



**Australian Government**

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**Department of Families, Housing,  
Community Services and Indigenous Affairs**

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# Part C: Public Awareness Program

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## Preface

These guidelines provide the framework for the implementation and administration of the Indigenous Capability and Development Program.

The Australian Government Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA or the Department) has a suite of documents (the **Program Guideline Suite**) which provide information relating to the Program. They provide the key starting point for parties considering whether to participate in the Program and form the basis for the business relationship between FaHCSIA and the funding recipient.

They are:

- **Part A: Program Guidelines** provides an overview of the Program; Component; and the Activities relating to the Program;
- **Part B: Information for Applicants** provides information on the Application, Assessment, Eligibility, Selection and Complaints processes; Financial and Funding Agreement arrangements.
- The **Application Form** which is completed by applicants applying for funding during a selection process if there is one. Information on application processes will be available on the FaHCSIA Website at: [www.fahcsia.gov.au/our-responsibilities/indigenous-australians/programs-services/recognition-respect/public-awareness-program](http://www.fahcsia.gov.au/our-responsibilities/indigenous-australians/programs-services/recognition-respect/public-awareness-program)
- **Part C: Application Information** provides specific information on the Activity, Selection Criteria (no selection criteria), Performance Management and Reporting. This part should be read in conjunction with the Draft Funding Agreement for the Activity and the Standard Terms and Conditions.

FaHCSIA reserves the right to amend these documents from time to time by whatever means it may determine in its absolute discretion and will provide reasonable notice of these amendments.

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## Program Overview

The Australian Government together with the States and Territories, through the Council of Australian Governments (COAG), has set specific targets to end Indigenous disadvantage. Investments are being made across Australia in early childhood, schooling, health, housing, jobs, safety and governance and leadership.

As lead agency in Indigenous Affairs, FaHCSIA is responsible for whole of government leadership, coordination and policy advice in relation to closing the gap in Indigenous disadvantage. Under *Outcome 7: Indigenous* the aim is to assist in closing the gap on Indigenous disadvantage with improved wellbeing, capacity to participate economically and socially and to manage life transitions for Indigenous Australians through Indigenous engagement, coordinated whole of government policy advice and targeted support services.

FaHCSIA also assists organisations that have similar aspirations to improve the outcomes for Indigenous Australians, including: building mutual understanding and respect between Indigenous and non-Indigenous Australians as the basis for long-term change; and also provides support for some research activities.

FaHCSIA works collaboratively in whole of government arrangements. The Department's national Network (comprising State and Territory Offices, Regional Operations Centres, Indigenous Coordination Centres and locally-based staff) facilitates delivery of services and engagement with Indigenous communities, service providers, other levels of government and the non-government and corporate sectors.

Program 7.4, Indigenous Capability and Development supports a range of activities and services that aim to improve outcomes for Indigenous Australians.

The Program Components include: Aboriginal and Torres Strait Islander Land Account, Aboriginals Benefit Account (Special Appropriation), Constitutional Recognition, Flexible Funding, Indigenous Capability and Development (ICAD), Ranger Agreement and the Registrar of Indigenous Corporations.

Program 7.4, Indigenous Capability and Development is consistent with the Service Delivery Principles for Programs and Services for Indigenous Australians (Schedule D) under the National Indigenous Reform Agreement.

Funding of approximately \$3 billion over five years from 2010-11 to 2014-15 has been approved for a range of activities and services under Program 7.4, Indigenous Capability and Development.

