

# 2023–24 Multicultural Media Grants Program

Program guidelines



**We acknowledge the Traditional Owners of Country throughout Victoria and pay respects to their Elders past and present. We acknowledge that Aboriginal self-determination is a human right and recognise the hard work of many generations of Aboriginal people.**

### **Alternative format**

To receive this document in another format, contact the **Multicultural Affairs Partnerships team** by phone 1300 112 755, or email [dffh-fvec-ma-partnerships@dffh.vic.gov.au](mailto:dffh-fvec-ma-partnerships@dffh.vic.gov.au)

### **Interpreters**

If you need an interpreter, call the Translating and Interpreting Service (TIS National) on 131 450 then ask for 1300 112 755.

### **If you need help with communication**

Contact us through the National Relay Service (NRS). For more information, visit National Relay Service <https://www.accesshub.gov.au/about-the-nrs> to choose your preferred access point or call the NRS Helpdesk on 1800 555 660.

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In this document, 'Aboriginal' refers to both Aboriginal and Torres Strait Islander people.

'Indigenous' or 'Koori/Koorie' is retained when part of the title of a report, program or quotation.

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# Message from the Minister for Multicultural Affairs



**Multicultural media serves as a dynamic platform that reflects the diversity of voices, stories, and experiences of communities in Victoria.**

This diversity not only enriches our cultural landscape but also fosters understanding, nurtures mutual respect, and reinforces the bonds of trust and unity within our vibrant society.

The Victorian Government is committed to empowering multicultural media organisations to better connect with and serve their communities across various media channels, and it gives me great pride to announce the opening of the latest round of the Multicultural Media Grants (MMG) Program.

Recognising the pivotal role of media in shaping public discourse and building trust and community, this program will support multicultural media organisations that work across print, radio,

broadcasting and digital media to be better resourced, improve their quality of service and expand their audience reach.

The grants can be used to cover production and publication costs, equipment and training, and development expenses.

I am so thankful to Victoria's multicultural media organisations who continue to promote multiculturalism, diversity and access to information through the media. I look forward to seeing the positive impact your work continues to impart on our community.

A handwritten signature in blue ink, appearing to read 'Ingrid Stitt'.

**Ingrid Stitt MP**  
**Minister for Multicultural Affairs**

# Victorian Government values

**Multiculturalism in Victoria is more than just diversity of cultures, languages, faiths and traditions.**

It is providing the systems and supports that make our shared community stronger. It is the knowledge that sharing cultures and understanding our cultural differences is a strength. It also provides a sense of belonging that contributes to the community harmony Victorians are so proud of.

**The Victorian Government is committed to:**

- protecting the rights of all Victorians to be free from racism, vilification and discrimination of any kind
- building community harmony
- ensuring every Victorian feels safe and can participate in all aspects of Victorian life, irrespective of Aboriginality, gender, sexual orientation, ethnicity, faith, language, culture, migration or visa status, class, ability and age.

The contractual relationship between funded organisations and the Department of Families, Fairness and Housing reflects this commitment. It sets out the expectation that in the delivery of projects and initiatives funded by the Victorian Government, organisations will promote and uphold the government’s stated values of:

.....

**One law for all**

.....

**Freedom to be yourself**

.....

**Discrimination is never acceptable**

.....

**A fair go for all**

.....

**It is up to all of us to contribute to a Victoria we can be proud of**

.....

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# About the 2023–24 Multicultural Media Grants Program

## Introduction

The Multicultural Media Grants (MMG) Program provides grants up to \$25,000 (excluding GST) in 2023–24. It is a competitive grants program that allows multicultural media outlets to increase resourcing to support their organisations and communities across:

- print
- radio
- broadcasting
- digital media platforms.

More than 1.5 million Victorians speak a language other than English. The program aims to support media organisations to continue to improve their information, entertainment and education services for multicultural communities.

This includes:

- purchasing resources, production costs, equipment
- job-specific training for volunteers and employed staff to make sure they are well-equipped to support the community
- encouraging adaptation in multicultural media engagement through online and digital technologies.

The MMG Program is a merit-based grants program. Multicultural Affairs in the Department of Families, Fairness and Housing manage it. Grants up to \$25,000 (excluding GST) are offered to support media organisations to provide information in various languages to multicultural communities.

