

Frequently Asked Questions (FAQs)

Multicultural Communications Outreach Program Round 2

OFFICIAL

Contents

About the program.....	2
Eligibility.....	5
Application process	6
Assessment process	6
Contracting process	7
Managing your contract.....	8

About the program

What is the Multicultural Communications Outreach Program 2.0?

The Multicultural Communications Outreach Program (MCOP) 2.0 is a \$1.8 million grant program to help produce and distribute content by multicultural communities, for multicultural communities.

There are two streams:

- **Stream 1**

Grants of up to \$10,000 for individuals and sole traders with strong personal networks and established connections with multicultural communities.

- **Stream 2**

Grants of up to \$75,000 for multicultural media and multicultural community organisations.

The program is designed to support multicultural media, community members and community organisations to make audio, video and creative content that gives information about the COVID-19 vaccination program and encourages COVIDSafe behaviour.

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

What are the program objectives?

We know that people from multicultural backgrounds face unique barriers to accessing appropriate health information.

We also know these barriers have been compounded by the effects of the pandemic.

That is why the Multicultural Communications Outreach Program 2.0 will support culturally and linguistically diverse communities to access, understand and act on the latest COVID-19 information. By doing this, MCOP 2.0 aims to:

- increase the number of Victorians being COVIDSafe
- increase the number of Victorians taking part in the COVID-19 vaccination program, including eligible children
- begin to support the social and economic recovery of Victoria's multicultural communities
- 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.

Who will this program support?

The program supports Victorians from culturally and linguistically diverse Multicultural backgrounds who face challenges in getting health information.

The Multicultural Communications Outreach Program 2.0 will support organisations that are a part of multicultural or new and emerging communities to create content, training programs and fund facilities. This will help all Victorians access and understand what they need to do to stay safe during the COVID-19 pandemic.

What funding is available?

A total of \$1.8 million is available through MCOP 2.0 to help produce and distribute content by multicultural communities, for multicultural communities. Individuals and sole traders can apply for up to \$10,000. Multicultural media and community organisations can apply for up to \$75,000.. Information on how to apply is

available on the Multicultural Communications Outreach Program website at vic.gov.au/multicultural-communications-outreach-program

Will certain types of projects be prioritised?

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
- create digitally shareable content.

What is the funding for?

Funding can be used for:

- 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 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 DFFH
- 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 orders and advice from the Victorian Government (throughout the project)
- activities that do not meet the program objectives.

What format can the content be in?

We encourage any content format as long as you stay COVIDSafe while creating it. We will prioritise **content that is 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.

What is an example of the kind of content that can be funded?

Please see below for some creative community content previously funded by DFFH. We encourage content in all formats, so take these as examples to show the tone that's been successful:

- **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/>>.

Does the content have to be produced in English?

No, content can be in English or in-language. If you would like to produce content in languages other than English or to include captions or subtitles for your content in languages other than English, please explain this in your application (for example, outline your audience's language needs or preferences and why this in-language content will be engaging for them).

Eligibility

Can individuals apply?

Yes, individuals can apply. You must be based in and/or have strong connections in Victoria. (We encourage both Victorian residents and temporary visa holders to apply.)

To apply as an individual, you must identify as part of, and have reach into, a culturally diverse, multicultural or new and emerging community. You must also show a letter from a community leader or organisation supporting your application.

Can organisations apply?

Yes, organisations can apply. Your organisation must be based in Victoria and/or show a connection to the Victorian community your proposed project supports. 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 (Cwlth) or the Associations Incorporation Reform Act 2012 (Vic)
- a company incorporated under the Corporations Act.

How do I know if my organisation has overdue accountability reports?

Organisations that have overdue 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](mailto:multicultural.communications@dffh.vic.gov.au) <multicultural.communications@dffh.vic.gov.au> if you are unsure if your organisation has an overdue accountability or final report.

My organisation does not have an ABN, can we still apply?

Yes, you can apply if you don't have an ABN as long as you are supported by an eligible auspice organisation and meet all the other eligibility criteria.

What is an auspice?

An auspice organisation can manage grant funding for smaller organisation or individuals. The auspice will receive the funds on the smaller organisation's behalf and make sure the project is delivered on time.

An organisation may auspice more than one application if it is for different projects run by separate organisations.

What is an auspice responsible for?

If your application is successful, your auspice organisation will be responsible for:

- signing the grant agreement

- all legal and financial responsibility of the grant on your organisation's behalf
- receiving and distributing grant funds under the grant agreement
- ensuring all project activities are completed
- submitting final reports and financial acquittals on behalf of your organisation.

Where do we find an auspice?

To find an auspice, you could talk to:

- community organisations that you have an existing partnership or good working relationship with
- more established community organisations within your community
- larger umbrella organisations that support and represent many groups in your community
- neighbourhood houses or community centres
- your local council.

Application process

How do I apply?

You can apply online.

The link to the online application form, Program Guidelines, more information are on the Multicultural Communications Outreach Program website: vic.gov.au/multicultural-communications-outreach-program

Open: 1 March 2022

Close: 29 March 2022 at 5pm

Please note that late or incomplete applications will not be considered.

What if I miss the deadline for submitting my application – can I get an extension?

No, there are no extensions for applications. Applications will close on 29 March 2022 at 5pm.

What if I have technical problems when submitting my online application?

If you are having problems submitting your online application, try using a different internet browser. If this does not work, please contact the DFFH at Multicultural.Communications@dffh.vic.gov.au and we will try to help you. Please allow at least three business days for support.

Assessment process

How is my application assessed?

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

The Minister for Multicultural Affairs approves successful recipients based on recommendations provided by the department through the assessment process. Applicants will be advised of their application outcome once a decision has been made.

