



VICTORIAN **MULTICULTURAL** AWARDS FOR **EXCELLENCE** 2020

Stakeholder Communications Pack



About the Awards

The Victorian Multicultural Awards for Excellence honour the outstanding achievements of Victorians who strengthen multiculturalism in our great state.

Proudly coordinated by the Victorian Multicultural Commission on behalf of the Victorian Government, the annual awards recognise people, groups and organisations that foster cross-cultural understanding, build social cohesion and support people from culturally and linguistically diverse backgrounds to participate in all aspects of life.

Now in its 19th year, the awards feature 15 categories that recognise the many ways Victorians are supporting one another to strengthen multiculturalism:

- **Premier's Award for Community Harmony**
- **Business Award**
- **Education and Early Childhood Award**
- **Community Innovation Award**
- **Local Government Award**
- **Media Award**
- **Police Awards**
- **Youth Leadership Award**

This year, to honour even more Victorians who have championed diversity across society, we have introduced 7 new categories:

- **Refugee Advocacy Award**
- **Sport Award**
- **Arts Award**
- **Health Award**
- **Justice Award**
- **Emergency Services Award**
- **Community Response and Recovery Award**

This year, the nominations open on **31 August 2020** and close **18 October 2020**.

These awards provide an opportunity to publicly recognise some of the truly inspiring people and organisations who have championed diversity and made a significant difference in the lives of others.

This pack provides social media tiles and suggested messaging you can use to promote the awards through your networks and communities.

Thank you for your support in helping us acknowledge Victoria's diversity heroes.



How can you help?

Call for nominations on your social media/newsletters

You can use these key messages to help us promote the Victorian Multicultural Awards for Excellence call for nominations on your social media channels, emails or newsletters.

- Nominations for the Victorian Multicultural Awards for Excellence are now open.
- The Victorian Multicultural Awards for Excellence honour people and organisations that strengthen multiculturalism and support Victorians of culturally and linguistically diverse backgrounds to participate in all aspects of life.
- If you or someone you know has made a positive impact on Victoria's multicultural communities, we want to hear about it!
- There are 15 categories and you can nominate more than once.
- This year we have introduced 7 brand new categories to recognise the breadth and depth of work being done across our society to strengthen multiculturalism.
- New categories include health, arts, sport, justice, refugee advocacy, emergency services and community response and recovery.
- Nominations close on 18 October 2020.
- For more information about the awards, eligibility and how to submit a nomination, visit <https://www.multiculturalcommission.vic.gov.au/multicultural-awards-for-excellence>

Promote a category of interest to your networks

We'd also love it if you could focus on or highlight a specific category that is relevant to an area of interest or is of particular significance to your audiences or community.

Suggested copy:

- 1) Victorians who champion diversity deserve recognition. Do you know a person or organisation that has supported multicultural communities in [insert category]? Nominate them for the [insert the specific award category title]. Nominate at: multiculturalcommission.vic.gov.au. Nominations close 18 October 2020.
- 2) Here in Victoria, we're proudly multicultural. Our diversity enriches our lives across all areas of society. The Victorian Multicultural Awards for Excellence honour Victorians who strengthen multiculturalism and make a difference through paid and volunteer work. There are 15 categories including [insert category]. Nominate a person or organisation you know: multiculturalcommission.vic.gov.au. Nominations close 18 October 2020.



Need more inspiration?

Please refer to the information about the award categories and criteria at:

<https://www.multiculturalcommission.vic.gov.au/multicultural-awards-for-excellence>

Share posts from the Victorian Multicultural Commission

You may also prefer to share one of the VMC's social media posts, rather than creating your own.

Please follow us on social media so you can keep up-to-date with the awards promotions and share our posts throughout the campaign.

Facebook, Twitter, Instagram: @multiculturevic

Facebook:

<https://www.facebook.com/multiculturevic/photos/a.204795486259798/4249614431777863/?type=3&theater>

Twitter:

<https://twitter.com/multiculturevic/status/1300277134632595456>

LinkedIn:

https://www.linkedin.com/posts/victorian-multicultural-commission_diversityheroes-multiculturalawards-awards-activity-6706057185056563200-ROOM

Social media tiles

Dropbox link:

https://www.dropbox.com/sh/fa3ak9zl1i8ddd0/AACE-d_DYdZ8janBaOt8ODCea?dl=0

Twitter



Facebook and LinkedIn



Instagram



Social media tiles: specific categories

Dropbox link:

<https://www.dropbox.com/sh/9k0im5ivr44fvt8/AABBYp1LxQImWEe5p3rBD-K3a?dl=0>

Twitter



Facebook and LinkedIn



Instagram





MEDIA RELEASE

31 August 2020

MULTICULTURAL AWARDS TO RECOGNISE EXTRAORDINARY VICTORIANS

The Victorian Government is gearing up to honour people and organisations that have strengthened the state's multiculturalism.

