

# Program Guidelines: Apply for Active Club Grants 2018–19: Round 2

Get up to \$3000\* or \$10,000\* in funding to increase participation at your club

Is your community sport club looking to get more people participating?

VicHealth invites community sport clubs to apply for an Active Club Grant. The grant provides up to \$3000 or \$10,000 (excluding GST) to increase participation opportunities for Victorians in community sport.

## Active Club Grants

More than two-thirds of Australian women are not getting enough physical activity to benefit their health, and many people – particularly people who are less physically active – are interested in more fun, flexible and social sport activities.

This is why VicHealth's Active Club Grants encourage more Victorians to participate in sport through two specific focus areas:

1. Increasing female participation opportunities
2. Supporting social and modified sport programs for less active Victorians.

There are four grant opportunities available\*:

- Focus Area 1: \$3000 Increasing female participation in sport
- Focus Area 2: \$3000 Supporting social and modified sport
- Focus Area 1: \$10,000 Increasing female participation in sport
- Focus Area 2: \$10,000 Supporting social and modified sport

This Girl Can - Victoria

- During the application process, your club can indicate interest to be considered for additional funding to support the This Girl Can - Victoria campaign.

## About VicHealth

VicHealth is the champion of health for all Victorians. We seek a Victoria where everyone enjoys better health and wellbeing, and we know how valuable sport is to get us moving toward better health and

wellbeing. VicHealth creates more opportunities for less active Victorians to participate in sport, regardless of background or ability.

## Active Club Grants Round 2 timeline

Date	Activity
Tuesday 5 February 2019	Applications open Launch of the Active Club Grants 2018–19 Round 2
Friday 8 March 2019	Applications close Clubs submit application by 4pm
March – April 2018	Applications assessed by an Assessment Panel including independent representatives
Late May 2018	Clubs will be advised by email of the outcome of their application
Early June 2019	Funding transferred to successful clubs

## Applying for a grant

Hundreds of clubs have already received an Active Club Grant and are doing fantastic things in their communities to get more people active.

Applying for an Active Club Grant is now even **easier!**

VicHealth has created an [Application Game Plan](#) to help you get started with your application.

We encourage community sport clubs to see for themselves just how easy it is to apply for an Active Club Grant and visit the VicHealth website: [www.vichealth.vic.gov.au/funding/active-club-grants](http://www.vichealth.vic.gov.au/funding/active-club-grants)

For any questions regarding Active Club Grants, please email [activeclub@vichealth.vic.gov.au](mailto:activeclub@vichealth.vic.gov.au) or call (03) 9667 1308.

We are available 9.00am-5.00pm Monday to Friday and aim to respond to all enquiries within 2 business days.



# VicHealth Active Club Grants 2018-19 Round 2

## What is covered in the focus areas?

### Focus Area 1

VicHealth funding is available to support clubs to implement initiatives to engage more women and girls in sport.

#### Female participation

- Almost half as many women take part in organised sport compared to men, and women are most likely to stop playing sport as teenagers.
- There is more momentum in female sport than ever before, but we still need to provide opportunities for women and girls to get involved in sport at the community level.
- We encourage your club to think about how you can offer more opportunities for female participation, including:
  - new teams
  - new competitions
  - new programs

You can read more here: [Helping Women and Girls Get Active Guide](#)

### Focus Area 2

VicHealth funding is available to support clubs to implement new social or modified sport programs that target less active Victorians of all ages, genders and backgrounds.

#### Social sport

- Social sport opportunities are more flexible or social and less structured than traditional sport activities.
- These programs have greater emphasis on fun, social interaction and enjoyment, and less emphasis on performance, results and competition.
- Social sports may have many elements of traditional sport but are primarily
  - for fun and friendship
  - to introduce someone to a sport
  - to bring people back to sport that have dropped out due to injury, time commitments or other circumstances.