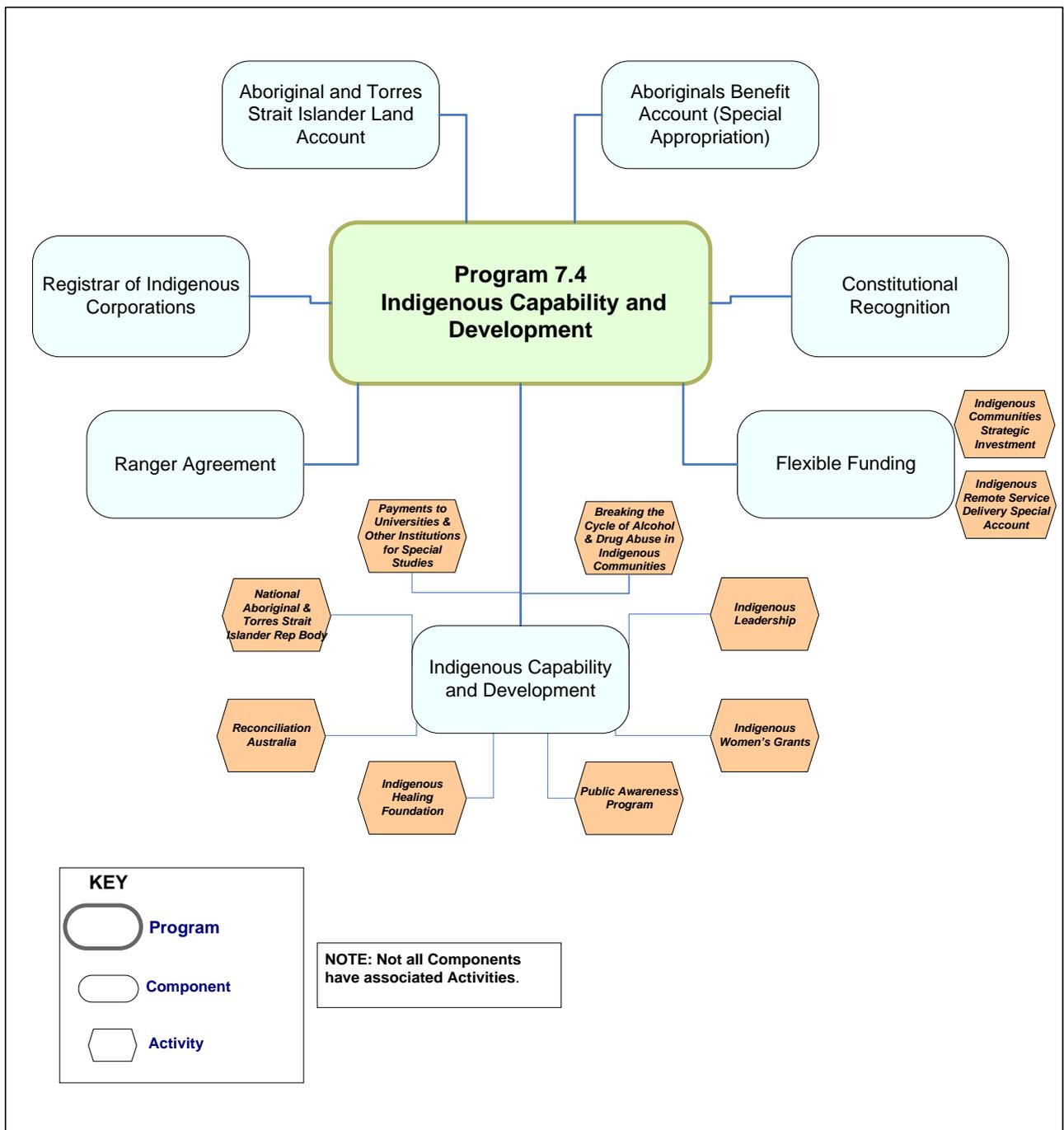
The following funding amounts have been approved for the individual Components under Program 7.4, Indigenous Capability and Development:

- Aboriginal and Torres Strait Islander Land Account: funding of approximately \$238 million over five years to 2014-15
- Aboriginals Benefit Account (Special Appropriation): funding of approximately \$892 million over five years to 2014-15
- Constitutional Recognition of Indigenous Australians—expert panel: funding of approximately \$11.2 million over 2 years to 2011-12
- Flexible Funding: funding of approximately \$168 million over five years to 2014-15

- ICAD: funding of approximately \$155 million over five years to 2014-15
- Ranger Agreement: funding of approximately \$1 million over five years to 2014-15
- Registrar of Indigenous Corporations: funding of approximately \$44 million over five years to 2014-15.

Where it can be identified, the individual Activities may provide information about the number of Indigenous people assisted.

A diagram describing the Indigenous Capability and Development Program, its constituent Components and associated Activities is below:



## Program Outcomes

Program 7.4, Indigenous Capability and Development provides support for individuals, families and communities to improve well being, capability and governance.

