



2024-2025 Multicultural Media Grants Program

Program guidelines

Acknowledgement of Country

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.

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Except where otherwise indicated, the images in this document show models and illustrative settings only, and do not necessarily depict actual services, facilities or recipients of services. This document may contain images of deceased Aboriginal and Torres Strait Islander peoples.

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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Alternative format

To receive this document in an alternative format, contact the Multicultural Affairs Partnerships team by phone **1300 112 755**, email ma-partnerships@dpc.vic.gov.au, or contact National Relay Service on **1800 555 660** if required. HTML format is available at [Multicultural vic.gov.au – Media Grants program https://www.vic.gov.au/multicultural-media-grants-program](https://www.vic.gov.au/multicultural-media-grants-program)



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

Message from the Minister for Multicultural Affairs

I'm pleased to announce the launch of the
2024-25 Multicultural Media Grants program.

The Victorian Government is ensuring our state's multicultural media organisations can continue to deliver essential information, entertainment and education services to Victoria's diverse communities.

Victoria's multicultural media is the lifeblood of our multicultural communities. These organisations play a vital role in amplifying the voices, stories, and experiences of Victoria's diverse communities. Multicultural media organisations foster community connections and promote unity within our vibrant society.

Over the years, our multicultural media organisations have undertaken incredible work, particularly through challenging times like the pandemic and natural disasters.

Recognising the crucial role of Victoria's multicultural media organisations, the Multicultural Media Grants Program aims to improve service capabilities and expand reach into Victorian communities.

The program offers funding to upgrade equipment, build capacity through staff and volunteer training and development, and importantly, to provide opportunities and pathways for people seeking careers in the multicultural media sector.

As our multicultural communities grow, the diversity of multicultural media grows with them. The significance of your contributions can't be understated.

Thank you to our multicultural media organisations for your essential role in representing, showcasing and connecting Victoria's diverse communities.

I encourage multicultural media organisations to apply for funds through this program, to help ensure the positive impacts of your work continues.



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 provides 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 any kind of:
 - racism
 - vilification
 - discrimination
- 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
 - visa status
 - class
 - ability
 - age.

The contractual relationship between funded organisations and the Department of Premier and Cabinet 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.



Contents

Acknowledgement of Country	2
Message from the Minister for Multicultural Affairs	3
Victorian Government values	4
About the 2024–25 Multicultural Media Grants Program	6
What is the Multicultural Media Grants Program?	6
What funding is available?	6
Why is the Victorian Government funding this program?	6
Applications	7
Who can apply?	7
Who cannot apply?	8
What can be funded?	8
What cannot be funded?	9
How can you apply?	9
Assessment	10
How are applications assessed?	10
Assessment criteria	11
Timeline	14
What is the program’s timeline?	14
Funding agreements	15
More information or assistance	16
Information sessions	16
Additional resources	16

About the 2024–25 Multicultural Media Grants Program

What is the Multicultural Media Grants Program?

The Multicultural Media Grants (MMG) Program supports multicultural media outlets to:

- increase resourcing
- build capacity within the organisation.

This allows them to support their communities across:

- print
- radio
- broadcasting
- digital media platforms.

The program also supports multicultural media organisations to:

- foster a greater sense of belonging and connection in multicultural communities
- make people feel connected and supported.

It has **2** objectives to support multicultural media organisations to:

- improve the quality of services, coverage or capacity to extend audience reach to multicultural communities
- equip multicultural staff, volunteers, and young adults in the community with the skills and experience needed to thrive in media careers by:
 - offering tailored training opportunities
 - fostering growth
 - improving employability.

What funding is available?

An organisation can apply for funding up to \$25,000 (excluding GST). Organisations can only submit **one** application. If we receive more than one application, the first submitted application is assessed.

Why is the Victorian Government funding this program?

The media represents a major leader serving society. It can play a critical role in audiences' sense of belonging to a community¹². More than 1.5 million Victorians speak a language other than English. The Victorian Government is committed to ensuring **every** Victorian feels safe and can take part in all aspects of Victorian life.

The program aims to support multicultural media organisations to keep improving their services for multicultural communities, in:

- information
- entertainment
- education.

This includes:

- buying resources, production costs, equipment
- capacity building training for volunteers and employed staff to make sure they are well-equipped to support the community
- supporting young adults (18–25yrs) to engage in the media organisation by providing training and pathways into a media career
- providing training to build skills and improve capabilities within the wider community for those who have an interest in media as a career path
- 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 Premier and Cabinet manage it.

1 Natcha Krisneepai boon (2015) 'The Role of New Media in Multicultural Australia: A Study of Thai, Rohingya and Hmong Communities', *Athens Journal of Mass Media and Communications*, 1(1), pp. 71–82.

2 Sora Park et al. (2023) 'News Representation and Sense of Belonging Among Multicultural Audiences', *Media and Communication*, 11(4), pp. 264–273.

Applications

Who can apply?

