

Media Release

The Hon Ros Spence MP
Minister for Multicultural Affairs
Minister for Community Sport
Minister for Youth



Wednesday, 1 December 2021

HELPING MULTICULTURAL COMMUNITIES GET VACCINATED

The Andrews Labor Government is ensuring multicultural communities have access to tailored information to help them get vaccinated and stay safe during the pandemic.

More than 50 multicultural community and media organisations across the state are sharing in \$1.7 million to create tailored and engaging coronavirus-related messages and distribute them among their communities.

The program will also fund training opportunities in new and emerging communities to build a skills base that will support the ongoing distribution of important public health messages.

Community organisation United Muslim Sisters of Latrobe Valley received \$28,500 to provide training and mentoring programs that will support multicultural women in the Latrobe Valley to create video and audio content.

The Society of South Sudanese Professionals will develop a series of podcasts and short videos with South Sudanese healthcare professionals, young people and influencers, thanks to \$60,000 in support.

Cinespace will use \$70,000 to provide training to 20 young creatives and produce a web series about COVID-19 vaccinations that is tailored to Middle Eastern immigrant and refugee communities in Melbourne's north.

This funding is in addition to the 21 funded projects that received direct funding offers totalling \$1 million through the program in September 2021, bringing total investment to \$2.7 million.

A complete list of funding recipients can be found at vic.gov.au/multicultural-communications-outreach-program.

Quotes attributable to Minister for Multicultural Affairs Ros Spence

"It's important our diverse multicultural communities can access information that addresses their needs and will support them to get vaccinated and stay safe."

"This is about ensuring no-one is left behind as we pass 90 per cent of the population fully vaccinated."

Quotes attributable to Minister for Health Martin Foley

"We're making sure all Victorians from multicultural backgrounds have the support they need to feel confident in the coronavirus vaccination program."

"Throughout the pandemic multicultural community leaders have played a vital role in combatting misinformation and driving up vaccination rates in their communities."