GILROY, Archbishop of Sydney on many occasions was close to Mamma Lena's problems and also from time to time launched messages over her Radio Programmes.



The first Committee of "SORELLA RADIO W/F"

President: LENA GUSTIN.

Vice-President: GIUSEPPE CALABRO'.

Secretary: LORENZO MARCHETTO.

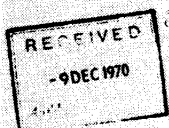
Treasurer: GEORGE LAPAINE.

Members: A. TACCORI.

L. MANTOVANI.

D. GUSTIN.

M. COCO (not on the foto)



St. Mary's Cathedral
Sydney, N.S.W., 2000

5th December, 1970.

Dear Miss Lena,

I was pleased to receive your Greetings at the Press Conference to workers in Mass Media. *Many thanks for them*

With all good wishes,

I remain,

Yours sincerely,

N. J. Cardinal Gilroy
ARCHBISHOP OF SYDNEY.

Miss M. Lena,
Radio 2CH,
47 York Street,
SYDNEY. 2000.

Telephone: 399-8564

St. John Vianney Villa

Clovelly Road

Rundwick, P.O. Box 246

N.S.W. 2031

24th January 1972

Dear Mamma Lena,

I am deeply grateful to you and my beloved Italian friends for the kind Birthday Greetings that you graciously sent to me. An advanced age makes one realize how good God has been & how little time is left to try to repay Him.

Praying that God will continue to bless you and the Italian Community

I remain

Yours sincerely in Christ
N. J. Cardinal Gilroy

1973-Mamma Lena begins broadcasting from 2KY.
Her listening public increases as stated in letters
by 2KY's Advertising Manager, Mr. ALLAN G. IRELAND.

MEMO TO: ALL ANNOUNCING STAFF.
FROM: A.G. IRELAND.
(COPIES: R. MARSH, R. HOOD, J. BURLS.)

re: the current Ratings Survey.

Attached hereto, for your information is a breakdown of the first survey for 1974.

There is no need for me to elaborate on the results, the figures speak for themselves.

The only marked increase in listening audience, and thank God, was the Monday to Thursday night Italian Sessions which stopped our overall percentage dropping to approximately 3.1%.

Handwritten signature: A.G. Ireland

Published statistics prove that even after 4 years Mamma Lena's programmes still attracted a great number of listeners.

2KY SPOT ADVERTISING RATES

UNIT	RATE	OVER \$20,000	OVER \$30,000	OVER \$40,000	OVER \$50,000	OVER \$60,000	OVER \$70,000	OVER \$80,000	OVER \$90,000	OVER \$100,000	NO DISCOUNT RATES APPLY
ZONE 1: BREAKFAST 6.30-9.00 a.m. Monday to Sunday.											
10 sec.	20	18	16	25	22	20	60	36	32	30	
20 sec.	30	27	24	36	31	28	90	45	40	40	ITALIAN
30 sec.	40	36	32	48	40	36	120	60	56	50	LANGUAGE
45 sec.	55	50	44	66	54	48	165	80	72	64	ONLY
30 sec.	70	63	56	84	72	64	210	90	80	75	

SECTIONS

KY JOINS THE RATINGS RACE

THE weekly combination of its strong coverage, Italian programme and Bob Rogers secured us for 22.5% improved performance in the third ratings period of the year.

2KY lifted its share of radio listeners from 4.2 percentage points in the last survey, to 7.8 — the second highest ratings figure the State Labour Commission has ever had.

KY increased its share in every time period, but in the late — when 100% of Italian firms are usually on — it jumped from 9.8 to the last survey.

way to 13.0 in the current one.

On all nights, except Sundays, KY covers races, and from 7.15 to 10.00 from Monday to Thursdays, it features Italian programmes.

"We're obviously getting a large response from Italian families and other core listeners from Europe, who understand Italian better than they do English," KY's advertising and sales manager, Mr. Alan Ireland, said.

"On Saturday from 7

pm to midnight we are now the number one rating station, obviously because of our race coverage."

Despite KY's jobless, the ratings showed yet another victory for 2SM — its eighth consecutive ratings period victory.

The North Sydney-based station scored 22.9, more than four points higher than its nearest rival, 2UE.

2SM scored the highest rating points in every weekly time slot, except in the important 9 am to 1 pm segment, where 2UE won.

