

# 2020-21 MULTICULTURAL MEDIA STIMULUS PROGRAM

## PROGRAM GUIDELINES

Applications due by 4.00pm, Monday 26 April 2021  
Submit your application at [vic.gov.au/multicultural-media-stimulus-program](https://vic.gov.au/multicultural-media-stimulus-program)



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## DEFINITIONS

For the purpose of the program the following definitions have been provided:

**Multicultural media:** refers to Victorian media organisations that produce content through print, radio and other electronic media for multicultural communities.

# MESSAGE FROM THE MINISTER FOR MULTICULTURAL AFFAIRS



Victoria is home to a rich and varied media landscape; where diversity of news, opinions and entertainment is welcomed. I am both proud and grateful when I reflect upon the range of different voices that have a platform for expression in our state, because as a community, we are much greater for this.

As the most multicultural state in Australia, Victoria has a long history of celebrating cultural, linguistic and religious diversity. We come from more than 200 countries, speak 260 languages and follow 135 different faiths. It is only appropriate then, that this diversity is reflected in the media we consume.

Over the past year, Victoria's multicultural media outlets have played a critical role in delivering up-to-date, culturally and linguistically appropriate health directions to diverse communities. While access to news and information in one's own language has always been important, this past year has proven that this service can also be lifesaving.

The Multicultural Media Stimulus Program recognises the critical role of multicultural media in Victoria and will support eligible outlets so they can ensure ongoing content creation throughout the coronavirus (COVID-19) recovery period.

This investment will go a long way to creating an informed, supported and connected community, cementing the Victorian Government's belief that language and literacy should never be a barrier to information.

**The Hon. Ros Spence MP**  
Minister for Multicultural Affairs



# WHAT IS THE MULTICULTURAL MEDIA STIMULUS PROGRAM?

Multicultural media services are vital partners of the Victorian Government delivering up-to-date, culturally and linguistically appropriate health directions to diverse communities. The Multicultural Media Stimulus Program aims to support the viability of the Victorian multicultural media sector as we shift toward the recovery phase from the impacts of the coronavirus (COVID-19) pandemic.

The key objectives of the program are to:

- support the financial viability and development needs of essential multicultural media services throughout the coronavirus (COVID-19) pandemic recovery, and
- encourage adaptation in multicultural media engagement through online and digital technologies

## Available funding

The Program will provide funding of up to \$50,000 (excl. GST) per organisation. Funding levels will be dependent on the organisation's demonstrated need and ability to acquit funds by the end of the calendar year.



# WHO CAN APPLY?

## APPLICANT ELIGIBILITY

It is important that your organisation meets all eligibility criteria.

Multicultural and multilingual community media organisations operating in Victoria may apply for funding under this program. Mainstream media organisations are not eligible to apply.

Your organisation must be one of the following entity types:

- 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)
- a not-for-profit entity registered under the *Corporations Act 2001* (Cth) or the *Associations Incorporation Reform Act 2012* (Vic)
- a company incorporated under the *Corporations Act 2001*
- Discretionary trust as defined in the ITAA 1997

To be eligible, all organisations must:

- be a Multilingual or Multicultural media organisation operating in Victoria
- have a current Australian Business Number (ABN) registered as one of the above eligible entity types
- have been operating in the multicultural media space for more than 12 months
- have no outstanding accountability reports or final reports for any Multicultural Affairs grants

Please email [multicultural.community.grants@dffh.vic.gov.au](mailto:multicultural.community.grants@dffh.vic.gov.au) if you are unsure if your organisation has an outstanding accountability report.

Both for profit and not for profit organisations are eligible to apply for funding.

Organisations who were invited to apply for, and successfully received, funds through the December 2020 round of this grant program may apply for additional funds for activities to be delivered between July 2021 to December 2021. Applicants who received funding through the first round may only apply for funds to cover salaries, production, training and development costs. Organisations that have already received a grant will not be eligible for further equipment funding.

Please note, we will only consider one application per organisation in this round

## WHAT ARE THE RESPONSIBILITIES OF AN AUSPICE ORGANISATION?

Applicants such as sole-traders and those that do not have an eligible ABN as per the above may apply if they are supported by an eligible auspice organisation that has agreed to manage the grant on their behalf.

An organisation may auspice more than one application if they wish to support multiple organisations.







## WHAT CAN BE FUNDED?

Program funding can be used for the following:

- to support operating costs (including salaries of up to 13 weeks)
- production costs (including printing)
- equipment, and/or
- training and development costs to assist the organisation to manage the impacts of the coronavirus (COVID-19) pandemic and set them up for recovery.

**Funds must be fully expended prior to 31 December 2021.**

Applicants must demonstrate that equipment to be purchased through this grant is to sustain the organisation through the coronavirus (COVID-19) pandemic recovery.