It has 2 objectives to support multicultural media organisations to:

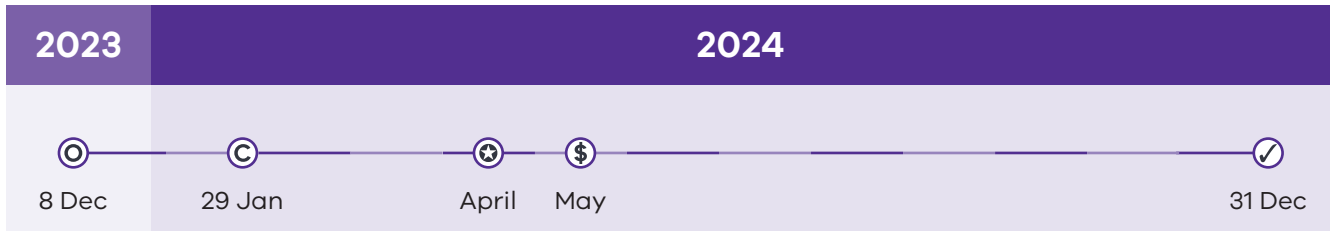
- create a greater sense of belonging and connection in multicultural communities across various channels including radio, print and digital to ensure communities are informed, connected and supported
- enhance the quality of services, coverage or capacity to extend audience reach to multicultural communities.

Important information to consider includes:

- Previously funded projects are not guaranteed to receive funding and are not guaranteed to receive the same amount of funding
- The department will only consider one application per organisation. Extra applications are not assessed. Auspice organisations can support an unlimited number of applications (see '[Auspiced applications](#)' for more information)
- Both large and small streams are open to profit and non-profit multicultural media organisations.

**Submit applications online** at the **Multicultural Media Grants Program** page on the Victorian Government's website [vic.gov.au/multicultural-media-grants-program](https://vic.gov.au/multicultural-media-grants-program)

## Timeline

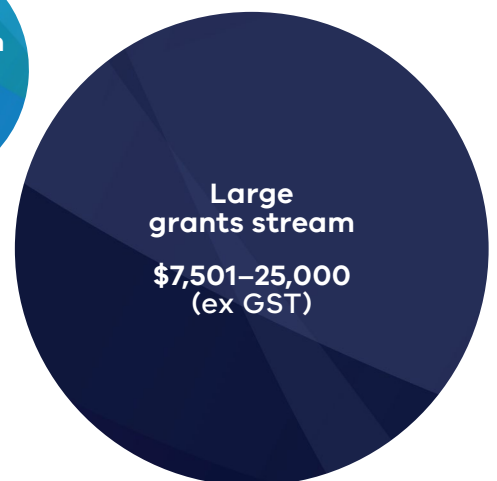


- **Applications open** Friday 8 December 2023.
- **Applications close** Monday 29 January 2024 at 3pm. The department will not accept late applications.
- **The department will publish successful outcomes and notify applicants** in April 2024.
- **The department will issue payments** in the first week of May 2024.
- **All projects and final reports** must be completed by 31 December 2024.

## What grants are available?

An organisation can apply for one grant for their project, **within one of the following 2 funding streams:**

- a **small** grants stream for applications for \$7,500 (excludes GST)
- a **large** grants stream for applications between \$7,501 to \$25,000 (excludes GST).



## What can be funded?

Organisations can use program funding for:

- production and publication costs (including printing)
- equipment (see 'Equipment' below for more information)
- training and development costs to assist the organisation (see 'Training' below for more information).

### Equipment

Eligible equipment could include (but is not limited to):

- office equipment
- webcasting or audio streaming equipment
- satellite, portable recorders and camera equipment
- video editing suites
- sound and software programs
- computers and computer hardware
- digital radio studio equipment
- blogging, vlogging and podcast equipment
- production equipment
- printers, microphones and headphones.

### Training

- job-specific training for staff to ensure they are well-equipped to continue supporting multicultural communities
- training and development costs for volunteers.

## What cannot be funded?

This program **does not** support funding for:

- already purchased equipment
- supplementing the recurrent or ongoing costs of an organisation. For example, staff wages, rent and utilities
- advertising costs
- projects supporting political activities
- cash prizes or commercial gifts
- set-up and maintenance of websites
- equipment already funded by another grants program administered by Multicultural Affairs
- cash payments to community members
- donations to other organisations.