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

- deliver:
 - print
 - radio
 - television
 - online media
- be a multilingual or multicultural media organisation with the core business purpose of the organisation to produce media content
- provide evidence of registration with the Australian Communications and Media Authority (ACMA) or similar, and registered in Victoria on the Australian Business Register
- operate in Victoria
- have been operating as a multicultural media organisation as of 1 April 2024
- have a current Australian Business Number (ABN) registered in Victoria. To check your ABN, go to the [Australian Business register](https://abr.business.gov.au/) <https://abr.business.gov.au/>
- have no overdue final reports from previous Social Policy and Intergovernmental Relations Group funded grants, including from Multicultural Affairs, by 10 October 2024. To check whether your organisation is up-to date with all grant reporting, email the Multicultural Affairs Partnerships team ma-partnerships@dpc.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 '[Auspiced applications](#)' for more information).

The Department will **only consider one** application per organisation. Projects that have been funded before are not guaranteed to receive funding, and are not guaranteed to receive the same amount of funding if successful.

Note: If your organisation received a grant under the MMG 2023–24 Program, you must have completed and submitted your final report, to be considered eligible to apply for this grant.

Please contact the Multicultural Affairs Partnerships team on 1300 112 755 to find out if your organisation is eligible to apply.

Auspiced applications

Auspice arrangements are accepted under the MMG 2024–25 Program and can support an unlimited number of applications.

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?

The following organisations are not eligible to apply for funding under this program:

- unincorporated associations (unless applying with an eligible auspice)
- state and federal government departments and agencies
- individuals and sole traders (may be eligible with an auspice)
- 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.

What can be funded?

Organisations can use program funding for:

- equipment (see ['Equipment'](#) below for more information)
- capacity building, 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
- upgrading websites
- printers, microphones and headphones.

Training production and publication costs (including printing)

- job-specific training to build capacity for staff and volunteers to make sure they are well equipped to continue supporting multicultural communities
- improving young adult (18–25yrs) capabilities though on-the-job learning and training
- project management costs to support training and development.

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
 - utilities
- advertising costs
- projects supporting political activities
- cash prizes or commercial gifts
- establishment and ongoing 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:

- already receive funds from another Victorian Government department or local government for the same project
- are within the responsibility of the federal government, 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.

How can you apply?

You can access online application forms on the [Multicultural Media Grants Program](https://www.vic.gov.au/multicultural-media-grants-program) webpage <https://www.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.

During the application process:

- Read the 2024–25 MMG Program guidelines carefully before starting your application online.
- Discuss your application with the team by phone 1300 112 755 or email ma-partnerships@dpc.vic.gov.au.
- Make sure your activity meets the eligibility criteria. Use the checklist provided on the [Multicultural Media Grants Program](https://www.vic.gov.au/multicultural-media-grants-program) webpage <https://www.vic.gov.au/multicultural-media-grants-program> to prepare all supporting and mandatory documentation.
- Attend an information session. For more information, visit the [Multicultural Media Grants Program](https://www.vic.gov.au/multicultural-media-grants-program) webpage <https://www.vic.gov.au/multicultural-media-grants-program>.
- 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 8 November 2024. The Department will **not** consider late or incomplete applications.

Assessment

How are applications assessed?

Applications go through an eligibility assessment (**Stage one**) before a merit assessment (**Stage two**). A panel will then review applications that have been recommended and not recommended. The panel includes representatives from the [Victorian Multicultural Commission](https://www.multiculturalcommission.vic.gov.au/) (VMC) <https://www.multiculturalcommission.vic.gov.au/> and from across the Victorian Government.

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 on the outcome of your application.

Stage one – Eligibility Assessment

Once the round has closed, the applications are screened to check:

- applicant organisation and project are eligible
- application has been completed in full and **all supporting documentation** has been provided
- applicant does not have any outstanding obligations for previously awarded grants.

Stage two – Merit Assessment

We assess applications on merit using the criteria in the following table. Percentage weightings are provided as a guide to the relative importance of different criteria in the assessment process. Applicants will not receive a score by the assessment panel. The level of detail provided in the application should be comparable with the value of the project. Only applications scoring high enough against the assessment criteria are supported.



Assessment criteria

Assessment criteria	Description	Weighting
<p>Alignment with the MMG Program’s purpose and objectives</p> <p>Projects must show how they will foster a greater sense of belonging and connection in multicultural communities so people can feel connected and supported.</p>	<p>There are 2 key program objectives:</p> <ul style="list-style-type: none"> • Improve the quality of services, coverage or capacity to extend audience reach to multicultural communities. • Equip multicultural staff, volunteers and young adults in the community with the skills and experience needed to thrive in media careers by: <ul style="list-style-type: none"> – offering tailored training opportunities – fostering growth – employability in the industry. <p>Projects must meet at least one of the 2 objectives.</p> <p>Note:</p> <p>Applications must show evidence of community need in the development of the proposed project.</p>	50%
<p>Budget</p>	<p>Provide evidence that the cost of the project:</p> <ul style="list-style-type: none"> • is accurate and realistic • provides value for public money. <p>Note:</p> <ul style="list-style-type: none"> • You must list all costs, including details on how you spend the MMG Program grant funds. • You must complete the budget table in the application. • You must attach a separate detailed budget document. This document must outline all expenditure items and sources of income. • You must exclude any unsupported costs from the eligible grant funding offered (see ‘What cannot be funded’). • Quotes are mandatory for items \$10,000 and over (excluding GST), where MMG Program funds are used to support the cost. 	20%

