Australian Multicultural Ambassador Program
The Mental Health Foundation Australia (MHFA) is aiming to engage multicultural and Indigenous communities to promote positive mental health and wellbeing, via a network of dedicated volunteers throughout Australia.

Welcoming and engaging with these community representatives is a key responsibility of the Foundation. The Foundation and communities benefit from the opportunity to build a trusting relationship with their communities and related groups. It provides a wonderful opportunity for multicultural ambassadors to address mental health issues specific to those communities.

The MHFA provides an administrative framework, transparency of decision-making and enhanced support for ambassadors while enabling them to become more involved in the “Better Mental Health for All” initiative. The MHFA believes that there are many opportunities where Multicultural Ambassadors can reflect the cultural diversity in the community and be an asset to the Foundation by improving current engagement practices in providing culturally appropriate mental health services.

The Mental Health Foundation Australia’s implementation of this National Multicultural Ambassador program will allow the multicultural community to identify, plan and implement key initiatives that promote and create awareness of mental health. It also helps remove the stigma and myths surrounding mental illness while also developing critical workforce skills and networking opportunities within diverse communities. By establishing a multicultural platform, the MHFA can better respond to all requests for assistance in a relevant ethnic context, ensuring that support is provided at the right time and appropriately.
The role of the Multicultural Ambassadors is to connect the Mental Health Foundation Australia board and staff with CALD communities and promote and create more awareness regarding the Foundation’s activities. We are intent on being a vehicle for engagement and inclusion to reach out to more than 6.9 million Australians born overseas.

This program is aimed to provide community leaders with an official platform to become involved in the introduction and coordination of mental health related programs within their communities. The forum also provides opportunities for professional development and social engagement.

- As part of their frontline role, our ambassadors will be active and visible within their communities. Each ambassador will be required to actively participate in community forums throughout the year to increase their connection with local communities and raise awareness about ‘Better Mental Health for All’ and promote support group programs and initiatives. This may include ambassadors participating in or attending major multicultural events. Each ambassador should ensure they can be part of at least one campaign per month with their local community in locations across their region.

- The Mental Health Foundation Australia will encourage ambassadors to work with each other as well as working with service providers to enhance the representation of communities and improve the speed and quality of outcomes associated with issues raised by communities especially related to mental health.

- To maximise their capacity to make a difference, ambassadors will need to work closely with other non-government organisations representing communities at a local level.

- Opportunities to make a positive difference in their community and to develop and implement creative and innovative project ideas.

- Deliver talks to local community groups, schools, faith groups, other supporting or similar organisations etc. for campaigning and raising mental health awareness.

- Raise awareness of mental health issues by sharing activities of the MHFA to friends and family and on social media.

- Form close links with the local councils, government forums, police and other similar organisations to promote and raise mental health awareness.
The Benefits for Ambassadors as a result of this program are as follows:

- A sense of pride and achievement from making a valuable contribution to the community.

- A deeper connection to, and knowledge of, MHFA Multicultural and Indigenous programs and of multicultural mental health.

- Contribution to achieving positive community health outcomes by assisting your community engage in wider society.

- Help develop community programs by providing direction and ideas for the ongoing growth of MHFA Multicultural and Indigenous programs.

- An opportunity to represent Mental Health Foundation Australia in the community and assist its outgrowth.

- An opportunity to be the pioneer members of a growing and dynamic community charity.

- A chance to be a member of Mental Health Foundation Australia and have voting rights.
Mental Health Foundation Australia ambassadors aim to build resilient and socially connected individuals and communities.

The current group of 150 multicultural ambassadors from their respective CALD communities, would appreciate more like-minded people to create utmost awareness of better mental health to join them. These Multicultural Ambassadors range from professionals, business people, students and youth leaders, who have demonstrated a commitment to their community and have been selected for the influence and impact they currently or potentially have on Australians in their community.

Each Ambassador would suggest and nominate two people from their respective communities to be a part of the forum. Recommendations from the community groups associated with the Mental Health Foundation Australia would allow nominated representatives to form a proposed Multicultural Ambassadors Committee.

COMMITTEE MEMBERS:
1) Chairperson
2) Vice-Chairperson
3) Secretary
4) Social Media Coordinator
5) Marketing Coordinator
6) Cultural Coordinator
7) Educational Programs Coordinator
8) Events Coordinator
9) Membership Coordinator

The above-panel of representatives / members would be selected by the Mental Health Foundation Australia Board upon receipt of finalised nominations from each community group.
Provide key support to MHFA initiatives and other events for National Mental Health Month 2020.

Direct and assist fellow Multicultural Ambassadors to reach out to communities and promote and campaign for “Better Mental Health for All”.

Nurture Mental Health Foundation Australia’s commitment to working collaboratively with multicultural communities, aligning with the vision and mission of Mental Health Foundation Australia.

Play a significant role in the success of National Mental Health Month 2020 and better educate the general community on general and specific CALD mental health needs.

Bring CALD community issues to the attention of the Mental Health Foundation Australia board and partners and thus, gain for advice on resolving and managing these issues.

Consider, discuss and propose solutions to cultural diversity issues and address specific community needs.