Eligible equipment may 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



## WHAT CANNOT BE FUNDED?

Funding cannot be used to pay for:

- equipment that has already been purchased
- advertising
- projects supporting political activities
- cash prizes or commercial gifts
- activities already funded by the Victorian Government
- equipment already funded by another grants program administered by the Multicultural Affairs.

# HOW WILL WE ASSESS YOUR APPLICATION?

Applications will be assessed against the program objectives, eligibility requirements and assessment criteria. Applications will be assessed by a panel that includes representatives from the Victorian Multicultural Commission (VMC) and DFFH.

The Minister for Multicultural Affairs approves successful recipients based on recommendations provided by DFFH and the assessment panel. Once a decision has been made, applicants will be advised of the outcome.

Eligible applications will be assessed against the following criteria:

- downturn in revenue due to impacts of the coronavirus (COVID-19) pandemic

- size of organisation, as determined by number of full-time equivalent staff (FTE) employed and/or the organisations average annual turnover
- increased demand in service or operating costs due to the impacts of the coronavirus (COVID-19) pandemic
- reach or circulation within multicultural audiences in Victoria, and
- ability to deliver in 2021.

Successful organisations will be published at [vic.gov.au/grants-support-multicultural-communities](https://vic.gov.au/grants-support-multicultural-communities)

## HOW TO APPLY?

Complete the application form at: [vic.gov.au/multicultural-media-stimulus-program](https://vic.gov.au/multicultural-media-stimulus-program)

Applicants must attach and submit all supporting documentation with their application, or it will be considered ineligible and not assessed.

Required documents to be submitted must include:

- evidence of your audience and/or circulation numbers
- evidence of the financial impact the coronavirus (COVID-19) pandemic has had on your business. E.g. profit and loss statements, BAS from **before and after** the 21 March 2020.
- the organisations most recent Annual Report and financial statement, clearly showing annual revenue and expenses
- evidence of the number of FTE employed at the organisation and/or regular hours contributed by volunteers
- at least **one quote** per item costing under \$10,000 and **three quotes** per item costing over \$10,000 (internet quotes are acceptable)
- evidence of your media work, e.g. a program guide showing the content that is produced, a copy of your organisation's most recent publication; or a link to your website



All applications must be submitted by 4.00pm, Monday 26 April 2021.

Late or incomplete applications will not be considered.

For more information, or help with your application, contact Multicultural Affairs, DFFH.

Ph: 1300 112 755

Email: [multiculturalcommunitygrants@dfhh.vic.gov.au](mailto:multiculturalcommunitygrants@dfhh.vic.gov.au)



# OUR FUNDING AGREEMENT

Successful organisations must enter into a Victorian Common Funding Agreement (VCFA) with Multicultural Affairs, DFFH. The VCFA outlines:

- the grant's terms and conditions, including use of funds
- agreement terms
- all reporting requirements.

**Successful applicants have 30 business days (only) from the Offer of Funding to submit their VCFA.**

If you do not think you can return the VCFA in this time, immediately contact Multicultural Affairs to discuss. Organisations who miss the deadline, risk losing the offer of funding.



# FUNDING CONDITIONS

**Funding is only available in the financial year as stated in the VCFA.**

Any funding will not be carried forward or be available for incomplete project activities in following financial years.

The Multicultural Media Stimulus Program is a discretionary, merit-based economic stimulus package. All decisions by DFFH or the Minister for Multicultural Affairs in relation to any aspect of the funding application and assessment process, including any decision to offer or award a grant under this program, or to withdraw the offer or cancel the grant funding agreement, are final.

## TAXATION REQUIREMENTS

Applicants must provide a valid Australian Business Number.

All project budgets should be submitted exclusive of GST.

## PAYMENT OF GRANT FUNDS

Successful organisations will be paid on completion of agreed project milestones and deliverables. The final financial milestone will not be processed until all requirements outlined in the agreement, including the final report, are completed to our satisfaction.

Payments are made via Electronic Funds Transfer (EFT). Milestone payments are made once deliverables are met, in line with the VCFA.

## FUNDING ACKNOWLEDGEMENT

Government contributions to the project must be acknowledged in any relevant publication, promotional material, or news releases.

Successful organisations will be advised of these requirements.

## LEGAL RESPONSIBILITIES

If you apply for a grant you must ensure that the project activity complies with relevant legislations, regulations, by-laws, mandatory codes and requirements of any Commonwealth, State, Territory or Local Authority. It is your responsibility to be aware of laws and protocols that regulate the way you must conduct your work.

## INSURANCE REQUIREMENTS

Public liability insurance, and any other insurance category appropriate to the activities of the proposed project are the responsibility of the applicant.