This program also **does not** support activities that:

- another Victorian Government department or local government program primarily funds
- are within the responsibility of the federal government or of another state, or local government
- have already started or are complete. This includes any activities undertaken before the notification of the application outcome
- are private sector projects undertaken through a Victorian Government contract.



# Applications



## How to apply?

Complete the application form online at the **Multicultural Media Grants Program page** [vic.gov.au/multicultural-media-grants-program](http://vic.gov.au/multicultural-media-grants-program).

Applicants must attach and submit all supporting documentation with their application. If not, the department will consider the application as ineligible and will not assess it.

Applicants must submit the following documents with the application:

- evidence of your media work. For example, a program guide showing produced content, a copy of your organisation's most recent publication, or a link to your website
- evidence of your audience/circulation numbers
- most recent financial statement **(for large grants stream applications only)**
- quotes for expenditure items of \$10,000 and over **(for large grants stream applications only)**.

**Submit all applications by 3:00 pm on Monday 29 January 2024. The department will not accept late or incomplete applications.**

## Who can apply?

To be eligible for this program, all organisations **must**:

- **be a multilingual or multicultural media organisation operating in Victoria.**  
For this program:
  - multicultural media refers to Victorian media organisations that produce content through print, radio and other electronic media for multicultural communities
  - multilingual refers to media organisations that provide communications in more than one language
- have been operating in the multicultural media space for more than 6 months
- have a current Australian Business Number (ABN). To check your ABN, go to the Australian Business register <https://abr.business.gov.au>
- have no overdue final reports from previous Fairer Victoria, Engagement and Coordination funded grants, including from Multicultural

Affairs, by 29 January 2024. If you're not sure whether your organisation is up to date with all grant reporting, email the **Multicultural Affairs Partnerships team** [dffh-fvec-ma-partnerships@dffh.vic.gov.au](mailto:dffh-fvec-ma-partnerships@dffh.vic.gov.au)

- be one of the following entity types:
  - not-for-profit entity – organisations that provide services to the community and do not operate to make a profit for its members (or shareholders, if applicable)
  - social enterprise – organisations that operate to intentionally drive social change with a defined social purpose and that derive most of its income from trade and reinvest profits to further its mission
  - company incorporated – a company incorporated under the *Corporations Act 2001*
  - incorporated associations – incorporated under state legislation. Commonly have 'Association' or 'Incorporated' or 'Inc.' in their legal name
  - incorporated cooperatives – also incorporated under state legislation. Commonly have 'Cooperative' in their legal name
  - Australian public/private company – an entity that has a separate legal existence from its owners. Companies may be for-profit or not-for-profit. Unincorporated associations and community organisations with no ABN are not eligible but can apply using an auspice (see the following 'Auspiced applications' for more information).

## Auspiced applications

Auspice arrangements are only permitted under the small stream of the MMG Program.

### What is an auspice arrangement?

If your organisation is not incorporated or does not have an ABN, you may still apply if an eligible auspice organisation that has agreed to manage the grant supports you.

An auspice arrangement is when an organisation assists another to fund a grant activity. Your community group or organisation is known as the grant recipient. The organisation auspicing is known as the auspice organisation.

A letter of support from the auspice organisation is mandatory for all applications with auspicing arrangements.

## What are the responsibilities of an auspice organisation?

If your grant application is successful, your auspice organisation is responsible for:

- signing the grant funding agreement, referred to as a Victorian Common Funding Agreement
- communicating with the department on your organisation's behalf in relation to the project
- all legal and financial responsibility for the grant on your organisation's behalf
- receiving and distributing grant funds under the grant agreement
- completion of all grant activities
- submitting final reports and financial acquittals on your organisation's behalf by the required due dates.

## Who cannot apply?

Organisations that **cannot** apply include:

- unincorporated associations (unless applying with an eligible auspice)
- state and federal government departments and agencies
- individuals and sole traders
- public companies limited by shares (unless the foundational document can prove not-for-profit status)
- commercial enterprises
- local government authorities (LGAs), including LGA-managed, operated, administered and regulated trusts. They can act as an auspice for an unincorporated community group
- registered public and private primary and secondary schools, preschools, TAFE institutes and universities (excluding community language schools that are eligible). They can act as an auspice for an unincorporated community group
- organisations that have failed to comply with the terms and conditions of previously awarded grants
- groups whose projects are the responsibility of another Victorian Government department
- hospitals and health service organisations.

