2024–25 Multicultural Media Grants Program

Frequently Asked Questions

[dpc.vic.gov.au](http://vic.gov.au/dpc" \o "Visit DPC)



# Acknowledgement of Country

**The Victorian Government acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of Country.**

We respectfully acknowledge all First Peoples of Victoria and celebrate their enduring connection to land, skies and waters. We thank First People for their care of Country and contributions to Victorian communities. We honour and pay our respects to First Peoples’ Elders past and present.

© State of Victoria (Department of Premier and Cabinet) September 2024

**Creative Commons**

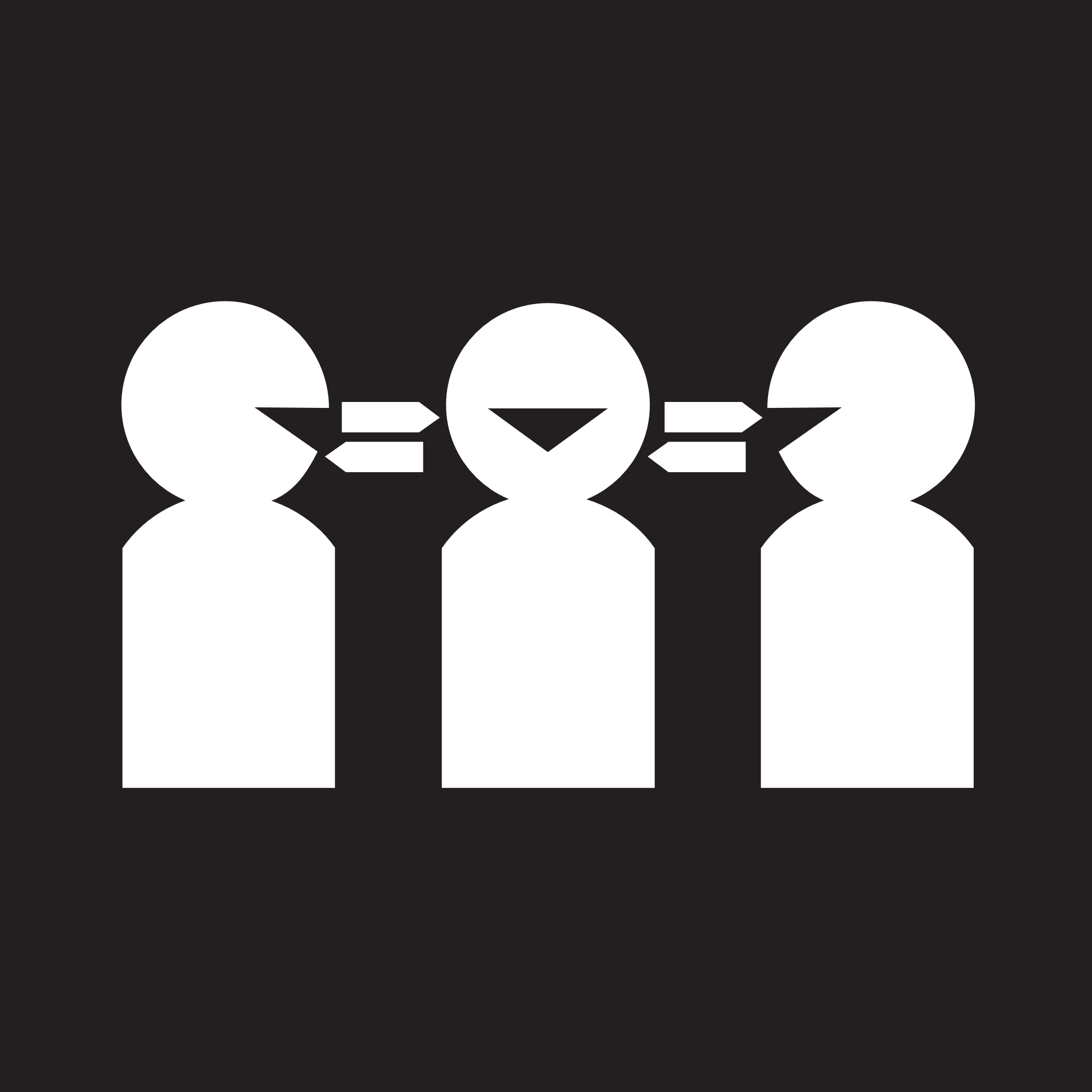
This work is licensed under a Creative Commons Attribution 4.0 licence, visit the Creative Commons website (<http://creativecommons.org/licenses/by/4.0>). You are free to re-use the work under that licence, on the condition that you credit the State of Victoria (Department of Premier and Cabinet) as author, indicate if changes were made and comply with the other licence terms. The licence does not apply to any third-party images, photographs or branding, including Victorian Government and Department logos.

