



Natalie Ward

Minister for Sport, Multiculturalism, Seniors and Veterans

MEDIA RELEASE

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MULTICULTURAL MEDIA ORGANISATIONS SHARE IN FUNDING TO DELIVER VITAL COVID MESSAGES

More than 70 multicultural media outlets in NSW have received a share of \$2 million funding to support the delivery of vital health messages during the COVID outbreak.

Minister for Multiculturalism Natalie Ward said the Multicultural Media Grants program is the next step in ensuring critical messages surrounding the importance of vaccination and following public health orders reach all corners of our community.

"We are so lucky in NSW to have a rich presence of multicultural media outlets doing such incredible work to keep all members of our community informed," Mrs Ward said.

"They provide a crucial link between their audience and the NSW Government in delivering important details about health orders and support available during this difficult time."

A total of 74 multicultural media outlets based in NSW, working across all channels including radio, print, TV and online, have received a share of funding.

"Priority was given to media outlets which operate in languages other than English and reach audiences in the highly-impacted LGAs (Local Government Areas)," Mrs Ward said.

"The pandemic has amplified their critical role in communicating with multicultural communities, in particular those who speak languages other than English."

Mrs Ward said the COVID-19 pandemic has caused a significant downturn of revenue for many outlets, with advertising dollars decreasing.

"Often these community radio stations and newsrooms are run by or rely heavily on volunteers," Mrs Ward said.

"Right now, demand for information from trusted media outlets is higher than ever."

The Multicultural Media Grants program is in addition to a \$6 million ongoing rollout of vital health information in multiple languages during the current outbreak, including print and radio advertising, by the NSW Government.

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