

Media Release

The Hon Daniel Andrews MP
Premier



Tuesday, 15 November 2022

BOOSTING SUPPORT FOR MULTICULTURAL MEDIA

A re-elected Andrews Labor Government will boost support for multicultural media outlets in Victoria, ensuring they can continue to serve the many communities who rely on them for important information and advice.

Multicultural media outlets have played an enormously important role throughout the pandemic, delivering important public health messages and keeping communities informed through challenging times.

Beyond public health messaging, multicultural outlets have also delivered important safety campaigns, such as water safety and fire preparedness. They are important and influential voices reaching communities from diverse backgrounds – ensuring all Victorians are informed and connected.

But with the growing costs of paper and production, it's becoming harder and harder for news outlets to keep up.

Labor understands the importance of keeping multicultural media outlets strong, ensuring our media landscape continues to reflect the many communities who have helped shape the modern Victoria we know today.

That's why a re-elected Labor Government will guarantee at least 15 per cent of spending from all Victorian government campaigns is directed to multicultural media outlets. This triples the current requirement for multicultural media spending.

This support will ensure multicultural communities see and hear important health, safety and emergency messages, while giving multicultural media outlets the revenue certainty they need to continue serving their communities.

A re-elected Labor Government will also provide \$1.5 million for a dedicated multicultural media grants program.

The grants will support multicultural media outlets with the rising cost of printing, helping them to invest in new equipment and employ more staff.

Labor has a strong record of supporting multicultural media outlets. Throughout the pandemic we invested an unprecedented \$2.9 million to support of multicultural media in our state – ensuring all Victorians were getting the vital health information they needed.

You can't trust Matthew Guy's Liberals when it comes to supporting multicultural communities – they're only interested in creating division.

Labor is doing what matters – supporting multicultural media outlets and the diverse communities they serve.

Quotes attributable to Premier Daniel Andrews

"Multicultural media outlets play an integral role in representing our communities and giving voice to their culture and identity – while also keeping them informed of the critical health and safety information they need."

"Victoria's multicultural media outlets help tell the stories of the many communities who have made a home here in Victoria. We're proud to deliver this investment, in recognition of their enormous contribution to our state."

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Quote attributable to Minister for Multicultural Affairs Ros Spence

“Only Labor is doing what matters and supporting multicultural communities by backing a strong multicultural media sector.”