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| 2023-24 Multicultural Media Grant Program |
| Application guidance |
| OFFICIAL |

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# Purpose of this document

Refer to this document when completing a 2023-24 Multicultural Media Grants (MMG) Program small or large stream application form. Please read this in conjunction with the program guidelines.

This document provides guidance on the level of detail and information that is required to respond to:

* **Small stream application form:**
* Questions in the Assessment Criteria section, including questions that address the MMG objectives
* High level budget
* Mandatory documentation
* **Large stream application forms:**
* Questions in the Assessment Criteria section, including questions that address the MMG objectives
* Detailed budget
* Mandatory documentation
* Quotes for items over $10,000

# Small and large stream application criteria

All small and large stream applications are subject to a competitive process and must meet all the eligibility requirements listed in the table below (under ‘Eligibility in the program guidelines) under ‘Small stream eligibility criteria’ and ‘Large stream eligibility criteria'. For large stream applications, applicants must provide additional mandatory documentation. The program can only support applications that score high against the assessment criteria.

In addition to an eligibility assessment, all applications are assessed against their response to the assessment criteria in the table below.

Note: The department encourages all organisations to attach supporting documentation to strengthen their application.

| Assessment criteria | Criteria measures | Weighting |
| --- | --- | --- |
| Alignment with MMG Program objectives | Applications must address and show strong alignment with the MMG Program objectives.  Applications need to highlight there is a specific need to enhance the quality of services, coverage or capacity (for example upgrading equipment to digital) to extend audience reach to multicultural communities.  Applications must provide evidence of how the funds create a greater sense of belonging and connection in multicultural communities across various channels including radio, print and digital, to ensure communities are informed, connected and supported. | 40% |
| Budget | The proposed funding must show strong value for public money, with accurate and reasonable costs that can go towards the delivery of a project.  All costs must be clearly listed, including detailing how the MMG Program grant funds will be spent.  **Additionally for the large stream only:**   * quotes are mandatory for items $10,000 and over, where MMG Program funds will be used to support the cost * a total budget document must be attached, outlining all expenditure items and sources of income. | 20% |
| Demonstrated capacity | The application demonstrates how the organisation has the capacity to successfully deliver on its specific project. This will be assessed according to:   * a clear project plan, including timeframes * details of previous completed projects such as equipment upgrade, training of staff, publications that the organisation has created to successfully demonstrate the capacity to deliver the planned project.   **Additionally for the large stream only:**   * organisations are encouraged to attach evidence of their existing resources, expertise or equipment. | 30% |
| Community  Reach | Explain how the program/project will improve the organisation's capacity to engage with multicultural community members.  How will funding extend the organisations reach to new segments of the community. | 10% |

# The application process

You must submit the application for the Multicultural Media Grants Program grant round online. To apply, visit [vic.gov.au – Multicultural Media Grants](vic.gov.au%20–%20Multicultural%20Media%20Grants) https://www.vic.gov.au/multicultural-media-grants-program and select ‘Apply Now’.

See below an outline of the key dates, information and activities:

**Opening date for applications**

* Friday 8 December 2023

**Closing date for applications (3pm AEDT)**

* Monday 29 January 2024

**Online information sessions:**

* Tuesday 12 December 2023
* Tuesday 19 December 2023
* Thursday 18 January 2024

Please note:

* the department will not consider late or incomplete applications
* previous funding does not guarantee future funding or guarantee the same amount of funding as before.

## How to apply for the small stream ($7,500)

The application form for small stream events is shorter and has less requirements than the large stream application form.

Applications under this stream need to meet all the eligibility criteria to be recommended to receive the funding requested (no more than $7,500).

## How to apply for the large stream (up to $25,000)

The large stream is for larger organisations that have broad reach across the state.

The application form for the large stream is more detailed, with additional assessment criteria. It also requires mandatory documentation.

Applications under this stream need to meet all eligibility criteria and address the assessment criteria.

# Submitting your application

During the application process:

* Read the 2023–24 MMG program guidelines carefully before starting your application online.
* Make sure your organisation meets the eligibility criteria for the stream you are applying under and use the checklist in the guidelines to prepare all the supporting documentation.
* Attend an information session. For more information, visit vic.gov.au – Multicultural Media Grants https://www.vic.gov.au/multicultural-media-grants-program.
* Download a PDF copy of the online application form via the [Grants Gateway homepage](https://grantsgateway.dffh.vic.gov.au/) <https://grantsgateway.dffh.vic.gov.au/> to review and prepare your responses.
* Start the application as early as possible and leave enough time to fill out all the questions and upload the correct documentation. Please note that the online application form will not allow you to proceed if you have not met the eligibility criteria.
* Complete the application form online before 3pm Monday 29 January 2024 Answer all questions, and attach all mandatory supporting documentation, otherwise you will not be eligible and the department will not assess your application.
* The department will not consider late or incomplete applications.

# Assessment process overview

Both small and large grant stream applications go through an eligibility assessment.

Large stream applications have extra assessment criteria. They also need mandatory documentation. Please review the program guidelines for more information on mandatory documentation.

A panel of representatives from the Victorian Multicultural Commission and other relevant experts will review all applications.

The Minister for Multicultural Affairs makes the final decision based on recommendations from the assessment panel. The department will tell your organisation whether you are successful or not.

The department’s decisions on any aspect of the funding application and assessment process are final. This includes any decision to offer or award a grant under this program, or to withdraw the offer or cancel the grant funding agreement.

# Budget

The department uses the budget to assess value for money. You must detail how you will spend the funds you have requested in the online application form.

## Step 1: Indicate the amount requested from the grant program (income)

* This is where you indicate the amount of funding you are applying for under the program
* You must input the total amount of funding you are applying for- $7,500 for the small stream or between $7,501 and $25,000 for the large stream.

## Step 2: Add the expenses to the ‘what do you intend to spend funding from this grant on?’

* Click the +Add button to add an expense
* Select a category, for example, equipment hire
* Add a description, for example, stereo system
* Add the amount of MMG funding that will be spent on this item, for example, $3,000
* You may upload a file (such as an invoice)
* Click save
* This expense will now appear as ‘Expense 1’ in the budget section
* Repeat for all your expense items.

## Step 3: All expenses will be deducted from the requested funding amount to create your budget

* You must list all expenses to cover the total amount of funding requested before you can proceed with finalising your application.

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