



Multicultural Media Grants

2022-23

Funding Guidelines



Government
of South Australia

Department of the
Premier and Cabinet

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Foreword



The Government of South Australia is committed to supporting our diverse community. In support of this commitment, an additional \$16 million over four years has been allocated to programs that support the work of the multicultural sector.

Media organisations play a crucial role in ensuring news and entertainment from both in Australia and across the globe is delivered in a diverse range of languages that reflect the cultural heritage of South Australia.

In South Australia, a key to our success in managing the COVID-19 pandemic has been our ability to work together. Our multicultural community has been critical in helping South Australians stay safe.

The COVID-19 pandemic has reinforced how important it has been to deliver up to date, culturally and linguistically appropriate health messages to keep our entire community safe. Ensuring these communication skills are strengthened and developed will assist in maintaining an informed and connected community.

Our **Multicultural Media Grants** offer funding support to eligible multicultural media organisations to **build skill development in communication through training and the purchase of equipment**.

We encourage multicultural media organisations to consider applying for funds through the Multicultural Media Grants in 2022-23.

Hon Zoe Bettison MP

Minister for Multicultural Affairs

About Multicultural Media Grants

The Multicultural Media Grants are administered by Multicultural Affairs within the Department of the Premier and Cabinet.

The grants provide one-off funding annually to eligible multicultural and multilingual media organisations to purchase or upgrade their equipment and provide training to enable skill development in communication.

The Multicultural Media Grants aim to support media organisations to continue to improve their information, entertainment and education services for multicultural communities.

Grants of up to \$20 000 (Twenty thousand dollars only) are available.

Multicultural Affairs will only accept one application for the Multicultural Media Grants per media organisation. Organisations with regional offices can submit one application per regional office.

Applications open on 1 July 2022 and close on 15 August 2022 at 11pm

Outcomes

The Multicultural Media Grants invests in multicultural organisations to achieve one or more of the following outcomes:

- enable skill development in communication
- support multicultural media organisations to extend their reach
- enhance the quality of services, coverage or capacity of multicultural media outlets, and
- bring about a greater sense of belonging and connection in multicultural communities.
- improve volunteer capacity to ensure media organisations are sustainable.

Eligibility

Who is eligible?

To be eligible for funding, organisations must:

- be multicultural or multilingual
- deliver print, radio, television or online media
- be non-government, not-for-profit and
 - incorporated under the *Associations Incorporation Act 1985*, or
 - an Australian Public Company Limited by Guarantee under the *Corporations Act 2001*, or
 - a Statutory Authority established through an Act, or
 - registered with the Australian Charities and Not-for-Profit Commission with a comparable legal status
- have a registered Australian Business Number (ABN)
- provide satisfactory evidence that their **primary focus** is to deliver media for culturally and linguistically diverse communities in South Australia
- operate in South Australia.

Multicultural Affairs will accept one application for the Multicultural Media Grants per organisation. Organisations with regional offices can submit one application per regional office.

Who is not eligible?

The following are ineligible for funding:

- non-multicultural organisations
- mainstream media organisations
- organisations that have outstanding obligations for previously awarded grants
- educational institutions or related representative bodies, e.g. schools and/or their parents' associations, universities and for-profit childcare centres
- individuals or organisations applying on behalf of an individual
- for-profit organisations or private companies
- Commonwealth, state or local government departments and agencies
- organisations that have been incorporated (or comparable legal status) for less than one year
- organisations that have been delivering multicultural media for less than one year
- unincorporated Associations.

What can be funded?

Purchase new or upgrade equipment, or provide training to meet the program objectives, including but not limited to:

- office equipment
- webcasting or audio streaming equipment
- satellite, portable recorders and cameras 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
- salary for training
- cost of training courses.

**Organisations should consult with Connecting Up (www.connectingup.org) regarding their eligibility for technology donations or discounts before applying for funds for these items.*

What applications will not be supported?

The following will not be supported:

- set up and maintenance of websites
- retrospective funding for projects that have commenced or have been completed, including works undertaken prior to November 2022
- projects primarily aimed at meeting religious or political outcomes, e.g. enhancements of a place solely used for worship
- to purchase or lease buildings or land
- to supplement the recurrent or ongoing costs of an existing organisation
- equipment to distribute to other bodies or individuals
- reimbursement or contribution to higher education fees.



How to apply?