This program may be highly competitive. If successful, you may receive less funding than you requested in your application. If this happens, you will need to revise their budget and project to reflect the funding offered.

What are the assessment criteria?

Panel members will be guided by the questions below when they review applications:

Selection criteria	Things to consider
Does the proposed activity meet the program's communication objectives?	<p>The panel may consider:</p> <ul style="list-style-type: none"> • whether the activity and its intended outcomes have been well thought through • whether the proposal is achievable within the program timeline • whether the activity will improve understanding of the vaccination program and the ongoing importance of COVIDSafe behaviour.
How well will the proposed activity engage with its intended audience?	<p>The panel may consider:</p> <ul style="list-style-type: none"> • whether the proposal clearly identifies and considers its audience and their cultural and language needs • whether the activity is engaging and appealing to the intended target audience • whether the proposed activity has considered how the content will reach its intended audience • the potential for building longer term opportunities.
Does the proposed activity provide adaptability and is cost effective?	<p>The panel may consider:</p> <ul style="list-style-type: none"> • whether the activity proposed have flexibility to adapt key messages according to the current COVID-19 situation in Victoria • whether the activity shows value for money

The proposals we assess as having the most promising solutions will be funded. Content created through the program will be shared through the organisation's or individual's networks. It may also be shared through Victorian Government and other channels.

Can I ask for a reassessment?

No. All decisions by the Minister for Multicultural Affairs about funding applications are final.

Contracting process

What if I can't get my funding agreement and other documents back by the due date?

Please get in touch with DFFH as soon as possible to let us know that you plan to accept the funding offer and discuss your options. You can get in touch with us by emailing Multicultural.Communications@dffh.vic.gov.au.

Can we send our Funding Agreement and documents to DFFH in the mail?

We would prefer all documents to be sent via email, not the physical mail, to make sure we receive them on time.

If you cannot return documents by email, please talk to DFFH about other options. You can get in touch with us by emailing Multicultural.Communications@dffh.vic.gov.au.

What is included in the funding agreement? And who signs it?

The funding agreement is between the successful organisation (or auspice organisation on their behalf) and the with the Department of Families, Fairness and Housing. The funding agreement will include the terms and conditions of the grant, including the use of funds, term of the agreement and reporting requirements. The funding agreement needs to be signed by an 'authorised representative' - someone in the organisation with the authority to enter into a legal agreement for the organisation (for example, President, CEO, Chair, etc.).

If you are supported by an auspice, the funding agreement is between the Victorian Government and the auspice. It will need to be signed by an authorised representative from the auspice organisation (not by someone from the applicant organisation).

When will we get funds and be able to start our activities?

You will get your funds after you complete, sign and return the following documents by the due date in the Letter of Offer:

- Funding Agreement (signed and all pages returned)
- Vendor Form (the group's bank details)

Once we have received your documents (and if applicable, any overdue reports), your grant payment will be made. This can take up to 30 days (but is usually quite quick). Once the agreement is signed you can start your activities. Please note, all payments are dependent on an organisation being up to date with reports for existing DFFH (previously the Department of Premier and Cabinet) grants.

Managing your contract

What are the reporting obligations?

Grant recipients will need to provide progress reports and a final report using the templates provided by DFFH. At the end of the funding period, you will need to submit a final report outlining how you used the funding and what activities you did.

DFFH will provide all report templates to funded organisations via email.

All funds need to be spent and activities complete before you submit your final report. You must submit your final report by the due date specified in your Victorian Common Funding Agreement (contract).

If you finish your activities before the due date, you can submit your final report early and close your grant.

What happens if we can't complete our activities or spend all the money?

Please contact DFFH as soon as possible if you think you will not be able to finish your activities or spend all the money.

- If you have not signed the Funding Agreement, then the offer of funding may be withdrawn with no further action required.
- If you signed and received funds, you must return the funds. DFFH will assist you to cancel your funding agreement so you can apply for other funding in future.
- If you have partially spent the grant funds, you can return the unspent funds, but you will still need to submit a final report for the money you did spend.

There is no negative outcome if you cancel or return grant funds, as it shows good financial responsibility. You will still be eligible to apply for other grants in the future.

However, if you don't let us know about issues with your funding or activities, you could end up with your final report overdue. This will make you ineligible to apply for other grant funding or receive any more funds under existing grants until it is returned.

You can contact DFFH by emailing Multicultural.Communications@dffh.vic.gov.au. We can help you to make sure you do not end up with overdue reports that will impact your future funding.

What happens if COVIDSafe settings change during my project?

All grant recipients must follow all current Department of Health (DH) advice regarding health directions, restrictions and social distancing at all times while delivering activities under the program.

It is your responsibility to stay up to date with the most recent health advice and follow the current COVIDSafe settings. If you are giving support, guidance or information through your project, you must ensure this aligns with the current COVIDSafe settings. This includes, for example:

- health information and advice that you promote to your communities
- compliance with COVIDSafe settings
- providing a safe workplace environment for staff and/or volunteers.

All current information (including translated resources) about COVIDSafe settings can be found at coronavirus.vic.gov.au. You can also contact the COVID-19 hotline on 1800 675 398. If you need an interpreter, press zero when you call.

This information is outlined in the funding agreement for all successful applicants.

To receive this document in another format, [email CALD Communications](mailto:email.CALD.Communications@multicultural.communications@dffh.vic.gov.au) <multicultural.communications@dffh.vic.gov.au>.

Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne.

© State of Victoria, Australia, Department of Families, Fairness and Housing, February 2022.

ISBN/ISSN 978-1-76096-737-6 (online/PDF/Word)

Available at [Multicultural Communications Outreach Program](https://vic.gov.au/multicultural-communications-outreach-program) <vic.gov.au/multicultural-communications-outreach-program>