

# Multicultural Communications Outreach Program

Program guidelines



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Multicultural Affairs (MA) Department of Families, Fairness and Housing (DFFH)

### Grant queries by **email to the Multicultural Communications**

<multicultural.communications@dffh.vic.gov.au>.

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# Contents

<b>Message from the Minister for Multicultural Affairs</b>	<b>4</b>
<b>About the program</b>	<b>5</b>
Program content	5
Program activities	5
Content formats	6
Content examples	7
Who can apply?	7
<b>Preparing your application</b>	<b>8</b>
How to apply	8
What will be funded?	8
What will not be funded?	8
Other points to keep in mind	8
<b>How we will assess your application</b>	<b>9</b>
Application deadlines	10
Other assessment considerations	10
<b>Funding considerations</b>	<b>11</b>
Funding conditions	11
Tax requirements	11
Payment of grant funds	11
Funding acknowledgement	11
Legal responsibilities	11
Insurance requirements	11

## Message from the Minister for Multicultural Affairs



I am proud to launch this new grant program specifically designed to amplify the important and unique voices of Victoria's multicultural communities.

Investing in multicultural channels is critically important to make sure health information reaches everyone in Victoria. That's why the Victorian Government has made \$2 million available through this grant program.

While the COVID-19 pandemic has undoubtedly affected all Victorians, we acknowledge the unique challenges multicultural communities have faced, including access to information.

We have set up this grant in response to community feedback on the importance of involving culturally diverse communities in health messaging. The grant will directly support multicultural media, community members and organisations to develop audio, video and creative content that provides information about the COVID-19 vaccination program and encourages COVIDSafe behaviour.

I want to make sure that all multicultural community members can understand the COVID-19 vaccination program, feel confident to make their decision based on facts, and get vaccinated in a culturally appropriate way.

By supporting content creation skills, content spaces and distribution channels, the program will also ensure multicultural voices are heard now and into the future.

As we continue to face challenges caused by the pandemic, this government will continue to support communities that make Victoria the proudly multicultural state that it is.

A handwritten signature in black ink, consisting of a large, stylized 'R' followed by a horizontal line and a small flourish.

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

# About the program

The Multicultural Communications Outreach Program is a \$2 million grant program to help produce and distribute content by multicultural communities, for multicultural communities.

The program aims to:

- increase the number of Victorians taking part in the COVID-19 vaccination program
- increase the number of Victorians following restrictions and being COVIDSafe
- provide opportunities for new and emerging communities to develop content skills and channels
- build new connections and relationships between the Victorian Government and multicultural communities
- produce innovative, meaningful and engaging content.

Please make sure you read the guidelines carefully to give your application the best chance of success.

We will accept applications until 5PM, 7 October 2021. Successful organisations must deliver their funded activities by 30 June 2022.

## Program content

Grants of between \$5,000 and \$100,000 are available to help produce informative, engaging content for multicultural and multilingual communities in Victoria.

Content could address myths, stigma or negative attitudes about vaccines or COVIDSafe behaviour. It should be guided by culturally diverse community members telling their own stories.

There are two streams of funding:

- \$1 million provided through a direct funding process
- \$1 million through an open grants process.

## Program activities

### Content creation and distribution

- Creating new, original content, including content in creative and innovative forms (songs, plays, artwork, podcasts, interview series, social media posts)
- Content that shares community stories
- Content that shares important health messages and/or explains the reasons for community action, for example:
  - why getting tested is important
  - how getting vaccinated protects communities from getting COVID and from future lockdowns
- COVID-19 content that connects or can be part of community and cultural events and gatherings (online and in-person when allowed)
- Content in which community members can share information as trusted messengers to their communities
- Content developed using a co-designed approach (working with others to design something together)
- Translated content that will increase information reach and community understanding
- Supporting community groups and content creators with existing ways to connect with communities and to get information to them
- Building on current ways of sharing information with multicultural communities

## Content-creation spaces

- Community spaces and facilities include Neighbourhood Houses, libraries and community education hubs.
- Community spaces can use funds to buy equipment to fit-out production spaces for multicultural communities, for example:
  - recording studios
  - an equipment library that community members can use to produce content.
- Organisations that use funds to set up a content-creation space will need to create a content program as part of setting up the community space.

## Content creation through training

- You can produce content as part of a content-production training program or a co-designed workshop with multicultural community members.
- We will strongly support train-the-trainer programs that offer meaningful and long-term skill development opportunities for community members.
- We encourage community-centred approaches that involve consultation and are co-designed with opportunities for collective and peer-to-peer knowledge sharing.
- If funding is to develop content-production training opportunities, the training must include content creation.

We will prioritise applications that:

- engage priority community groups such as:
  - new arrivals
  - international students
  - refugees and asylum seekers
  - women
  - young people
  - LGBTIQ communities
  - socially isolated communities
- support regional and rural Victorians
- support new and emerging communities.

## Content formats

We encourage any content format as long as you do not break restrictions to produce the content.

