

Changing Our Game

Advancing gender equality in sport for women and girls: female participation in sport

Funding guidelines 2017 – Changing the Game extension

The *Advancing gender equality in sport for women and girls* program is an integrated VicHealth investment with three focus areas:

1. **Participation** – to create new opportunities for women’s participation in sport and engage those inactive and somewhat active women and girls to become more active
2. **Profile** – to increase the profile of women’s sport and improve attitudes towards gender equality in sport among the target audience, and promote new participation opportunities for women and girls
3. **Organisational leadership** – to improve sport policy and practice and create welcoming and inclusive environments for women and girls.

The *Female participation in sport* program has a specific focus on areas 1 and 3 above.

In addition, VicHealth is also offering the six State Sporting Associations (SSAs) / National Sporting Organisation (NSO) currently funded through the existing VicHealth Changing the Game (CTG) program the opportunity to apply for funding to extend the reach and scale of their existing CTG programs and products for women and girls. These are:

- AFL Victoria – AFL Active
- Tennis Australia in partnership with Tennis Victoria – Get Into Cardio Tennis
- Netball Victoria – Rock Up Netball
- Cycling Victoria – Social Spin
- Gymnastics Victoria – Move My Way
- Surfing Victoria – Coasting

Existing CTG programs and products will need to be tailored to engage one of the four female segments VicHealth has identified on page 3.

VicHealth will partner with a small number of SSAs/NSOs across either the new participation program and/or the CTG extension program who can

help us make the greatest impact on increasing participation levels of less active females through sport in Victoria.

CTG sports can apply to extend existing CTG programs and products OR to create a new opportunity. CTG sports cannot apply for both streams of funding.

Important information

Your SSA/NSO could share in up to \$3.6 million* in funding available over 2017 to 2020. However, the period of additional funding for extending CTG programs and products is 12–18 months (as determined by the VicHealth assessment panel)

Key dates

Opening date	Friday 03 February 2017
Closing date	2:00 pm, Friday 10 March 2017
Participation workshop (optional but highly recommended) 4-hour duration	Workshop 1: 1:00 pm, Monday 13 February 2017 or Workshop 2: 1:00 pm, Tuesday 14 February 2017
Potential interviews for shortlisted organisations (as required)	Thursday 23 March 2017
Notifications anticipated by	Late May 2017
Funding commences	1 July 2017

*The allocation of the total \$3.6 million funding pool will be considered in respect to the best applications from SSAs/NSOs who propose a new opportunity alongside applications from any of the six CTG sports to extend the reach of existing CTG programs and products



Important information continued

Only the State Sporting Associations (SSAs) and National Sporting Organisation (NSO) who have been funded under the current VicHealth Changing the Game (CTG) program can apply for extension funding by completing this application form and submitting it to physicalactivity@vichealth.vic.gov.au

Emailed or faxed applications will not be accepted.

Before applying, please ensure you have thoroughly read and understood these guidelines as well as the:

[Terms and Conditions](#)

[VicHealth's Privacy Statement](#)

[VicHealth's website Terms of Use](#)

[Frequently asked questions](#)

[Life stages snapshots](#)

About VicHealth

VicHealth is a pioneer in health promotion – the process of enabling people to increase control over and improve their health. The primary focus of VicHealth is promoting good health and preventing chronic disease.

VicHealth's Action Agenda for Health Promotion outlines 10-year goals and 3-year priorities across the following five strategic imperatives:

- Promote healthy eating
- Encourage regular physical activity
- Prevent tobacco use
- Prevent harm from alcohol
- Improve mental wellbeing.

More information about VicHealth is available at www.vichealth.vic.gov.au

Why is VicHealth focusing on gender equality in sport?

Gender equality is a critical determinant of health and wellbeing. Females remain under-represented in sport – both on and off the field – in participation, media coverage and leadership positions. These inequalities send a damaging message, not just to our female athletes but to all women and to our society as a whole.

Sport provides a valuable setting to change social norms, attitudes and culture to advance gender equality. VicHealth has been proudly championing the important role women all over Victoria and Australia play in society, and in today's context, in sports participation, leadership, management, media and as professional athletes.

VicHealth's focus on women in sport forms part of our overarching commitment to achieving gender equality across the community and building a culture of respect and non-violence.

Encouraging regular physical activity through sport

Regular physical activity has health, social and economic benefits and is one of the most important factors in promoting good health and preventing chronic disease in Australia. Yet less than a third of Australians are getting enough physical activity to benefit their health¹, with lifestyles becoming increasingly sedentary.

