

Snapshot 2025

Multicultural Health Week

Older people are the heart of the family and community



- 200+ guests celebrated the Week at the launch
- 150+ guests joined NSW Ministry of Health staff event
- 18 healthy ageing factsheets translated into 5 languages
- Promotional video stories that feature 4 community ambassadors with subtitles in 7 languages including English
- Posters and social media tiles in 41 languages including English
- 1 video message from a geriatrician about healthy ageing tips
- 1 webinar for healthcare professionals
- 7 Youth Ambassadors 1 youth workshop
- Media release in 7 languages including English
- 19 media stories in 6 languages
- Landing page in 7 languages including English recorded 1,311 visits with increased Google organic search

Estimated combined social media reach

1.5m+

audience

760k+

views

500k+

video plays

Health Campaigns

MHCS continues to support key health campaigns with expert advice and insights, ensuring health messages reach multicultural communities.

- Be fire safe this winter campaign
 - Breastfeeding
 - Burns prevention
 - Carbon Monoxide poisoning
 - healthdirect
 - Healthy safe summer campaign
- Immunisation
 - Isolated Patients Travel and Accommodation Assistance Scheme (IPTAAS)
 - Measles
 - We're here for you campaign
 - Winter campaign


Translations

105 translation projects in 40 languages


Website Re-launch

(Data period: 1 Jan – 31 Oct 2025)

Revamped website supports health staff and multicultural communities with 600+ current health resources in 90+ languages and enhanced functionality.

 35k+

active users

 320k+

page views annually



Online appointment reminder translation tool in 60 languages and 15 clinical categories is widely used by healthcare professionals nation wide.

Multicultural Media Online Conference

(Data period: 1 Jan – 31 Dec 2025)

The Multicultural Media Online Conference continues to be a trusted source of health information and resources for multicultural media and communities.

 15

conferences

 25

guest speakers



Community Engagement

(Data period: 1 Jan – 31 Dec 2025)

11

consultation sessions

21

information sessions in 5 languages including English

2,700+

community members from 23 language groups engaged

Cancer Prevention and Screening

17 communities engaged at 13 community events across NSW about cancer prevention and screening programs in partnership with the Cancer Institute NSW.

2,200+ people from culturally diverse backgrounds reached.

Social Media

(As of 31 Oct 2025)

 9,738


followers

↑2%

 1,479

followers

↑25%

 1,655

followers

 1,750

followers

↑43.1%

 15,614

followers

↑4.6%

 4,574

followers

↑2.8%

Our Awards

2025 NSW Humanitarian Award –Government and Legal Category

2025 SESLHD CORE Awards –Excellence in Multicultural Healthcare Award