## Submitting your application

During the application process:

- Read the 2023–24 MMG program guidelines carefully before starting your application online.
- Make sure your activity meets the eligibility criteria for the stream you are applying under. Use the checklist in the guidelines to prepare all the supporting documentation.
- Attend an information session. Visit the **Multicultural Media Grants Program page** [vic.gov.au/multicultural-media-grants-program](https://vic.gov.au/multicultural-media-grants-program) for more information.
- Download a PDF copy of the online application form via the **Grants Gateway homepage** <https://grantsgateway.dffh.vic.gov.au/> to review and prepare your responses.
- Start the application as early as possible. Leave enough time to fill out all the questions and upload the correct documentation. Please note that our new application form will not allow you to proceed if you have not met the eligibility criteria.
- Complete the application form online before 3:00 pm on 29 January 2024. Answer all questions. Make sure you attach all mandatory supporting documentation. Otherwise, the department will consider your application ineligible and will not assess it.
- The department will not consider late or incomplete applications.





# Grants



## Small grants stream (\$7,500)

The application form for small grants stream projects has fewer requirements than the large grants stream application form.

Applications under this stream need to:

- meet all the eligibility criteria
- address assessment criteria.

These criteria are in the following table. Use it as a checklist before you submit your application.

---

### Small grants stream eligibility criteria

Does your application meet this eligibility criteria? Please mark 'yes' or 'no' with an X

Criteria	Description	Meet eligibility criteria
How well does the application meet the program objectives?	The application must meet and clearly demonstrate alignment with all objectives listed in the <a href="#">'About the 2023–24 Multicultural Media Grants Program'</a> .	
Has the need to enhance the quality of services, coverage or capacity to extend audience reach to multicultural communities been clearly demonstrated?		<input type="radio"/> Yes <input type="radio"/> No
Has the organisation provided evidence of creating 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?		<input type="radio"/> Yes <input type="radio"/> No

Criteria	Description	Meet eligibility criteria
<b>Budget</b>	<p>Costs must be accurate, reasonable and demonstrate good value for public money.</p> <p>The budget section must be completed, with grant funds requested broken down by expenditure.</p> <p>Any unsupported costs are removed from the eligible grant funding offered (see <a href="#">‘What can be funded?’</a>).</p>	<input type="radio"/> Yes <input type="radio"/> No
<b>Documentation</b>	<ul style="list-style-type: none"> <li>evidence of your media work, for example, a program guide showing produced content, a copy of your organisation’s most recent publication or a link to your website</li> <li>evidence of your audience/circulation numbers.</li> </ul>	<input type="radio"/> Yes <input type="radio"/> No
<b>Mandatory documentation for auspiced grants only</b>	<p>A current letter of support is required from an auspice organisation, where auspicing arrangements are in place.</p>	<input type="radio"/> Yes <input type="radio"/> No
<b>No outstanding final reports</b>	<p>All overdue final reports from previous Fairer Victoria, Engagement and Coordination funded grants, including Multicultural Affairs, must be submitted by 29 January 2024.</p> <p>To check your organisation is up to date with reporting, contact Multicultural Affairs Partnerships by:</p> <ul style="list-style-type: none"> <li>phone 1300 112 755</li> <li>email <a href="mailto:dffh-fvec-ma-partnerships@dffh.vic.gov.au">dffh-fvec-ma-partnerships@dffh.vic.gov.au</a></li> </ul>	<input type="radio"/> Yes <input type="radio"/> No
<b>A complete application form</b>	<p>Address all questions in the application form clearly and provide details of the proposed activities.</p> <p>If you leave sections blank, your application will be deemed ineligible.</p>	<input type="radio"/> Yes <input type="radio"/> No



## Large grants stream (\$7,501 to \$25,000)

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

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

Applications under this stream need to:

- meet all eligibility criteria
- address the assessment criteria.

These criteria are in the following table. Use it as a checklist before you submit your application.