Enquiries

For questions regarding the program, these guidelines or the Terms and Conditions please email

physicalactivity@vichealth.vic.gov.au

If you are having issues with the online application please call 03 9667 1380.

Further information

www.vichealth.vic.gov.au/advancinggenderequality

Why is VicHealth focusing on female participation in sport?

At VicHealth we know that not enough females are sufficiently physically active² and participation levels decline as females get older³. From a health perspective, this is something that VicHealth wants to address.

In Victoria, 2015 data indicates that nearly two-thirds (60 per cent) of women are inactive or somewhat active and that more than twice as many women are choosing to participate in non-organised or more flexible physical activity opportunities (68.5 per cent) compared to organised physical activity (29.6 per cent)⁴.

Of this organised participation, women's participation through a sports club or association is lower compared to males⁵.

Sport participation data from major sports in Victoria indicate that sport participation rates among females are half of those among males at community sporting club level⁶.

That's a lot of good reasons why VicHealth wants to work with sports to get more female Victorians active through sport, particularly women who participate less or not at all.

What do we know about less active females?

As part of VicHealth's commitment to increasing physical activity among less active Victorians we commissioned a study to help us understand the characteristics of different female life stages or segments. We wanted to know what impacts upon their lives and influences them in their decisions around physical activity. We also wanted to know the best ways to inspire and engage them to increase their participation in sport and physical activity.

As a result of this study, VicHealth has identified four age segments of women and girls that are the most suitable for sports to engage because they include:

- large numbers of females who are currently less active
- are ready and motivated to consider getting involved in more physical activity
- are open to participating in sport.

Which four female life stages does VicHealth want to get more active?

The four female life stages which are a key focus for this program are less active:

- [girls and teenage girls aged 12–17 years](#)
- [young female adults aged 18–24 years](#)
- [females aged 25+ with no children](#)
- [females with children, particularly those with children school-aged or younger](#)

Read more about each of the life stages snapshots [here](#).

What's on offer?

Your CTG SSA/NSO could share in up to \$3.6 million in funding to extend the reach of your existing CTG participation product or program to engage less active women and girls. However, the period of additional funding for extending CTG programs and products is 12–18 months (as determined by the VicHealth assessment panel).

CTG sports can apply to extend existing CTG programs and product **OR** to create a new opportunity. CTG sports **cannot** apply for both streams of funding.

The allocation of the total \$3.6 million funding pool will be considered in respect to the best applications from SSAs/NSOs who propose a new opportunity alongside applications from any of the six CTG sports to extend the reach of existing CTG programs and products.

What type of extension opportunities does VicHealth want to invest in?

Your sport will need to consider where you are best placed to extend the reach and scale of your existing CTG participation opportunity and how it can be tailored for less active women within one of the four female segments VicHealth has identified.

Your participation opportunity will continue to engage females who haven't been involved in your sport before or re-engage past participants who are no longer involved in your sport. The opportunity will need to:

- extend (scale) the geographical reach of your existing program or product
- repurpose or modify (as required) your existing CTG program or product for one of the four female life stages. It may mean tweaking your CTG program to specifically meet the needs of a different age group than you previously engaged, e.g. adapting the program from engaging single adults to engaging mothers.

You will need to demonstrate your CTG product or program has been customised to the female group you wish to engage in terms of the product itself, recruitment, promotion and engagement approaches.

As part of the funding requirements, VicHealth must continue to be recognised as a founding partner of the program and be provided premium rights to promote the VicHealth brand and partnership.

What we will not fund

- Delivery of the existing CTG product or program at its current reach – i.e. the funding must achieve expansion and increased reach
- One-off events not connected to a broader program or competition
- Programs delivered within schools

Timelines

Date	Activity
31 January 2017	Launch of VicHealth's <i>Advancing gender equality in sport for women and girls: female participation in sport</i> program
3 February 2017	CTG extension funding opens for the six VicHealth funded CTG sports
13 February 2017	Program workshop 1*: hosted by VicHealth Registration via Eventbrite https://changing-our-game-participation-workshop-1.eventbrite.com.au
14 February 2017	Program Workshop 2*: hosted by VicHealth Registration via Eventbrite https://changing-our-game-participation-workshop-2.eventbrite.com.au
10 March 2017	Applications close 2:00 pm
Week commencing 13 March 2017	Applications assessed and shortlisted
21 March 2017	Shortlisted organisations notified of interview time**
23 March 2017	Shortlisted organisations interviewed by VicHealth (as required)
11 April 2017	VicHealth assessment panel
May 2017	Final VicHealth approval
Late May 2017 (anticipated)	Organisations notified of outcome of application
June 2017	Contracting of successful organisations
July 2017	Program commences from 1 July 2017

* Workshop attendance is strongly encouraged to enable your organisation to be best prepared to apply for the program. You will be required to register your attendance via the provided link. Both workshops will be identical so you only need to attend one.