#### Modified sport

- Changes are made to existing sports activities to best suit the needs and abilities of less active people and increase the accessibility of activities to a wider audience. This may include changes to rules, type of equipment, playing area, duration of games and/or scoring to suit skill level/ability.
- Sport activities and programs can be modified based on factors, including age, disability, skill level, fitness level, facility availability, location or time.
- Modified sport includes
  - introductory junior programs (e.g. Cricket Blast, Net Set Go)
  - sports programs that have been designed that shorten or simplify the traditional format (e.g. J-Ball, SwingFit).
  - programs designed for people with a disability (e.g. Sailability, Wheelchair Sports)

You can read more here: Clearinghouse for Sport: [Social Sports](#) and [Modified Sports](#)

## What can be funded in the focus areas?

In your application, you will be required to provide a list of items and costings that will assist your club establish a female participation initiative or a social or modified sport program. To be successful, these requested items need to directly relate to your proposed initiative to increase participation.

VicHealth can fund start-up costs for your club to establish new participation opportunities with the intention that these activities can continue into future years. In your application, we will ask you to explain how these new participation opportunities will get more people participating within your club.

To help you submit your grant request, the information below can be used as a guide.

For more information, please review the guide to ineligible items, found [here](#).

### We fund:

- ✓ core participation equipment required to run the program (e.g. equipment required to implement a State Sporting Association program or support new teams to participate)
- ✓ start-up costs associated with delivering or facilitating participation activities or programs (e.g. education directly related to the participation opportunity, accreditation, training or licence fees to become a qualified deliverer of sport activities, team affiliation costs to enter league/association/competition for first season)
- ✓ reference or resource materials required to implement a State Sporting Association or National Sporting Organisation program (e.g. videos, training manuals, branding requirements)
- ✓ core safety or injury prevention items to ensure safe participation of your new participants (e.g. goal padding, helmets)
- ✓ marketing, promotional or other publicity activities to help promote the program or participation opportunity to the community

### We don't fund:

- x Projects that do not address VicHealth's strategic imperative of increasing physical activity
- x Activities expected to be covered by the club or participants, including:
  - x venue hire
  - x insurance
  - x individual player registrations
- x One-off or ongoing fees for coaches, umpires, instructors, trainers/physiotherapists or other paid officials to deliver sessions/support teams
- x Equipment that will not remain the property of the club/organisation
- x Fixed infrastructure or capital works
- x Catering
- x Travel
- x High performance initiatives (elite and representative)

## How much should I apply for?

The Active Club Grant funding tiers are outlined below.

You can also submit two separate applications – one for each tier – but your club can only be **successful once**. All applications need to be **submitted online**, and to be fair to all applicants, we are unable to accept late applications.

### Tier 1: Up to \$3000

This tier is open to all eligible clubs across Victoria. This tier is where the majority of available funds will be allocated, allowing VicHealth to support a wide range of clubs across the state.

If your club applies under the \$3,000 category, you can request a maximum of \$500 for marketing, promotional or other publicity activities to help promote the program or participation opportunity to the community.

### Tier 2: Between \$3001 and up to \$10,000 (limited to 12 successful grants per round)

The \$10,000 funding grant is open to clubs that can make a big impact by engaging more people in physical activity through sport. This tier is limited to 12 successful grants per round.

Clubs applying for this grant should be able to demonstrate a membership base of over 200, the ability to reach a large number of community members through a program or multiple teams, or experiencing significant demand resulting from population growth. For example, this might include a large basketball association with multiple teams, football/netball clubs with significant growth in female participation, or clubs based in growth areas that are trying to keep up with community demand.

If your club applies under the \$10,000 category, you can request a maximum of \$1,000 for marketing, promotional or other publicity activities to help promote the program or participation opportunity to the community.

## Funding level requirements

Tier 1: \$3,000	Tier 2: \$10,000
<ul style="list-style-type: none"> <li>Register for VicHealth’s Active Club Grants using the online application system. You will need to register your details before completing the application form.</li> <li>Complete the online application form, ensuring you answer all relevant questions and submit the application by the grant closing time.</li> <li>Provide pricing quotes for all items or activities intended to be purchased under the grant, excluding marketing costs. Refer to the <a href="#">Quotes information sheet</a>.</li> </ul>	<p>In addition to tier 1 \$3,000 requirements community sport clubs and associations wanting to create a greater impact under tier 2 are required to:</p> <ul style="list-style-type: none"> <li>Submit a 2-minute video to explain how the grant will benefit the club and create new opportunities for people to participate in sport. As 2 minutes is not a long time, you will need to make it relevant. Just talk to a camera or smart phone. VicHealth will be assessing the quality of the idea, not the quality of the video.</li> <li>Provide <a href="#">video consent form</a>.</li> <li>Include a Statement of Financial Performance that indicates the financial position of club.</li> </ul>