---

### Large grants stream eligibility criteria

Does your application meet this eligibility criteria? Please mark 'yes' or 'no' with an X

Criteria	Description	Meet eligibility criteria
How well does the application meet the program objectives?	The application must meet and clearly demonstrate alignment with all objectives listed in the <a href="#">'About the 2023–24 Multicultural Media Grants Program'</a> .	
Has the need to enhance the quality of services, coverage or capacity to extend audience reach to multicultural communities been clearly demonstrated?		<input type="radio"/> Yes <input type="radio"/> No
Has the organisation provided evidence of creating 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?		<input type="radio"/> Yes <input type="radio"/> No

Criteria	Description	Meet eligibility criteria
<b>Budget</b>	<p>Costs must be accurate, reasonable and demonstrate good value for public money.</p> <p>The budget section must be completed, with grant funds requested broken down by expenditure.</p> <p>Any unsupported costs will be removed from the eligible grant funding offered (see <a href="#">‘What costs cannot be supported’</a>).</p>	<input type="radio"/> Yes <input type="radio"/> No
<b>Documentation</b>	<p>You must provide:</p> <ul style="list-style-type: none"> <li>evidence of your media work, for example, a program guide showing produced content, a copy of your organisation’s most recent publication or a link to your website</li> <li>evidence of your audience/circulation numbers</li> <li>quotes for expenditure items of \$10,000 (excluding GST) and over (up to \$25,000 excluding GST)</li> <li>most recent financial statement.</li> </ul>	<input type="radio"/> Yes <input type="radio"/> No
<b>Mandatory documentation for auspiced grants only</b>	<p>A current letter of support is required from an auspice organisation, where auspicing arrangements are in place.</p>	<input type="radio"/> Yes <input type="radio"/> No
<b>No outstanding final reports</b>	<p>All overdue final reports from previous Fairer Victoria, Engagement and Coordination funded grants, including Multicultural Affairs, must be submitted by 29 January 2024.</p> <p>To check your organisation is up to date with reporting, contact Multicultural Affairs Partnerships by:</p> <ul style="list-style-type: none"> <li>phone 1300 112 755</li> <li>email <a href="mailto:dffh-fvec-ma-partnerships@dffh.vic.gov.au">dffh-fvec-ma-partnerships@dffh.vic.gov.au</a></li> </ul>	<input type="radio"/> Yes <input type="radio"/> No
<b>A complete application form</b>	<p>Address all questions in the application form clearly and provide details of the proposed activities.</p> <p>If you leave sections blank, your application will be deemed ineligible.</p>	<input type="radio"/> Yes <input type="radio"/> No

## Mandatory documentation requirements for the large grants stream

### Quotes for expenditure items of \$10,000 and over

For large stream applications to be eligible, you must attach evidence of expenditure for all budget items of \$10,000 (excluding GST) and over, where Multicultural Media Grants Program funds will be used to support the cost. Evidence of expenditure includes quotes and must be for the activity that the applicant is seeking funding for.

Your organisation does not need to provide quotes if you can break down items further within a separate budget attached to the application. For example, if training fees are \$10,000 (excluding GST) in total, but the total is made up of multiple fees, this can be explained in the budget such as 5 individual training sessions costing \$2,000 each, to a total of \$10,000.

Documentation will be deemed **ineligible** if the:

- quote does not include the letterhead of the company providing the service or item
- quote does not match the budget activity, service or item and cost
- quote was obtained earlier than 6 months before the application deadline
- separate budget does not match costs within the application's budget section.



# Assessment

## How will small and large stream applications be assessed?

All eligible small and large stream applications are subject to a competitive process. They must meet all the eligibility requirements listed in the table under:

- 'Small stream eligibility criteria'
- 'Large stream eligibility criteria'

**Large stream applications** must provide **extra mandatory documentation**. Only those applications scoring high enough against the assessment criteria are supported.

All applications are also assessed against their response to the assessment criteria in the following table.

**Note:** The department encourages organisations applying under the large grants stream to attach supporting documentation to strengthen their 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. See 'Large grants stream (\$7,501 to \$25,000)' for more information.

A panel will then review applications in all streams. The panel includes representatives from the department and the Victorian Multicultural Commission.

The Minister for Multicultural Affairs makes the final decision to award a grant under this program. This is based on recommendations from the assessment panel. The department will advise your organisation whether you are or are not successful.