- Carefully read these guidelines before you apply.
- Check that your organisation is eligible to apply. If you are unsure, please contact the Multicultural Grants Team on 1300 239 468.
- Complete and submit your application at www.multicultural.sa.gov.au by 11pm (South Australian time), 15 August 2022. Late applications will not be accepted.

Supporting documentation required

- copy of your organisation's Constitution
- minutes from the most recent Annual General Meeting (must be within last two years)
- most recent end of year financial report showing assets, annual income and expenditure (must be within last two years)
- evidence of your media work, e.g. A program guide showing the content that is produced, or a recent publication, or link to your website
- evidence of your audience, circulation numbers
- quotes for all items \$100 and over, including training salary
- information about how quotes with conflicts of interests were managed, if relevant
- support letters from partnering South Australian incorporated not for profit agencies (if applicable)
- information about grant funding received by your organisation from other entities (most recent financial year).

How are applications assessed?

Stage one – application screening

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

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

Applications that do not meet stage one requirements will not progress to stage two.

Stage two – assessment against criteria

Applications will be assessed on merit using the following criteria:

Criteria	Description
Community need and outcomes	<p>Does the application clearly identify the community need?</p> <p>Does it describe clearly how the need will be addressed through use of the equipment?</p> <p>Does it demonstrate that the equipment will be well used?</p>
Connection to the wider community	<p>Is there evidence of reaching a wide multicultural audience?</p> <p>Is there opportunity for other multicultural organisations and communities to use or benefit from the facility or equipment?</p> <p>Is there evidence that two or more multicultural organisations will partner to deliver the project?</p> <p>Is there evidence of existing partnerships between the multicultural organisations applying?</p>
Organisational capacity	<p>Does the organisation have capacity to carry out the proposed project?</p> <p>Engagement with a quality improvement program will be considered favourably (e.g. Australian Service Excellence Standards).</p> <p>Does the application include all the required documents?</p>
Financial need	Does the organisation require the funding to carry out the proposed project?
Value for money	Is there evidence the project has been costed realistically and provides value for money?

Notification

All applicants will be notified in writing of the outcome of their applications.

Unsuccessful applicants are encouraged to contact the Multicultural Grants Team on 1300 239 468 to receive feedback on their application.

Funding agreement

Successful applicants will receive an agreement detailing the terms and conditions of the funding provided.

All applicants will be required to sign the agreement and comply with its conditions, which will include requirements to:

- report on how you have spent the money provided
- measure and report on the outcomes from the funded project
- retain receipts for all purchased items
- provide receipts for all approved budget expenditure over \$100
- have public liability insurance – a minimum of \$1 million or as required in your agreement
- appropriately acknowledge Multicultural Affairs, Department of the Premier and Cabinet as a funding source for the project.

Payment will be made in accordance with the terms and conditions of the agreement.



Glossary

Term	Definition
Conflict of Interest	A conflict of interest situation arises when a Committee member's duty to their organisation clashes with their duties elsewhere, such as business, workplace, family or friends, or even to the business or personal interests of their family or friends.
Culturally and linguistically diverse communities	Culturally and linguistically diverse refers to people from migrant and refugee backgrounds within the South Australian community. The term acknowledges that groups and individuals differ according to language, religion and spirituality, racial backgrounds and ethnicity.
Interculturalism	Policies and practices that recognise and promote in the community a deep understanding of, and respect for, all cultures; and a dynamic, inclusive interaction between diverse groups within the community
Multicultural Media organisation	Organisations primary focus is to provide print, radio, television, online information to the multicultural sector.
Multicultural organisation	For an organisation to be defined 'multicultural', the Department of the Premier and Cabinet must be satisfied that the organisation's core purpose is to deliver initiatives, services or support for one or more culturally and linguistically diverse communities in South Australia.
New and emerging communities	People from new and emerging communities are sometimes identified as higher-need or at-risk due to the length of time they have spent in refugee camps and the additional resources and support they may need to address the settlement challenges they face. New and emerging communities are those: <ul style="list-style-type: none"> • with a small population • where most members are recent arrivals to Australia • where most members entered through Australia's humanitarian program • lacking established family networks, support systems, community structures and resources compared with established communities.
Partnerships	Financial or non-financial collaborations between two or more organisations to deliver the project and/or share use of the facility or equipment. For example, a multicultural organisation upgrading or building a facility that will be used by a multicultural organisation from another ethnic background.
South Australian Based	A registered South Australian business address.



OFFICIAL

For more information:

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