

# Program Guidelines:

## Apply for Active Club Grants 2019–20 Round 1

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

VicHealth is inviting community sport clubs (clubs) to apply for an Active Club Grant to increase opportunities for more Victorians to be active.

### Active Club Grants

VicHealth's Active Club Grants encourage more Victorians to participate in sport in two focus areas:

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

There are four grant opportunities available, but you can only be successful once:

- Focus Area 1: \$3,000.00 Increasing female participation in sport
- Focus Area 2: \$3,000.00 Supporting social and modified sport
- Focus Area 1: \$10,000.00 Increasing female participation in sport
- Focus Area 2: \$10,000.00 Supporting social and modified sport

This Girl Can - Victoria

- When you apply, you can indicate interest to be considered for additional funding to support the This Girl Can - Victoria campaign.

### Applying for a grant

We encourage you to see 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)

Don't worry if you have never applied for a grant before. 90% of previous applicants found the simplified application form easy to follow and complete.

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

### Active Club Grants Round 1 timeline:

Date	Activity
Tuesday 30 July 2019	Applications open
Friday 30 August 2019	Applications close at 4.00pm
September to October 2019	Applications assessed by an Assessment Panel including independent representatives
November 2019	Clubs will be advised by email of the outcome of their application
Late November 2019	Funding transferred to successful clubs

We don't want you to trip over the first hurdle so we have created an [Application Game Plan](#) to help start planning your application.

For any questions regarding Active Club Grants, please use our online webform 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.



Previous ACG Recipient: Bellarine Hockey Club

## Application Process

What your club needs to do...	What <b>VicHealth</b> will do...
<ol style="list-style-type: none"><li>1. Review the <a href="#">Program Guidelines</a> and <a href="#">Terms and Conditions</a></li><li>2. Check if your club is eligible</li><li>3. Choose your focus area and your funding tier</li><li>4. Check item eligibility and obtain quotes</li><li>5. Submit application by 4:00pm 30 August 2019</li></ol>	<ol style="list-style-type: none"><li>1. Assess applications against Key Selection Criteria see page 7.</li><li>2. Provide recommendations to an Assessment Panel including independent representatives for review and endorsement</li><li>3. Advise clubs of the outcome in November 2019</li><li>4. Announce the outcomes of the funding round in November 2019</li><li>5. Process payments to clubs in late November 2019</li></ol>

### Who can apply?

To be eligible, you'll need to:

- be a community sport club, league or local association
- be based in, and conduct activities in Victoria
- conduct activities that align with a recognised [State Sporting Association](#) or a recognised [Disability Sport and Recreation Organisations](#) under the classification provided 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 \$3,000.00 Tier) or 12 months of receiving funds (if successful under the \$10,000.00 Tier)
- have not received an Active Club Grant in the past two financial years<sup>1</sup>.

Please note:

- Aboriginal community controlled/led sport clubs are encouraged to apply
- VicHealth can only approve one application per Incorporation number and ABN (if applicable)<sup>2</sup>.

### 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, [regional academies](#) 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. e.g. Parkrun, Gyms, Fitness Centre

<sup>1</sup> This condition will be waived for clubs that demonstrate disadvantage and hardship due to flood, drought, bushfires or other natural disasters.

<sup>2</sup> If your club has multiple teams or clubs under the one organisational structure, please ensure you have discussed the application at committee level to determine whether you will apply on behalf of one team; or will be submitting a combined application.

## Previously funded community sporting club

So we can share funds across the state, clubs who have been awarded an Active Club Grant in the previous two financial years are unable to apply for funding.

The table to the right indicates funding rounds and eligibility to apply in the current round.

A [full list of previously funded clubs](#) can be found on the Active Club Grant Webpage.

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

## What are the Active Club Grants focus areas?

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


The two focus areas enable clubs to support VicHealth’s Physical Activity goal of getting 300,000 more Victorians engaging in physical activity by 2023 through the:

- Creation and promotion of more tailored participation opportunities for women and girls.
- Influencing sporting environments to become more inclusive of women and girls.
- Development of more ways to play sport that are fun, social and local.