**Disclaimer**

The State of Victoria does not guarantee that this publication is without flaw or is wholly appropriate for your purposes. We disclaim all liability for any error, loss or other consequence that may arise from your relying on any information in this publication.

**Accessibility**

To receive this document in an alternative format, phone **03 9651 5111**, email [contact@dpc.vic.gov.au](mailto:contact@dpc.vic.gov.au), or contact National Relay Service on **1800 555 660** if required. HTML format is available at [dpc.vic.gov.au](https://www.vic.gov.au/department-premier-and-cabinet)

For languages other than English, please call the   
Translating and Interpreting Service National hotline 131 450.

Contents

[Acknowledgement of Country 1](#_Toc177581606)

[Frequently asked questions 3](#_Toc177581607)

[2024-25 Multicultural Media Grants (MMG) program 3](#_Toc177581608)

[What is the 2024-25 MMG program? 3](#_Toc177581609)

[What funding is available? 3](#_Toc177581610)

[Key dates 3](#_Toc177581611)

[What are the key dates of the 2024-25 MMG program? 3](#_Toc177581612)

[Key changes 4](#_Toc177581613)

[How is the 2024-25 MMG program different from the previous round? 4](#_Toc177581614)

[The application process 4](#_Toc177581615)

[What should we consider before applying? 4](#_Toc177581616)

[Can we apply with an auspice organisation? 4](#_Toc177581617)

[What is an auspice arrangement? 5](#_Toc177581618)

[What are the responsibilities of an auspice organisation? 5](#_Toc177581619)

[Who can apply? 5](#_Toc177581620)

[How do we apply? 6](#_Toc177581621)

[Mandatory documentation 6](#_Toc177581622)

[What mandatory documentation is required? 6](#_Toc177581623)

[Organisational eligibility 6](#_Toc177581624)

[How do we know if our organisation is eligible to apply? 6](#_Toc177581625)

[How do we know if our organisation is a legal entity? 7](#_Toc177581626)

[Does applying for this grant impose limitations on our ability to apply for other grants? 7](#_Toc177581627)

[The guidelines state that individuals and sole traders are ineligible, is there a way they can apply? 7](#_Toc177581628)

[If an organisation is based in another state but has a team in Victoria, would it still be eligible? 7](#_Toc177581629)

[Does my organisation need to have a presence across all types of media? 7](#_Toc177581630)

[Is it necessary to register explicitly as media entities? 7](#_Toc177581631)

[Any other questions? 7](#_Toc177581632)

# Frequently asked questions

## 2024-25 Multicultural Media Grants (MMG) program

### What is the 2024-25 MMG program?

The MMG program supports multicultural media outlets to increase resourcing and build capacity within the organisation to support their communities across:

* print
* radio
* broadcasting
* digital media platforms

This program supports multicultural media organisations to foster a greater sense of belonging and connection in multicultural communities to enable people to feel connected and supported through the following two objectives:

* enhancing the quality of services, coverage or capacity to extend audience reach to multicultural communities
* equipping 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 and employability in the industry.

### What funding is available?

An organisation can apply for funding up to $25,000 (excluding GST). Only one application can be submitted per organisation. If multiple applications are received, the first submitted application will be assessed.

## Key dates

### What are the key dates of the 2024-25 MMG program?

|  |  |
| --- | --- |
| Date | Activity |
| 9am, Friday 11 October 2024 | Applications open |
| 3pm, Friday 8 November 2024 | Applications close |
| March 2025 | Successful applicants to be notified |
| 31 December 2025 | All projects and final reports to be completed |

## Key changes

### How is the 2024-25 MMG program different from the previous round?

The table below outlines the changes made to this round.

|  |  |
| --- | --- |
| Category | 2024-25 MMG program |
| Training opportunities | Capability and development pathways for young adults, 18 – 25.  Equipping multicultural staff, volunteers, and young adults with the skills and experience through training opportunities.  Use of new technologies (e.g. podcasts) and outreach to underrepresented multicultural communities. |
| One funding stream | All applicants can apply for funding up to $25,000. |
| No limit on auspice organisations | All organisations can use an auspice for applications up to $25,000. |