**The content must be shareable through digital and social media channels.** This includes:

- videos
- interviews
- photography
- street art
- comic books
- comedy sketches
- radio plays
- spoken word performance
- music
- web series
- podcasts
- visual arts.



## Content examples

We encourage content in all formats. The following examples show the tone that's been successful in the past.

### High Rise High Five colouring book

Cohealth Arts Gen worked with Poro Bibi, a Collingwood public housing community member and artist, and other artists to create a colouring book titled 'High Rise High Five'. The book is a children's guide to staying healthy and safe during COVID-19. It was developed with and for public housing communities in Fitzroy, Collingwood and Richmond.

The colouring book is available in PDF format from the **Arts Gen website** <<https://artsgen.org/project/high-rise-high-five>>.

### Bluebird Foundation videos

North Youth Theatre and the NORTH Children's Choir joined forces to produce three videos that promote COVIDSafe messages through rap/hip-hop. The videos include:

- **COVIDSafe Greetings** <<https://vimeo.com/569309284>>
- **COVIDSafe Birthdays** <<https://vimeo.com/570880928>>
- **COVIDSafe Gatherings** <<https://vimeo.com/575687466>>.

### City of Greater Dandenong Youth and Family Services

City of Greater Dandenong Youth and Family Services produced videos and carousel posts for young people. The videos promote ways to socially connect and celebrate special occasions while following COVIDSafe behaviours. This includes:

- **a video on COVIDSafe birthdays** <<https://fb.watch/7ckn1qOP3H/>>
- **ideas for young people to practice self-care during lockdowns** <<https://fb.watch/7ckjh7pL9T/>>
- **COVIDSafe measures in place at youth programs** <<https://fb.watch/7ck7vsBsep/>>.

## Who can apply?

- You or your organisation must be based in Victoria. (We encourage both Victorian residents and temporary visa holders to apply.)
- To be eligible to apply as an individual, you must identify as part of, and have reach into, a culturally diverse, multicultural or new and emerging community.
- If applying as an organisation, you must show a connection to a cultural diverse community. Eligible organisations include:
  - multicultural and multilingual community media organisations
  - social enterprises
  - local councils
  - universities
  - not-for-profit organisations
  - regional or statewide peak multicultural/interfaith organisations
  - faith-based or community-led organisations.
- If applying as an organisation, you must be one of the following entity types or partner with one of these entity types:
  - incorporated association (these usually have 'Association' or 'Incorporated' or 'Inc.' in their legal name)
  - incorporated cooperative (commonly have 'Cooperative' in their legal name)
  - a not-for-profit entity registered under the *Corporations Act 2001* (Cwth) or the *Associations Incorporation Reform Act 2012* (Vic)
  - a company incorporated under the Corporations Act.
- Organisations that have outstanding reports from any Fairer Victoria, Department of Families, Fairness and Housing (previously the Department of Premier and Cabinet) funded programs must submit approved reports before applying. Please **email us** <[multicultural.communications@dffh.vic.gov.au](mailto:multicultural.communications@dffh.vic.gov.au)> if you are unsure if your organisation has an outstanding accountability or final report.
- Successful applicants must follow all health directions of the Victorian Chief Health Officer and the Department of Health.

Organisations can submit more than one proposal. We will only fund the strongest proposals we receive.

# Preparing your application

## How to apply

Complete the application form at: [www.vic.gov.au/multicultural-communications-outreach-program](http://www.vic.gov.au/multicultural-communications-outreach-program)

You will need to include:

- an outline of your proposed activity and why you think we should fund it
- individual or team biographies
- organisation background
- your target audience (community/location)
- how you plan to reach your target audience (channels/distribution)
- proposed budget.

## What will be funded?

The program will fund:

- production costs for content creation
- distribution support (for example, social media advertising to promote content)
- NAATI-accredited translation and interpreting
- a dedicated staff member (for example, a project coordinator or technical production assistant)
- equipment (such as multimedia equipment to create audio, video or other electronic content)
- remuneration (we encourage you to pay multicultural community members for their time and participation – this could be in the form of bank transfers or gift cards).

## What will not be funded?

This program will not fund:

- equipment you already own
- salaries for existing staff
- recurrent operating costs
- budget deficits
- commercial or fundraising activities
- alcohol for functions or events
- political activities
- activities that are finished or already underway, other than projects with written approval from the CALD Communities Taskforce
- activities designed to offset the costs of existing operations, to meet regulatory requirements, or that duplicate existing services that would best be funded by other government programs
- activities already funded by other programs across government departments
- activities that go against health directions and advice from the Victorian Government (throughout the project)
- activities that do not meet the program objectives.

## Other points to keep in mind

- Not all applications will be successful. This is a competitive application process and there is likely to be strong demand for this funding. The CALD Communities Taskforce will consider each application on its individual merits but also compare it with other applications.
- You must complete all funded activities within six months of the date of the funding agreement.
- Other than in exceptional circumstances, activities must occur in Victoria.
- The decisions we make will depend on available funding.
- The CALD Communities Taskforce reserves the right not to proceed with funding at any stage in the process.