The weekly breakdown, with the first six stations in each slot, were: Breakfast (5 am to 9 am) 2SM 12.7, 2UE 22.7, 2CH 14.3, 2BL 14.1, 2UW 9.8 and 2GB 4.7; Morning (9 am to 12.30 pm) 2SM 19.6, 2UE 17.1, 2CH 14.7, 2BL 8.2 and 2KY 5.9; Afternoon (12.30 pm to 4 pm) 2SM 23.0, 2CH 19.5, 2UE 16.4, 2UW 10.3, 2KY 8.7 and 2BL 5.9; Drivetime (4 pm to 7 pm) 2SM 25.8, 2CH 17.7, 2UE 15.2, 2UW 9.1, 2BL 6.3 and 2KY 5.7; Night (7 pm to midnight) 2SM 19.2, 2UE 17.6, 2KY 13.0, 2CH 10.4, 2GB 8.7 and 2J 7.0.

Television program list

10/3/1976 - Bad news. Fairfield council rejects the Sorella Radio Child Care Centre project. The Committee, headed by Mamma Lena is determined to fight to the end.

COUNCIL SLAMMED OVER CENTRE

Fairfield Council's decision to defer approval of a child day care centre in Hampton Street was a "backward step".

Yennora ward Alderman Ken Wilson, said this last week.

the centre and council aldermen, he held to discuss the proposal.

are: a The centre would effect the value of adjoining

should make a decision now.

March 16, 1976.

Alderman K. Wilson, 15 Brabyn Street, FAIRFIELD WEST, 2165.

Dear Mr. Wilson,

I received from Mr. Bill Davis a clipping from the "Fairfield Advance" newspaper in which you give strong support for the establishment of the Sorella Radio Child Care Centre in Fairfield.

My committee and I are most grateful for your endorsement of our efforts to obtain permission from Fairfield Municipality to build this very necessary centre. We have worked towards this end for many years.

Again many thanks and would you also thank Mr. Bill Davis on our behalf.

Yours sincerely,

Mamma Lena

(Mamma Lena and the Sorella Radio Committee.)

Because of the importance of this centre, we

"I am sure that once the centre opened, the people who were objecting would not even be aware of its presence."

"If these objectors were in my ward, I would have paid them a personal visit to explain to them more fully the idea behind the centre."

"Add Dixon said the centre, which would be provided at no expense to council would fill a very pressing need of the district."



1976 - More bad news: A disastrous earthquake hits the Friuli region of Italy. Mamma Lena will launch an appeal which will raise over A\$35,000. Money which was handed over to the Committee charged with the reconstruction of the stricken areas

LEOPATA STUROS
UNDER MANAGEMENT
159 9615

APPEAL
CHEQUE
HANDED
OVER

FRIULI RELIEF FUND COMMITTEE

COMMITTEE: Mr. G. Mancini, President of the Friuli Relief Fund; Mr. A. Baccanti, President of the Marconi Club Ltd; Mr. G. Mancini, President of the Friuli Relief Fund.

PUBLIC RELATIONS: Mr. G. Mancini, President of the Friuli Relief Fund; Mr. A. Baccanti, President of the Marconi Club Ltd; Mr. G. Mancini, President of the Friuli Relief Fund.

25th May, 1976.

Mrs. L. Gustin, Radio 2KY, Italian Hour, 33 Cecil Street, PORTS POINT, 2011.

Dear Mrs. Gustin,

On behalf of the Friuli Relief Fund Committee, may I thank you and Radio 2KY for the generous assistance given during the appeal.

The overwhelming reaction to the Friuli Appeal Fund has been most gratifying; therefore, we acknowledge, with deepest gratitude, your personal involvement and the work of Radio 2KY Sydney.

Yours faithfully,
John A. Bayntell, Chairman.

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SPECIAL FIREWORKS
Bankstown SUNDAY
The program will include excellent fireworks, special attractions, and a variety of stalls.

THE ATIA CLUB Limited, 1111 Macquarie Road, Sydney, N.S.W. 2150.

THE MARCONI CLUB Ltd, 1111 Macquarie Road, Sydney, N.S.W. 2150.

THE FRIULI RELIEF FUND COMMITTEE, 1111 Macquarie Road, Sydney, N.S.W. 2150.

DONATIONS TO BE SENT TO:

THE ATIA CLUB Limited, 1111 Macquarie Road, Sydney, N.S.W. 2150.

THE MARCONI CLUB Ltd, 1111 Macquarie Road, Sydney, N.S.W. 2150.

THE FRIULI RELIEF FUND COMMITTEE, 1111 Macquarie Road, Sydney, N.S.W. 2150.