## The application process

### What should we consider before applying?

Your organisation should consider the following questions before applying for this program:

* What can your organisation manage?
  + Applying for a grant, managing a project and completing final reports can be time-consuming. Your organisation should consider whether you can manage these responsibilities, including if you have the staff and/or volunteers to help deliver on the requirements to complete a successful project.
* Does your organisation have the technical expertise to deliver the project?
  + If your organisation has limited time to give or a small number of people (staff and/or volunteers) to help with delivering the project, be realistic about the scale of project you can manage.
* Does your organisation have a clear understanding of why you want to deliver this project?
* Before starting your application, it is important to have a clear understanding of the project. This will help in preparing a strong application. It will also help in understanding if the project strongly aligns with the 2024-25 MMG program objectives, detailed on page 6 of the program guidelines. We encourage you to review the checklist document under Supporting documents on the website (<https://www.vic.gov.au/multicultural-media-grants-program>) and see if you can answer yes to the questions listed.

### Can we apply with an auspice organisation?

Auspice arrangements are permitted for all applications under the MMG program. Auspice organisations can support several organisations seeking funding under the same 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 can apply?

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

* deliver print, radio, television or 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](mailto: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.

Note: organisations who were successful in securing a grant under the MMG 2023-24 program must have completed and submitted their final report to be considered eligible for this grant. Please contact the team if you would like to discuss.

### How do we apply?

Applications open on Friday 11 October 2024 and close on **Friday 8 November 2024**.

To apply, [visit the Victorian Government’s website](http://www.vic.gov.au/multicultural-festivals-and-events-program) <<https://www.vic.gov.au/multicultural-media-grants-program>> and click on the ‘**Apply Now’** button to be directed to the Grants Gateway.

If you wish to discuss your application, or are having difficulty with the online application process, contact the Multicultural Partnerships team by phone 1300 112 755 or email ma-partnerships@dpc.vic.gov,au prior to the closing date.

## Mandatory documentation

### What mandatory documentation is required?

Applicants must submit the following documents with the application **(click here to view the full checklist)**:

* 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
* provide evidence of registration with the Australian Communications and Media Authority (ACMA) 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 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
* detailed project plan (can be found under Supporting documents on the website - <https://www.vic.gov.au/multicultural-media-grants-program>click here for template)
* detailed budget document, breaking down all expenditure (can be found under Supporting documents on the website - <https://www.vic.gov.au/multicultural-media-grants-program>click here for template).

## Organisational eligibility

### How do we know if our organisation is eligible to apply?

Refer to page 7 of the Program Guidelines.

### How do we know if our organisation is a legal entity?

If you are unsure about your ‘entity status’, you can check your organisation’s details online. Your organisation’s official status can be checked at:

* [for an Incorporated Association](https://www.consumer.vic.gov.au/) – <https://www.consumer.vic.gov.au/>
* [for a Company](https://connectonline.asic.gov.au/) –<https://connectonline.asic.gov.au/>
* [to check your ABN](https://abr.business.gov.au/) –<https://abr.business.gov.au/>.

### Does applying for this grant impose limitations on our ability to apply for other grants?

No, it will not restrict you from applying for other grants if they are for different projects.

### The guidelines state that individuals and sole traders are ineligible, is there a way they can apply?

Individuals and sole traders are ineligible for this grant program unless they apply with an auspice arrangement. An auspice arrangement is when an organisation assists another to fund a grant activity and helps manage the funding if awarded. You will need a letter of support from your auspice if using this arrangement for the application.

### If an organisation is based in another state but has a team in Victoria, would we still be eligible to apply?

The organisation needs to be registered and operating in Victoria to be eligible.  If you are unsure, please discuss with the grants team.

### Does my organisation need to have a presence across all types of media?

To be eligible, your organisation must deliver print, radio, television or online media.

### Is it necessary to register explicitly as media entities?

Yes, your organisation must be a legal entity that is a multicultural/multilingual media organisation registered in Victoria and that produces content through either print, radio or other digital media for multicultural communities.

### Any other questions?

If you have a question that has not been answered in this document or in the Program Guidelines or if you would like to discuss your idea, please contact us to discuss.

[dpc.vic.gov.au](http://vic.gov.au/dpc" \o "Visit DPC)

****