Please note:

- The application form gives you the best chance to tell us about your club, share your idea and provide quotes.
- Due to the volume of applications received, we do not require any additional documents (e.g. letters of support from Local Members of Parliament or any other documentation). If you supply documents that have not been requested in the application form, they **will not** be reviewed by VicHealth.
- VicHealth encourages clubs to focus their efforts on highlighting their club’s needs in their application.

## What's VicHealth looking for?

We want to help community sport clubs to increase the amount of participation opportunities across Victoria, particularly for women and girls, and less active community members.

### To be eligible for the grant, you need to:

- be based in, and conduct activities in Victoria
- be a community sporting club where the club's primary sport activities align with a recognised State Sporting Association under the [classification provided by Sport and Recreation Victoria](#) as of round opening
- be an incorporated association, or a company limited by guarantee
- have acquitted previous grants awarded to it by VicHealth (to the satisfaction of VicHealth)
- be able to purchase all requested items within six months of receiving funds (if successful under the \$3,000 tier) or 12 months of receiving funds (if successful under the \$10,000 tier)
- have not received an Active Club Grant in the past two financial years. However, this condition will be removed for clubs that demonstrate disadvantage and hardship due to flood, drought, bushfires or other natural disasters.

Aboriginal community controlled/led sport clubs are also encouraged to apply

### Who can't apply?

- Local government, Regional Sports Assemblies, State Sporting Associations, or National Sporting Organisations.
- Schools, churches, community support groups or health services.
- Professional sport bodies, elite sport teams, or representative teams.
- Organisations where the purpose of funding is to support activities where the head is a deliberate target or where activity involves striking or kicking another individual with intent to injure.
- Active recreation clubs/organisations.

## Previously funded community sporting club

Community sport clubs who have been awarded an Active Club Grant in the previous two financial years are unable to apply for funding.

The below table indicates funding rounds and eligibility to apply in the current round:

If you were funded in these rounds...	...your club is...
2018-19 Round 1	Ineligible
2017-18 Round 1 & 2	Ineligible
2016-17 Round 1 & 2	Ineligible
2015-16 Round 1 & 2	Eligible

A full list of previously funded clubs can be found [here](#).

## This Girl Can – Victoria

[This Girl Can – Victoria](#) is VicHealth's empowering campaign to help women overcome the fear of judgement that can stop them trying new activities or getting involved in sport. Featuring positive images of active women, regardless of their background, ability, age or body shape, in its first year the campaign inspired more than 285,000 Victorian women to get active.

The campaign focuses on Victorian women aged 18 and over who are less active, and features the voices and stories of diverse women from across Victoria.

### This Girl Can – Victoria and clubs

VicHealth is calling on community sports clubs that want to showcase that women should be able to be active whenever, wherever and however they choose, without being judged for how they look, how good they are or how sweaty they get.

Through your involvement, you can make more people aware of the campaign in your local community, and encourage more women to participate in more social, fun, supportive and welcoming activities part of a state-wide movement to get more women active.

During the application process, your club can indicate that you would like to be considered for an additional \$2,000 (excluding GST) to promote the campaign to women in your local community for six months. Only clubs that are approved for an Active Club Grant are eligible to receive these funds. The funds should be

used to cover any staff or volunteer time (honorarium) or any material expenses such as printing of posters.

## What you will need to do

Successful Active Club Grant recipients approved for This Girl Can Victoria, will be required to register as a Campaign Supporter through the [This Girl Can – Victoria website](#) and accept the [This Girl Can Terms and Conditions](#) of the campaign. The club will then be granted access to a range of brand resources, available via the online Campaign Supporter Hub for local promotional activities.

As part of receiving the additional funding your club will:

### Update your website

Update your website with a This Girl Can – Victoria digital banner, accessed through the Campaign Supporter Hub.

### Share our materials online:

We have some great existing materials for you to share to show that being active is not about how you look, but that you're giving it a go.