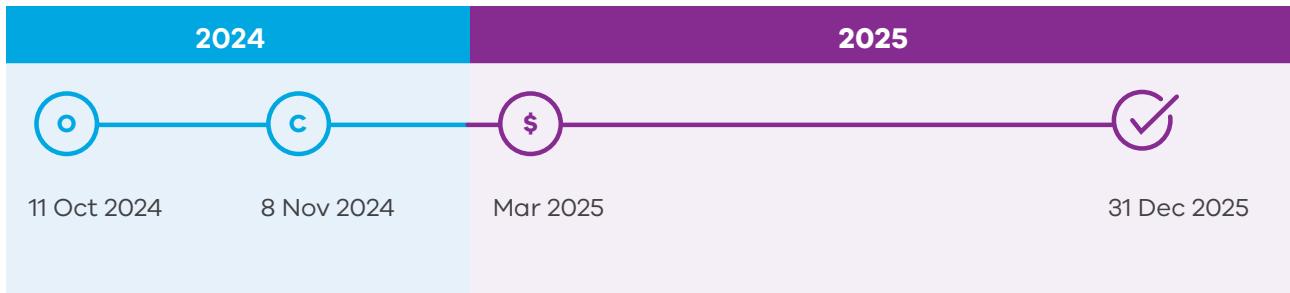
Assessment criteria	Description	Weighting
Demonstrated capacity	<p>The organisation must show capacity to deliver the proposed project successfully.</p> <p>Note:</p> <p>This is assessed according to:</p> <ul style="list-style-type: none"> • a clear and detailed project plan, including timeframes • details of previous completed projects, such as: <ul style="list-style-type: none"> – equipment upgrade – training staff and volunteers – capacity-building training – publications created by the organisation to show the capacity to deliver the planned project successfully. <p>Organisations are encouraged to attach evidence of existing resources, expertise and equipment that it has, to ensure a stronger merit assessment score.</p>	30%
Supporting Material	<p>Mandatory documentation</p> <p>Applicants must submit the following documents with the application. (See the full checklist of application documents on the Multicultural Media Grants Program webpage https://www.vic.gov.au/multicultural-media-grants-program):</p> <ul style="list-style-type: none"> • evidence of your media work. For example: <ul style="list-style-type: none"> – 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 • evidence of registration with the Australian Communications and Media Authority (ACMA) https://www.acma.gov.au/ or similar, and registered in Victoria on the Australian Business Register • copy of most recent financial statement • quotes for expenditure items \$10,000 or more where MMG Program funds are used to support the cost. Evidence of expenditure includes quotes and must be for the activity that the applicant is seeking funding for. • detailed project plan (template available on the Multicultural Media Grants Program webpage https://www.vic.gov.au/multicultural-media-grants-program) 	-

Assessment criteria	Description	Weighting
Supporting Material continued	<ul style="list-style-type: none"> detailed budget document, breaking down all expenditure (template available on the Multicultural Media Grants Program webpage https://www.vic.gov.au/multicultural-media-grants-program) <p>Documentation is regarded ineligible if the:</p> <ul style="list-style-type: none"> 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. <p>Mandatory documentation for auspiced applications only</p> <p>You need a current letter of support from an auspice organisation, where auspicings arrangements are in place.</p>	-



Timeline

What is the program's timeline?



- Applications **open** Friday 11 October 2024 at 9:00 am.
- Applications **close** Friday 8 November 2024 at 3:00 pm. The department will not accept late or incomplete applications.
- The Department will publish successful outcomes and notify applicants in March 2025.
- All projects and final reports must be completed by 31 December 2025.



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 outlines:

- the grant terms and conditions, including use of funds
- key deliverables and due dates
- reporting requirements, including providing all invoices and receipts for purchases and training.

The Department makes grant payments according to set milestone deliverables. The milestones are set out in the funding agreement.

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

Your organisation must use all funds during the activity period by 31 December 2025, as outlined in the funding agreement. Also, 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 has to return funding to the Department.

If successful in receiving funding, your organisation needs to submit a final report to outline what has been delivered.

More information or assistance

Information sessions

To support you with the application process, we provide a series of information sessions delivered as webinars. All details, including webinar dates and times, are available on the [Multicultural Media Grants Program](https://www.vic.gov.au/multicultural-media-grants-program) webpage. <https://www.vic.gov.au/multicultural-media-grants-program>.

Additional resources

Visit the [Multicultural Media Grants Program](https://www.vic.gov.au/multicultural-media-grants-program) webpage <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) <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**

ma-partnerships@dpc.vic.gov.au

 **Phone**

1300 112 755