Focus Area 1	Focus Area 2
<p>Funding is available to support clubs to implement initiatives to engage more women and girls in sport.</p> <p><b>Female participation</b></p> <ul style="list-style-type: none"> <li>• Almost half as many women take part in organised sport compared to men, and women are most likely to stop playing sport as teenagers.</li> <li>• 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.</li> <li>• To encourage and enable more females to become active, are there changes you can make to the environment in your community to ensure it is welcoming, comfortable and not intimidating for women and girls</li> <li>• We encourage your club to think about how you can offer more opportunities for female participation, including: <ul style="list-style-type: none"> <li>○ new teams</li> <li>○ new competitions</li> <li>○ new programs</li> <li>○ private and appropriate spaces</li> </ul> </li> </ul> <p>You can read more here: <a href="#">Helping Women and Girls Get Active Guide</a></p>	<p>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.</p> <p><b>Social sport</b></p> <ul style="list-style-type: none"> <li>• Social sport opportunities are more flexible, social and less structured than traditional sport activities.</li> <li>• These programs have greater emphasis on fun, social interaction and enjoyment, and less emphasis on performance, results and competition.</li> <li>• Social sports may have many elements of traditional sport but are primarily for fun and friendship; to introduce someone to sport or to bring people back to sport that have stopped participating.</li> </ul> <p><b>Modified sport</b></p> <ul style="list-style-type: none"> <li>• Changes are made to sports activities to best suit the needs and abilities of less active people and increase the accessibility of activities to a wider audience.</li> <li>• Sport programs can be modified based on age, disability, skill level, fitness level, facility availability, location or time. This may include changes to rules, equipment, playing area, duration of games and/or scoring to suit skill level/ability.</li> <li>• Modified sport includes introductory junior programs (e.g. Cricket Blast, Net Set Go); shortened or simplified formats (e.g. J-Ball, T-ball); or programs designed for people with disability (e.g. Sailability, Wheelchair Sports)</li> </ul> <p>You can read more here: Clearinghouse for Sport: <a href="#">Social Sports</a> and <a href="#">Modified Sports</a></p>

## How much should I apply for?

Active Club Grants offer clubs two opportunities for funding, and each tier has their prerequisites for funding

Tier 1: Up to \$3,000.00	Tier 2: Up to \$10,000.00
<p>Tier 1 is open to all eligible clubs across Victoria.</p> <p>The majority of available funds will be allocated under Tier 1, allowing VicHealth to support a wide range of clubs across the state.</p>  <p>Previous ACG Recipient: Western Kangaroos Football Club</p>	<p>Tier 2 is limited to 12 successful grants per round.</p> <p>The \$10,000.00 funding grant is open to clubs that can make a big impact by engaging more people in physical activity through sport.</p> <p>For example, a large basketball association with multiple teams; football/netball clubs with significant growth in female participation; or a club that may incur significant costs in supporting a new target audience.</p> <p>Club applying for \$10,000.00 need to demonstrate at least one of the following:</p> <ul style="list-style-type: none"> <li>• A membership base of over 200; or</li> <li>• The ability to reach a large number of Victorians through a program or multiple teams; or</li> <li>• Implementing new initiatives due to significant demand resulting from population growth; or</li> </ul> <p>The funding will help breaking a major cost barrier for running a participation initiative that will benefit a specific underrepresented population group who experience greater barriers to physical activity, e.g. Aboriginal Victorians, people with disability, culturally and linguistically diverse, LGBTIQ+, remote or isolated communities, etc.</p> <p>If we really like your \$10,000.00 application, but feel it's more suitable for our \$3,000.00 funding tier, we may transfer your application to Tier 1, and reduce or remove requested items to a maximum of \$3,000.00. You will have the opportunity to accept or decline this proposed funding</p>

Application Requirement (\$3,000.00)	Application Requirement (\$10,000.00)
<p>Provide pricing quotes for all items or activities intended to be purchased under the grant, excluding marketing cost, venue hire and deliverer fees. Refer to the <a href="#">Valid Quotes information sheet</a>.</p>	<p>In addition to the Tier 1 requirements, you will need to submit a 2-minute video to explain how the grant will benefit the club and create new opportunities for people to participate in sport.</p> <p>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.</p> <p>Provide <a href="#">video consent form</a>.</p>

## What can be funded in the focus areas?

This grant is about covering start-up costs to establish new participation opportunities with the intention that these activities can continue into future years. In your application, you will provide a list of items and costings relating to your participation initiative. To be successful, these requested items need to directly relate to your proposed initiative to increase participation. To help you submit your grant request, the information below can be used as a guide.

