



**Natalie Ward**  
Minister for Sport, Multiculturalism, Seniors and Veterans

## **MEDIA RELEASE**

Friday, 23 July 2021

### **MULTICULTURAL MEDIA GRANTS NOW OPEN**

Multicultural media outlets operating in NSW are now eligible to apply for grants of up to \$50,000 per outlet to help deliver vital public health messages during the COVID-19 pandemic.

Minister for Multiculturalism Natalie Ward said the \$2 million NSW Multicultural Media Grants Program was a direct response to the current outbreak and an important part of the NSW Government's commitment to deliver critical information to all members of our community.

"I want to thank our multicultural media outlets, who have a unique ability to reach deeply into multicultural communities, for helping deliver crucial health messages," Mrs Ward said.

"These outlets have been a vital part of our public health response and ensure all members of our society have access to trusted and credible sources of information in their language."

The grants program is in addition to \$2 million already allocated by the NSW Government during the current restrictions to deliver messages to multicultural communities across channels including radio, print and online.

"This program will also represent a lifeline for those multicultural media outlets in NSW which have been struggling during the pandemic, at a time when their contribution is so important," Mrs Ward said.

Funding will be based on factors including target markets, audience reach and demonstrated evidence of a downturn in revenue due to the impacts of the COVID-19 pandemic.

"The funding will support disseminating key NSW Government health information and piloting new ideas to engage with multicultural communities," Mrs Ward said.

"The grants will also support operating, production and editing costs, and developments in technology to help reach new audiences.

"I encourage all eligible multicultural media outlets in NSW to apply."

Applications are now open and close at 5pm on Friday 6 August 2021. To apply or for more information visit: <https://multicultural.nsw.gov.au/>

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