## Assessment criteria

Assessment criteria	Criteria measurements	Weighting
<b>Alignment with MMG Program objectives</b>	<p>Applications must address and show strong alignment with the MMG Program objectives.</p> <p>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.</p> <p>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.</p>	40%
<b>Budget</b>	<p>The proposed funding must demonstrate strong value for public money, with accurate and reasonable costs that can go towards the delivery of a project.</p> <p>All costs must be clearly listed, including details on how the MMG Program grant funds will be spent.</p> <p><b>Additionally for the large stream only:</b></p> <ul style="list-style-type: none"> <li>quotes are mandatory for items \$10,000 and over (excluding GST), where MMG Program funds will be used to support the cost</li> <li>a total budget document must be attached, outlining all expenditure items and sources of income.</li> </ul>	20%
<b>Demonstrated capacity</b>	<p>The application demonstrates how the organisation has the capacity to successfully deliver on its specific project. This will be assessed according to:</p> <ul style="list-style-type: none"> <li>a clear and detailed project plan, including timeframes</li> <li>details of previous completed projects such as equipment upgrade, training staff, publications the organisation has created to successfully demonstrate the capacity to deliver the planned project.</li> </ul> <p><b>Additionally for the large stream only:</b></p> <ul style="list-style-type: none"> <li>organisations are encouraged to attach evidence of existing resources, expertise or equipment that the organisation has to ensure a stronger merit assessment score.</li> </ul>	30%
<b>Community reach</b>	<p>Explain how the program/project will improve the organisation's capacity to engage with multicultural community members:</p> <ul style="list-style-type: none"> <li>how will funding extend the organisations reach to new segments of the community.</li> </ul>	10%



# Funding agreements





**If successful, your organisation must enter into a Victorian Common Funding Agreement (VCFA) with the department. This must happen within 30 days of your funding offer. If a grant offer is not accepted during this period, the department may withdraw the grant.**

The funding agreement will outline:

- the grant terms and conditions, including use of funds
- key deliverables and due dates
- reporting requirements.

The department will make grant payments according to set milestone deliverables. The milestones will be set out in the funding agreement.

The department will publish successful applicant details including organisation name, project name and grant funding provided on the **Multicultural Media Grants Program page** [vic.gov.au/multicultural-media-grants-program](https://vic.gov.au/multicultural-media-grants-program)

Your organisation must use all funds during the activity period by December 2024, as outlined in the funding agreement. In addition, your organisation must meet any funding conditions set out in the letter of offer or funding agreement. Failure to meet these requirements may mean your organisation will need to return funding to the department.

## GST and grants awarded under this program

If your organisation is successful in receiving a grant and is:

- registered for GST, you will be paid GST on top of the amount awarded
- not registered for GST, you will only receive the grant amount awarded. GST will not be added on top.

The Australian Taxation Office (ATO) considers grants and sponsorships as taxable income.

The ATO can help with information on tax, including GST. Call 13 28 66 or visit the **ATO website** <https://www.ato.gov.au> for further information.

## Final reports

If you are successful in receiving funding, your organisation will need to submit a final report aligned with the requirements.

# More information or assistance

## Information sessions

To support you with the application process, there will be a series of information sessions delivered as webinars.

All details, including webinar dates and times, will be available at the **Multicultural Media Grants Program page** on the **Victorian Government's website** [vic.gov.au/multicultural-media-grants-program](https://www.vic.gov.au/multicultural-media-grants-program)

## More information

Visit the **Multicultural Media Grants Program page** [vic.gov.au/multicultural-media-grants-program](https://www.vic.gov.au/multicultural-media-grants-program) for more information on:

- frequently asked questions
- application form guidance.

Other information is available at **Multicultural grant resources** <https://www.vic.gov.au/applying-and-reporting-multicultural-grants>, including:

- how to write a grant application
- grant terminology explained
- auspice applications
- case studies.

## Contact the Multicultural Affairs Partnerships Team

For more information, help with your application or to check if you have any outstanding final reports, contact the **Multicultural Affairs Partnerships team**:

- Email [dffh-fvec-ma-partnerships@dffh.vic.gov.au](mailto:dffh-fvec-ma-partnerships@dffh.vic.gov.au)
- Phone **1300 112 755**.