### What we can fund

- ✓ core participation equipment required to run the program (e.g. equipment required to establish new teams, or implement a State Sporting Association program)
- ✓ education or training for coaches, facilitators, deliverers or instructors so that they can deliver a new participation initiative (e.g. community coaching course, training specific to a new social sport)
- ✓ team affiliation costs to enter league/association/competition for first season
- ✓ licence fees to allow your club to offer a new social or modified sport program
- ✓ 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 for participants (e.g. goal padding, helmets)
- ✓ marketing, promotion or publicity activities to promote the participation opportunity to the community (maximum \$500.00 for clubs at the \$3,000 tier; maximum \$1,000 for clubs at the \$10,000 tier)



### What we can fund - new funding categories

We can now offer clubs funding to support venue hire, deliverer fees and small environmental changes that will make your club environment more welcoming to women and girls. We have heard though the evaluation from clubs that these three areas are crucial to setting up a new initiative and/or providing a positive experience.

However, these funds cannot be used retrospectively if the team, competition or program has already been established.

#### Venue hire

**Maximum request of \$1,000.00**

- ✓ a contribution to venue or ground hire to help your club get new teams, competition or programs off to a great start

*For example: VicHealth Badminton Inc requires access to a court on weekday mornings to support a new social competition. The clubs requests \$840.00, to cover three hours a week of court hire for 14 weeks of competition this will support the club to get the program off the ground and build participation.*

#### Deliverer fee

**Maximum request of \$1,000.00**

- ✓ a contribution to paying a deliverer to run or facilitate a new program
- ✓ this includes professional, semi-professional, or volunteer coaches, facilitators or instructors

*For example: VicHealth Basketball Inc requires a Deliverer to run the newly created Sunday morning Junior Hoops program. The cost of the deliverer is \$850.00 and will deliver 34, one hour sessions over a six month period. The fees will reduce the cost for new participants to the program in the first year to encourage participation.*

#### Changes to Environment

**Maximum request of \$1,000.00**

- ✓ small environmental changes or upgrades that will a more welcoming, friendly and suitable experience for women and girls.

This does not include major infrastructure, but it could include:

*Example 1: VicHealth Football club requires block out curtains to increase privacy for players in the change rooms. Giving the women's team greater confidence and security.*

or

*Example 2: VicHealth Bowls Club is implementing a Bowling with Babies program; the club applied for \$200.00 towards play pens for babies to be in a safe location on the green whilst their mums are actively participating in the program; and \$630.00 towards a portable ramp to assist moving prams from walk ways to the green.*

## What cannot be funded in the focus areas



You don't want to get red carded during assessment. Each round we have to decline many applications because clubs have applied for ineligible items, or we are unable to see a clear alignment to the program goals.

The below are examples of requests that have been declined in previous rounds.

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

If you are unsure about a particular item, please send us an enquiry using our webform.<link>

### 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 Insurance / utilities
  - x individual player registrations / subsidies to reduce the cost of playing/ participating
- x One-off or ongoing fees for staff that are not responsible for program delivery including, personal trainers, physiotherapists, umpires, doctors or other paid officials
- x Equipment that will not remain the property of the club/organisation
- x Infrastructure, capital works, ground maintenance
- x Catering, BBQ's, canteen appliances
- x Transport, accommodation
- x High performance initiatives (elite and representative)
- x Inspirational/motivational guest speakers

## What is 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 best allocate our funds across Victoria, we will assess and score applications against the selection criteria below. To provide yourself with the best chance of being funded, we encourage you to provide a clear description of your participation initiative, why it is needed within your club and who will benefit.

In addition clubs are required to provide quotes for the items that will assist your club establish a program under your selected focus area up to the maximum amount under your funding Tier (ex GST). These requested items need to directly relate to your proposed initiative to increase participation.

Clubs who best address the selection criteria will be offered funding.

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/How</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 above \$3000.00 to \$10,000.00

<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
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## 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.

During the application process, your club can indicate that you would like to be considered for an additional \$2,000.00 (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:

#### 1. Update your website:

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

#### 2. 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 many sports.
- Download our social media tiles with a message or a photo and post it on social media.

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

#### 3. 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).

##### 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.

#### 4. 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 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. Five working days should be allowed for VicHealth review and approval.

### What you cannot do

Unfortunately, clubs are unable to use the This Girl Can logo on uniforms, merchandise or equipment. 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?

Reading the documentation for a grant round can be frightening, but we assure you it is simple.

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 \(IT\)](#)

For any questions regarding Active Club Grants, please submit your enquire via our online webform:

<https://www.vichealth.vic.gov.au/funding/active-club-grants>. We aim to respond to all enquiries within 2 business days.

We receive a high volume of enquiries 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



Previous ACG Recipient: Cardinia Beaconhills Golf Links



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