** Shortlisted organisations will be notified via phone and may be invited to participate in an interview (phone or face-to-face) with VicHealth representatives and any technical experts nominated by VicHealth to clarify any questions or seek further information in respect to their application as required. An appropriate representative/s of your organisation will need to be available for an interview on Thursday 23 March 2017 between 12.30–5.00 pm. Please ensure your organisation is available on this date.

Who can apply?

- Only the six SSAs/NSO funded under the current VicHealth CTG Program can apply under the CTG extension.
- CTG SSAs/NSO must conduct funded activities in Victoria.
- CTG SSAs/NSO who have acquitted previous grants awarded to it by VicHealth (to the satisfaction of VicHealth).

Who cannot apply?

- Organisations not currently funded under the current VicHealth CTG program.

Selection criteria – what is VicHealth looking for?

1: Participation reach

VicHealth wants to get tens of thousands of less active women and girls to become more active, with a focus on the four female life stages identified earlier through the CTG extension and/or the new participation component of the participation program. That means your sport will need to be able show us that you can extend the reach of your CTG product or program to get thousands of women or girls participating in your opportunities over the next 12–18 months. We will need to see that your CTG program or product is tailored to engage your chosen female segment and tap into their motivations.

VicHealth cares about ensuring that everyone has a chance to get active so think about how your opportunity will be inclusive and accessible. We know that the women and girls who are least likely to be active are those with a disability, are Aboriginal, are on low incomes, speak a language other than English at home or live in rural and regional areas. Therefore we'd like to see that your program or products cater for these women who will benefit most.

You will not only provide a strong participation opportunity, but you will also have a clear strategy to really connect with, talk to and inspire females from your chosen segment to take the next step into greater participation.

With VicHealth as a key investor in your opportunity, we will need to see that you will continue to consider how VicHealth will continue to be acknowledged as a founding partner within the naming, branding and promotion of your participation opportunity.

2: Organisation and partner attributes

VicHealth wants to work with SSAs/NSOs that are ready, capable and have the experience to extend and scale your CTG program or product to one of the four female segments. To help you do this VicHealth wants you to budget for a full time employee who has the relevant experience, skills and qualifications to lead the project to deliver significant participation outcomes.

We want to see that the extension of your CTG program or product continues to clearly align with your organisational strategy and integrates seamlessly into your sports existing structure, pathways and/or your suite of opportunities for females. This strategic alignment should be consistent across both a national and state level, so that it's a priority and has commitment at both levels of the sport.

VicHealth knows that strong partnerships are critical for ensuring the success of participation programs. It will be important to demonstrate that your sport has strong partnerships in place which will support your sport in extending your opportunity. This must at least include a partnership between both your State and National body, but may also include local clubs, private providers or other community organisations. We want to know that you have strong buy in and support to ensure the projects' success to scale.

3: Organisational leadership in gender equality

VicHealth has a long history of working to improve gender equality in sport. With this investment we want to partner with CTG SSAs/NSO who also see advancing gender equality as part of everyday business. We will see that your sport walks the talk by demonstrating commitment to increasing female representation in leadership and decision making roles – including on your board, demonstrates leadership in promoting gender equality in your organisation – to the sports sector and general public – and improves policy and practice within your own organisation to make it more inclusive for women and girls.

4: Legacy – beyond VicHealth funding

We want to ensure that your sport is already considering the long term future of your CTG program or product and organisational leadership opportunity beyond VicHealth funding. You will need to show us that your offering can foster the greatest impact to participation levels now but also has significant potential to continue to grow and engage many more Victorian females into the future.

A clear plan that demonstrates how your CTG program or product can become a financially viable and integrated part of your business beyond 2018 will be important. In addition, commitment to improving policy and practice within your organisation to further support gender equality and an inclusive environment for females will be highly valued..