For example:

- Share our campaign videos, including adverts and Ambassador stories across a range of sports.
- Download our social media tiles with a message or a photo and post it on social media.
- Add your own club photos to our Design Tool social tiles to promote the campaign online.
- Include our digital banners in your newsletters.

Make sure you use the hashtag **#ThisGirlCanVIC** on [Facebook](#), [Twitter](#) and [Instagram](#).

### Use our posters:

You can promote the campaign using our ready to use and editable posters (adding your club and event information), or our online design tool (where you can also use your own club photos).

All of the posters can be printed and displayed at a club or community event, or around your community (e.g. shopping centres, cafes, childcare venues, schools, and other locations). You'll also

have a digital version of the poster you can use on social or in emails.

### Ready to use and editable posters

You can print off our ready to use posters of our Ambassadors, or add your club and event information to the editable posters.

### Online Design Tool posters

You can use our online Design Tool to create unique portrait and landscape posters where you can add your logo, information and your own photos.

### Share your stories:

People love reading stories and your club is sure to have some encouraging ones around members or the club itself. Here are some examples of what to write about:

How one of your female members got the confidence to participate for the first time or achieved a goal.

How the club made changes to provide a positive first experience for participants.

How women in your club are having fun and enjoying themselves as a part of a new program or team.

All customised promotional materials must be submitted to [thisgirlcan@vichealth.vic.gov.au](mailto:thisgirlcan@vichealth.vic.gov.au) for review prior to being published. A minimum of five working days should be allowed for VicHealth review and approval.

## What you cannot do

The use of the This Girl Can logo on uniforms and /or equipment approved under Active Club Grants is not permissible. Any unapproved use of the This Girl Can logo outside of the Campaign Supporter guidelines, may result in VicHealth ceasing the Campaign Supporter partnership.

## What if I still have questions?

Please read and understand these Guidelines and the:

- Active Club Grant [Terms and Conditions](#)
- Check out the Frequently Asked Questions:
  - [Frequently Asked Questions \(Program\)](#)
  - [Frequently Asked Questions \(IT\)](#)

Email [activeclub@vichealth.vic.gov.au](mailto:activeclub@vichealth.vic.gov.au) or call the Active Club Grant hotline on 03 9667 1308.

We are available 9am-5pm Monday to Friday and aim to respond to all enquiries within 2 business days.

We receive a high volume of calls in the last few days before applications closes, we encourage you to contact us with your questions as early as possible.

## Where to seek advice

We advise you to contact your relevant [State Sporting Association](#) or National Sporting Organisation to discuss potential opportunities for your club to administer one of its programs in your community.

Sport development staff from Local Governments or [Regional Sports Assemblies](#) can provide advice on how to implement programs that will attract new audiences to your club.



## Selection Criteria

All applications will be assessed against the following selection criteria.

	Selection Criteria	Unclear	Poor	Fair	Good	Great	Excellent
<b>What</b>	Clear description of participation initiative/s you intend to implement to increase physical activity levels for less active Victorians through sport.	0	1	3	5	7	10
<b>Why</b>	Clear rationale for how the participation initiative/s intends to increase the physical activity levels for less active Victorians through sport and why this is needed within your club.	0	1	3	5	7	10
<b>Who</b>	Clear description of who will benefit from the participation initiative/s to be created; how many participants will benefit; and how the participation initiative/s meets the needs of these participants.	0	1	3	5	7	10
<b>Relative disadvantage</b>	When assessing your grant application, VicHealth will consider the social and economic disadvantage in your club's local area using the SEIFA index.	<a href="#">Socio-Economic Indexes for Areas (SEIFA)</a> ranks areas in Australia according to relative socio-economic advantage and disadvantage.					
*An additional Criteria is included for clubs who are applying for a grant under funding tier 2 between \$3001 to \$10,000							
<b>*Capacity and Sustainability</b>	Clear description of how the initiative will be sustainable and clear role of supporting partners who will ensure success.	0	1	3	5	7	10



Victorian Health Promotion Foundation  
 PO Box 154 Carlton South  
 Victoria 3053 Australia  
 T +61 3 9667 1333  
 F +61 3 9667 1375

[vichealth@vichealth.vic.gov.au](mailto:vichealth@vichealth.vic.gov.au)  
[www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au)



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