Minister for Multicultural Affairs Ros Spence today opened nominations for the Victorian Multicultural Awards, which pay tribute to champions of diversity and others who have supported Victorians from culturally and linguistically diverse backgrounds.

The annual awards will look different in 2020 – not just due to the pandemic – but also because they will feature seven new categories reflecting the many fields in which diversity is being embraced.

It includes the Community Response and Recovery category to honour the remarkable efforts of those who have assisted during the coronavirus pandemic and the bushfires of early 2020.

Victorians can be nominated for either paid or voluntary work across another 14 categories, including the Premier's Award for Community Harmony, Youth Leadership Media, Refugee Advocacy, Police, Business, Community Innovation and Health.

Award recipients will be honoured during an online ceremony hosted by the Victorian Multicultural Commission later in the year.

The Victorian Multicultural Awards were first held 19 years ago, recognising the state's strong diverse history and many Victorians that contribute to it.

For more information about the awards, eligibility or to submit a nomination, go to multiculturalcommission.vic.gov.au/multicultural-awards-for-excellence.

Nominations close 11.59pm on Sunday, 18 October 2020.

Next year, the Victorian Refugee Awards will be re-introduced to acknowledge the contributions and achievements of Victorians from refugee backgrounds.

Quotes attributable to Minister for Multicultural Affairs Ros Spence

"Victoria's success as a multicultural society is due to the extraordinary and ongoing contributions of Victorians of all backgrounds."

"It is a great privilege to invite nominations for this year's Multicultural Awards for Excellence so we can formally acknowledge those who help make our state such a welcoming, inclusive and wonderful place to live."



Quotes attributable to Victorian Multicultural Commission Chairperson Vivienne Nguyen

“We are pleased to announce new categories that reflect the depth and breadth of inspiring work being undertaken to promote and embed diversity and inclusion in the areas of justice, refugee advocacy, health, the arts and sport.”

“And to recognise the truly remarkable and selfless efforts by and for multicultural communities in response to coronavirus and the bushfires of 2020, we have introduced a community response and recovery category.”



Other information

Online nomination platform

Award nominations are managed through an online platform intended to provide a user-friendly and streamlined process. Should nominators need assistance we have technical support available, and we have also ensured the interpreter line is included in key places on the online nomination platform.

Judging of the awards

The VMC convenes an assessment panel of three VMC Commissioners, a representative from the Department of Premier and Cabinet (DPC) and a community representative to judge all categories except for the police awards and the education awards. These two categories are overseen and judged by the Department of Education and Training and Victoria Police, respectively.

Online ceremony

Given Coronavirus (COVID-19) restrictions on public gatherings, an online ceremony will be held to recognise recipients in 2020. Further details will be provided in due course.

New awards programs in 2021

The VMC will establish a new Victorian Multicultural Honour Roll in 2021 to be held in Cultural Diversity Week in March. This program incorporates and replaces the previous Multicultural Awards for Excellence category of Meritorious Service to the Community.

The Honour Roll will recognise and celebrate the contributions of Victorians who champion diversity at a local level. Nominees for the Multicultural Awards for Excellence who do not receive an award will be automatically considered for the Honour Roll.

The VMC will also re-introduce the Victorian Refugee Awards in 2021 to acknowledge the contributions and achievements of Victorians from refugee backgrounds.

Frequently Asked Questions

Got a question? Please refer to our comprehensive list of FAQs on the online awards platform covering technical questions and other key information.

<https://vicmulticultural.awardsaustralia.com/faqs/>

Contact the VMC

General enquiries

VMC Strategic Communications and Events team contact@vmc.vic.gov.au

Media enquiries

Ruth Hyland 0421 759 045 or ruth.hyland@dpc.vic.gov.au

Ingelise Jones 0419 927 230 or ingelise.jones@dpc.vic.gov.au