## Aims and objectives

The aims and objectives of Program 7.4, Indigenous Capability and Development are articulated through its seven Components, which are:

- Aboriginal and Torres Strait Islander Land Account: To provide a secure and ongoing source of funds to the Indigenous Land Corporation in perpetuity to provide economic, environmental, social and cultural benefits for Aboriginal persons and Torres Strait Islanders by assisting in the acquisition and management of an Indigenous land base
- Aboriginals Benefit Account (Special Appropriation): To administer statutory royalty equivalent monies calculated from royalties paid to Government from mining on Aboriginal Land in the Northern Territory under the *Aboriginal Land Rights (Northern Territory) Act 1976*, consistent with the *Financial Management and Accountability Act 1997*
- Constitutional Recognition of Indigenous Australians—expert panel: To provide secretariat support to the Government appointed Expert Panel on Constitutional Recognition of Indigenous Australians. The Expert Panel was established in December 2010 and its terms of reference require it to lead national public consultation and report to the Government by December 2011 on possible options for constitutional change
- Flexible Funding: To address priority needs through flexible funding for strategic investments, including community development projects in Remote Service Delivery National Partnership priority communities and elsewhere
- Indigenous Capability and Development: To deliver services that support Indigenous individuals, families and communities to improve their wellbeing and engagement with government, with a focus on leadership and capacity building and promoting Indigenous culture and knowledge; and to provide funding for independent organisations that deliver similar functions
- Ranger Agreement: To make payments to the Northern Land Council as a form of rental to ensure access to the Ranger Project area for the purposes of mining and
- Registrar of Indigenous Corporations: To register, regulate and provide services that address the specific needs of Aboriginal and Torres Strait Islander corporations in improving their corporate governance.

Only two of the Components (under Program 7.4, Indigenous Capability and Development) have associated Activities.

## Activity Overview

The Public Awareness Program (PAP) funds initiatives to raise public awareness of Aboriginal and Torres Strait Islander issues and culture within the wider community. It also supports the annual NAIDOC (National Aborigines and Islanders Day Observance Committee) celebrations, both the national event and local celebrations.

There are two sub-activities:

- Public Awareness; and
- NAIDOC activities.

The National NAIDOC Awards Ceremony and Ball and associated activities (poster competition, award nomination process) is governed by the National NAIDOC Committee, an all-Indigenous group that makes key decisions on the NAIDOC theme, venue and award winners.

Total funding of around \$3 million is available annually. The activities are delivered from FaHCSIA National Office as well as through the national network of Indigenous Coordination Centres (ICCs).

## **Aims and objectives**

PAP aims to raise awareness of Aboriginal and Torres Strait Islander people, culture, society and issues. Selected initiatives demonstrate significant value in raising public awareness.

The Public Awareness sub-activity objectives are to:

- Promote to the Australian community an understanding of, and respect for, Aboriginal and Torres Strait Islander cultures.
- Encourage the development of positive attitudes towards Indigenous Australians within the Australian community.
- Inform the Australian community about contemporary issues that impact on Aboriginal and Torres Strait Islander individuals and communities.

The NAIDOC sub-activity objectives are to:

- Provide grant funding to Aboriginal and Torres Strait Islander communities and/or organisations to partly or fully meet the costs of local/regional NAIDOC activities across Australia.

## **Participants/clients/recipients/target group**

The recipients/target groups for Public Awareness activities are Indigenous and non-Indigenous Australians in cities, rural, regional and remote areas of Australia.

The recipient/target group for NAIDOC activities is primarily Indigenous people Australia-wide. A secondary target group is the non-Indigenous population which is encouraged to participate in local NAIDOC activities as much as possible.

## **Funding for the activity**

### **Public Awareness**

*Public Awareness sub-activity:* funding is provided for selected initiatives that have significant value in raising awareness of Aboriginal and Torres Strait Islander people, culture, society and issues within the wider Australian population.

Funding for individual activities depends on the availability of grant funds. Projects such as films, performing arts, documentaries, DVDs, TV programs, web sites, festivals, art exhibitions, educational material and publications may be supported.

These grants typically provide seed funding and/or part-funding for an activity. If applicants are seeking contributions from other funding sources, they must be able to demonstrate they have secured the balance of monies required to complete the project.

## NAIDOC activities

*NAIDOC sub-activity:* provides grant funding for Aboriginal and Torres Strait Islander communities and/or organisations to partly or fully meet the costs of local/regional NAIDOC activities across Australia.

- It is *not* a requirement that local events/activities address the year's National NAIDOC theme set by the National NAIDOC Committee.

Non-Indigenous entities may access NAIDOC funding but priority is given to Indigenous organisations or to activities with high Indigenous participation.

Funding of local and regional NAIDOC events is administered through the ICCs.

Funding for NAIDOC activities depends on the:

- Availability of grant funds; and
- Provision of a detailed project budget.