# How we will assess your application

We will assess all applications against the program’s aims, eligibility requirements and assessment criteria.

A panel of staff from the department and the Victorian Multicultural Commission will assess the applications.

The panel will make recommendations to the Minister for Multicultural Affairs. The Minister will then make the final decisions about which applications to fund.

The program is highly competitive. If successful, an organisation may receive an amount of funding less than the amount requested in the application. We may ask applicants to change their budget and project in line with the funding offered.

The questions in the table below will guide panel members when they review applications.

## How the panel will consider applications

Selection criteria	Things to consider
<p><b>Does the proposed activity meet the program’s communication objectives?</b></p>	<p>The panel may consider:</p> <ul style="list-style-type: none"> <li>• whether the activity and its intended outcomes have been well thought through</li> <li>• whether the proposal is achievable within the program timeline</li> <li>• whether the activity will improve understanding of the vaccination program and the ongoing importance of COVIDSafe behaviour.</li> </ul>
<p><b>How well will the proposed activity engage with its intended audience?</b></p>	<p>The panel may consider:</p> <ul style="list-style-type: none"> <li>• whether the activity is engaging and appealing to the intended target audience</li> <li>• whether the proposed activity considers the cultural and language needs of its intended audience</li> <li>• whether the proposed activity has considered how the content will reach its intended audience</li> <li>• the potential for building longer term opportunities.</li> </ul>

We will fund the proposals we assess as having the most promising solutions. Content created through the program will be shared through the organisation’s and/or individual’s networks. It may also extend through Victorian Government and other channels.

## Application deadlines

All applications must be submitted by 5PM, 7 October 2021. We will not consider any late or incomplete applications.

We will advise all successful applicants by November 2021.

For more information, or help with your application, call the CALD Communications Team at the Department of Families, Fairness and Housing on 1300 366 356. You can also **email the CALD Communications Team** <multicultural.communications@dffh.vic.gov.au>.

## Other assessment considerations

### Classification of new and emerging communities

The Federation of Ethnic Communities' Councils of Australia (FECCA) identifies 'new and emerging communities' as migrants and refugees that have recently arrived in Australia and that may need additional support in the settlement process. New and emerging communities may face:

- a lack of established family networks, support systems, community structures and resources
- challenges in accessing mainstream services and support systems
- challenges in attracting funds for community programs.

New and emerging communities may experience factors such as:

- limited English language ability
- high numbers of refugees
- low levels of formal education
- financial pressures
- difficulty in finding long-term and ongoing work.

### Your information will be confidential

The CALD Communities Taskforce will treat your application as confidential. By submitting an application, you agree to allow the CALD Communities Taskforce to give copies of your application to other government agencies or external experts to read as part of the assessment process.

During the review process we might see opportunities to link two or more applicants so they can partner to develop a stronger, joint proposal. In submitting an application, you agree to allow us to share your name and contact details with other applicants for this purpose. Please let us know if you do not wish this to happen.

### Funding decisions are final

Decisions about how we allocate funding are final and no further discussions will be entered into.

The CALD Communities Taskforce reserves the right to allocate funds outside the formal funding rounds in exceptional circumstances, such as needing to urgently address emerging issues.



# Funding considerations

Successful applicants must enter into a Victorian Common Funding Agreement (VCFA) with the Department of Families, Fairness and Housing. The VCFA outlines:

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

Successful applicants have 14 days from the Offer of Funding to sign and return their VCFA.

If you do not think you can return the VCFA in this time, please contact the Funding Team, Multicultural Coronavirus Response Team as soon as possible. Organisations that 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.

## Tax requirements

Applicants **must** provide an Australian Business Number.

All project budgets should exclude GST.

The department does not provide advice on the tax implications of grants. Please contact the **Australian Taxation Office (ATO)** <<https://www.ato.gov.au/>> for information about this.

Note on GST:

- If your organisation is registered for GST and if your grant application is successful, you will be paid GST on top of the amount awarded.
- If your organisation is not registered for GST and if your grant application is successful, you will receive only the grant amount awarded – GST will not be paid.

## Payment of grant funds

Successful applicants will be paid, based on completing project milestones and deliverables. You will receive the final payment when program staff approve all requirements outlined in the agreement, including the final report.

The department makes payments via electronic funds transfer (EFT). We will process milestone payments once deliverables are met, in line with the VCFA.

## Funding acknowledgement

You must acknowledge government contributions to the project in any relevant publication, promotional material or news releases.

We will let successful organisations know more about these requirements.

## Legal responsibilities

If you apply for a grant, you must ensure the project activity complies with relevant laws, 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

You are responsible for securing public liability insurance and any other insurance needed to cover the activities of your project.

The Victorian Government now requires non-government organisations funded to deliver services for children to be:

- incorporated separate legal entities that can be sued in child abuse proceedings
- appropriately insured against child abuse.

Find more information on the **Department of Justice and Community Safety website** <<https://www.justice.vic.gov.au/safer-communities/protecting-children-and-families/organisations-providing-services-to-children-new>>.

