

MVA Project Brochure

Multicultural Voices Australia (MVA), formerly the National Ethnic and Multicultural Broadcasters' Council (NEMBC), currently offers the following three types of projects to clients, aimed at reaching multicultural communities through our network:

Content Production and Distribution:

In this project option, MVA produces the content and manages distribution on community radio and/or online.

The following services are included:

- ★ Script development
- ★ NAATI-certified translations
- ★ Audio recording (in English and in-language)
- ★ Graphic design
- ★ Video production
- ★ Community radio distribution and/or
- ★ Online distribution through website, social media, tailored email and/or monthly newsletter.

Distribution Only:

In this project option, MVA manages the distribution of content provided by the client. MVA always reviews the content to ensure it has the appropriate tone, messaging and quality. The following services are included:

- ★ Community radio distribution and/or
- ★ Online distribution through website, social media, tailored email and/or monthly newsletter.

Content Production Only:

In this project option, MVA produces content and provides it to the client without handling any distribution.



Why partner with MVA?

We are the peak organisation supporting multicultural community broadcasters and digital content creators, promoting multiculturalism and countering racism in Australia.

We connect people with their ancestry, language and culture, while upholding integrity, professionalism and self-reliance.

MVA ensures ethnic communities have a strong voice in Australian broadcasting and advocates for policies supporting diversity, inclusion and community broadcasting sustainability.



Our network is nationwide, covering all states and territories and is made up of MVA-affiliated community radio stations, radio producers and multilingual programs that target multicultural audiences.

1,000+
Members

130+
Languages



- | | |
|------------|-----------------------|
| Arabic | Malayalam |
| Cantonese | Mandarin |
| English | Nepali |
| Filipino | Punjabi |
| Greek | Sinhalese |
| Gujarati | Spanish |
| Hindi | Tagalog (Filipino) |
| Indonesian | Tamil |
| Italian | Urdu |
| Japanese | Vietnamese |
| Korean | And many more! |

Available languages

The following list shows the most common languages used across community radio stations and programs within our national network:

Afrikaans	Gujarati	Nepali
Akan (Ghanaian)	Hakka	Nuer
Albanian	Harari	Norwegian
Amharic	Hebrew	Persian / Farsi
Arabic	Hindi	Polish
Armenian	Hazaragi	Portuguese
Assyrian Neo-Aramaic	Igbo	Romanian
Azerbaijani	Indonesian / Bahasa	Russian
Bangla / Bengali	Irish Gaelic	Samoan
Bosnian	Italian	Scottish Gaelic
Burmese	Japanese	Serbian
Cantonese	Karen	Sinhalese
Croatian	Niuean	Somali
Cebuano (Bisaya)	Khmer	Spanish
Czech	Kirundi	Swahili
Danish	Kinyarwanda	Swedish
Dari	Korean	Telugu
Dzongkha (Bhutan)	Konkani (Goan)	Tetum
Dutch	Kurdish	Thai
English	Lao	Tok Pisin
Esperanto	Latvian	Tongan
Fijian	Lithuanian	Ukrainian
Filipino (Tagalog)	Macedonian	Urdu
Finnish	Malay / Malaysian	Yiddish
French	Maltese	Coptic
French Creole	Māori	Shona
German	Mongolian	
Greek	Mon	

Some of our project partners



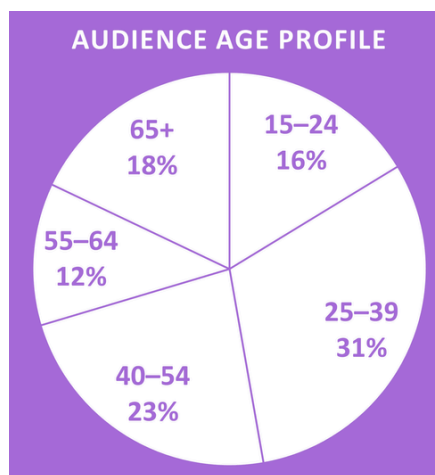
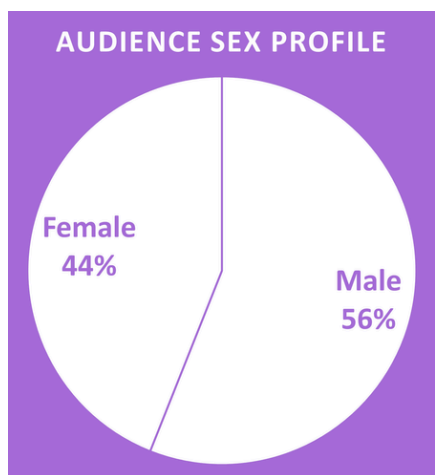
A summary of all the projects is included on the Projects section on the MVA website at multiculturalvoices.org.au/projects



Why target CALD audiences through community radio?

According to the Community Broadcasting Association of Australia's Community Radio Listener Survey 2025 (Wave 1), an estimated **5,358,000 people aged over 15 tune into community radio each week**, representing **25 per cent of the population** in that age group.

On average, each listener spends **15.6 hours** listening per week.



Source: CBAA Community Radio Listener Survey - 2025 Wave 1

Weekly Community Radio Listening by Daypart

Daypart Audience	Weekly listeners	Percentage of weekly listeners
Breakfast (5am-9am)	3,854,000	72.00%
Mid-morning (9am-12pm)	3,629,000	68.00%
Afternoon (12pm-3pm)	3,152,000	59.00%
Drive (3pm-7pm)	3,330,000	62.00%
Evening (7pm-12am)	1,953,000	36.00%
Late Night (12am-5am)	1,366,000	25.00%
Total	5,358,000	100.00%

Source: CBAA Community Radio Listener Survey - 2025 Wave 1

Why do people choose to listen to community radio?

Statement	Weekly listeners	Percentage of weekly listeners
Local information / local news	2,711,000	51.00%
Local voices / local personalities	1,932,000	36.00%
Music not available on other stations	1,838,000	34.00%
They play Australian music / support local artists	1,798,000	34.00%
Independent voice / free from commercial or government influence	1,466,000	27.00%
Diversity in programming	1,452,000	27.00%
Locals can participate in the station	1,385,000	26.00%
Local emergency information	1,261,000	24.00%
Programs/content not available elsewhere	1,232,000	23.00%
Programs in languages other than English	512,000	10.00%
Other	419,000	8.00%

Source: CBA Community Radio Listener Survey - 2025 Wave 1

Let's work together!

If you'd like to get in touch to collaborate on your project, please email

camilo@multiculturalvoices.org.au