Information on the closing dates for the Public Awareness sub-activity and the NAIDOC sub-activity is detailed in Closing Date and Time on page 10.

## Eligible and ineligible activities

**Eligible activities for the Public Awareness sub-activity are:**

<b>Films</b>	<b>Performing arts</b>	<b>Documentaries/DVDs</b>
<b>Television programs</b>	<b>Web sites/pages</b>	<b>Festivals</b>
<b>Art exhibitions</b>	<b>Educational material</b>	<b>Publications, including literature</b>

**Ineligible activities are:**

Purchase of capital items	Maintenance of Assets	On-going administrative costs
Recurrent funding (subject to delegate's approval)	Payment of salaries	Retrospective funding
School excursions/cultural exchanges	Music recordings	Conferences, seminars or symposiums

Research or script development	Harmony Day activities	Tool kits for Reconciliation groups
War graves discovery/maintenance	Commercial enterprise initiatives	Overseas projects

### **Activity links and working with other agencies and services**

Not applicable.

### **Specialist requirements (e.g. Legislative requirements)**

Funding recipients must comply with all relevant Commonwealth, State and Territory legislation.

### **Information technology**

Applicants require access to an internet enabled computer to obtain information about PAP and to apply for funding via email, where appropriate.

### **Activity performance and reporting**

Public Awareness is subject to the standard FaHCSIA funding agreement, appropriate to the level of funding and complexity of the project. Where relevant, agreements link funding to the achievement of milestones and require funding recipients to meet agreed performance targets, provide regular reporting and comply with acquittal processes.

#### **The Public Awareness sub-activity Performance Indicators are:**

- Extent of the non-Indigenous audience.
- Media interest/coverage.
- Distribution of product.

#### **The NAIDOC sub-activity Performance Indicators are:**

- Extent of non-Indigenous audience.
- Media interest/coverage.
- Number of activities undertaken.

## Application Process

### Overview of the Application Process

The process will be an **open competitive** selection process.

Open competitive selection processes are open to all providers operating in the market place. Open processes are advertised through the media, the FAHCSIA Internet site and other sources in order to attract as much interest as possible.

### Selection Criteria

Applications are assessed and prioritised in line with the eligible activities that are detailed above under Eligible and Ineligible Activities. Where relevant, a provider capacity risk assessment to determine the ability of the applicant to deliver the required services/outputs may occur.

### How to submit an application

Public Awareness and NAIDOC activity applications must be submitted manually through a Word Document application form which is to be emailed to [PublicAwareness@fahcsia.gov.au](mailto:PublicAwareness@fahcsia.gov.au). Please note there are separate application forms for NAIDOC activities and public awareness activities. These forms are not interchangeable.

Visit [www.fahcsia.gov.au/our-responsibilities/indigenous-australians/programs-services/recognition-respect/public-awareness-program](http://www.fahcsia.gov.au/our-responsibilities/indigenous-australians/programs-services/recognition-respect/public-awareness-program) where links to the application forms, program guidelines and contact information may be found.

Applicants need to submit an Application that responds to selection criteria as stated above.

Interested Applicants are encouraged to discuss their Application with the appropriate ICC to determine eligibility, availability of funding, etc.

### Questions and Answers during the Application period

The Department will respond to requests for information that seek clarification of issues to allow them to better understand the requirements relating to the [Application and Program Guidelines](#).

### Questions after the application period

The Department will not accept or respond to any applicant's requests for information or correspondence about the status or progress of their Application during the assessment phase.

### Closing date and time

Applications for 2013-14 Public Awareness activities must be submitted by **2.00pm Friday 19 April 2013**.

Applications for NAIDOC activities must be submitted by **2.00pm Friday 12 April 2013**.

### Application Acknowledgement

An Application will not be considered lodged until it is received by FaHCSIA. The relevant ICC will acknowledge receipt of the Application and determine which office will administer the funding request.

This office may be different to the ICC which received the Application. If you have not received notification within a week of lodgement you should contact FaHCSIA to confirm that the Application has been lodged.

## Special Conditions applying to this Activity

Not applicable.

## Contact information

The ICC Network is the key delivery mechanism for most of the activities.

Applicants should contact their local ICC for further information. Contact details can be found at:

[www.fahcsia.gov.au/contact/contact-the-department](http://www.fahcsia.gov.au/contact/contact-the-department)

### Further information

- [Part A: ICAD Program Guidelines](#)
- [Part B: ICAD Information for Applicants](#)
- [Part C: Public Awareness Program Guidelines](#)