How to apply

Step 1 – Application

Review funding materials in detail and consider where there might be a clear opportunity within your sport to extend and scale your existing CTG program or product and tailor it to one of the four female life stages VicHealth has identified.

Step 2 – Attend VicHealth’s Advancing gender equality in sport for women and girls: female participation in sport program workshop

Attendance at the workshop is strongly encouraged if you intend to apply for this funding.

The workshop will:

- provide further detail on the critical information for VicHealth’s *Advancing gender equality in sport for women and girls: female participation in sport program*
- take you through the application materials and process
- provide further detail and insights into each of the four life stages of women and girls that VicHealth has identified
- assist sports to consider and apply the key insights on each of the four female segments in respect to participation opportunities
- support sports to refine your ideas
- answer any questions sports might have regarding the program.

Workshops will be held at VicHealth Seminar Room 1, 15 –31 Pelham St, Carlton 3058

- Participation workshop 1: Monday 13 February 2017 1.00 pm-5:00 pm
- Participation workshop 2: Tuesday 14 February 2017 1.00 pm-5:00 pm

You must register to attend your preferred workshop by visiting

<https://changing-our-game-participation-workshop-1.eventbrite.com.au>

or

<https://changing-our-game-participation-workshop-2.eventbrite.com.au>

Both workshops will be identical so you only need to attend one, not both. It is recommended that no more than three representatives per organisation attend the same workshop.

Step 3 – Submit a completed application form

Only the six VicHealth CTG funded SSA/ NSO can apply by completing the CTG extension application form for VicHealth’s *Advancing gender equality in sport for women and girls: female participation in sport program* and submitting it via email to physicalactivity@vichealth.vic.gov.au

Faxed applications will not be accepted.

Before applying, please ensure you have thoroughly read and understood these guidelines as well as the:

[Terms and Conditions](#)

[VicHealth’s Privacy Statement](#)

[VicHealth’s website Terms of Use](#)

[Frequently asked questions](#)

How will applications be assessed?

VicHealth will be assessing your application against the selection criteria described in these guidelines and Terms and Conditions.

Stages of assessment

Stage 1 – VicHealth representatives and external technical expert/s will review and shortlist applications against the selection criteria.

Stage 2 – Shortlisted SSAs/NSOs may be required to be interviewed (phone or face-to-face) to clarify any points or questions raised by the shortlisting group. An appropriate representative/s of your organisation will need to be available for an interview on Thursday 23 March 2017 between 12:30-5 pm. Please ensure your organisation is available on this date.

Stage 3 – A panel of experts representing VicHealth, the sport, communications and health promotion sector (the assessment panel) will meet to make recommendations for the allocation of funding.

Stage 4 – Organisations will be advised by email of the outcome of their application in late May.

VicHealth will make a final funding decision based on the best mix of applications to achieve the greatest impact in delivering on the program outcomes.

Grant conditions

All applicants must accept the Terms and Conditions as part of the application process.

- Terms and Conditions can be found [here](#).

In addition all organisations funded under this program must:

- budget for/employ an equivalent full time employee with the relevant experience, skills and qualifications to lead the project
- participate in meetings as directed at VicHealth
- initially produce a 12–18-month work plan and budget
- commit to a minimum 12-month funding agreement and up to 18 months depending on the recommendation from the assessment panel
- participate in the VicHealth evaluation of this program including complying with any mandatory data and reporting requirements
- participate in education and training sessions as directed
- comply with VicHealth branding requirements
- be committed to achieving a minimum of 40 per cent female representation on your sporting organisation's Board by July 2019
- agree to participate in opportunities to work on gender equality as aligned to VicHealth's Leading Thinkers Initiative
- support VicHealth campaign(s) to advance gender equality in sport
- VicHealth must be recognised as a founding partner of the program and be provided premium rights to promote the VicHealth brand and partnership.

References

1. ABS (Australian Bureau of Statistics) 2012, *Australian Health Survey: First results, 2011–12*, cat. no. 4364.0.55.001, Australian Bureau of Statistics, Canberra.
2. Ibid
3. ABS (Australian Bureau of Statistics) 2013, *Participation in Sport and Physical Recreation, 2011-2012* cat. no. 4177.0, Australian Sports Commission, Canberra.
4. VicHealth 2016, *VicHealth Indicators Survey 2015, Selected Findings*, VicHealth, Carlton
5. Ibid
6. Ibid

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