

VicHealth's Alcohol Culture Change Initiative: Open funding round

Funding guidelines

VicHealth invites project proposals that aim to influence risky drinking cultures in Victoria.

A pool of \$1.06 million will see up to six projects delivered over 24 months.

The final funding round of the Alcohol Culture Change Initiative makes funds available in two categories.

1. Middle-older age risky drinking cultures.

VicHealth is seeking project proposals that influence:

- Sports bar drinking culture
- Construction industry drinking culture
- Drinking cultures in regional and rural settings

Applicants are encouraged to select a target drinking culture and utilise the research insights outlined in the relevant brief insight report to inform project proposals.

2. Other risky drinking cultures.

VicHealth is calling for applicants to identify specific drinking cultures that will provide a setting or target for intervention. Applicants choosing this option will be required to demonstrate their understanding of alcohol culture – as defined by the Alcohol Cultures Framework ('The Framework').

Applicants should note that all projects funded under the [Alcohol Culture Change Initiative](#) align with The Framework, applicants should use it as a lens for funding applications and designing, implementing and evaluating projects.

Who should apply?

If you're an organisation that holds social change dear to your heart, we want you! VicHealth is seeking entrepreneurs, pioneers, big thinkers and change-makers to challenge the status quo, develop an idea and make a positive impact on alcohol culture. We welcome submissions from a diverse range of organisations that may include, the arts, digital or gaming sectors, media organisations, radio, rural organisations, industry¹, bloggers, community groups, sports sector, innovation specialists and a wide range of other organisations.

Organisations can apply for funding by completing and submitting an application at www.vichealth.vic.gov.au/alcoholculturegrants

¹ Further information about 'industry' is provided at page 7 under 'Who can apply'.

Important information

Key dates

Opening date	Monday 20 March 2017
Briefing session	10:00– 11:00 AM, Thursday 30 March 2017 RSVP essential to alcohol@vichealth.vic.gov.au
Closing date	12:00 PM, Monday 1 May 2017
Notifications anticipated by	Monday 22 May 2017
Funding commences	Monday 29 May 2017

Important documents

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

- Alcohol Cultures Framework
- Brief Insight Reports
 - Sports bar drinking culture
 - Construction industry drinking culture
 - Drinking cultures in regional and rural settings
- Frequently Asked Questions
- VicHealth Standard Funding Agreement
- VicHealth website Terms of Use

Submitting an application

To complete your application, you will need to:

- Register your details on the Funding Application System
- Complete the online application

Enquiries

We encourage potential applicants to contact VicHealth with any questions via email alcohol@vichealth.vic.gov.au

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 current investments align with the [VicHealth Action Agenda for Health Promotion](#).

The Action Agenda is our strategic plan to 2023, with 10-year goals and 3 year priorities on the following strategic imperatives:

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

More information available at www.vichealth.vic.gov.au

Background

In 2013, the [VicHealth Action Agenda for Health Promotion](#) was released, providing the organisational strategic direction for the next 10 years (2013–2023). Preventing harm from alcohol is one of five strategic imperatives identified for action to improve the health of all Victorians. Within the first three years of the Action Agenda, VicHealth led campaigns for alcohol culture change in partnership with the State Government; supported alcohol culture change projects such as [Good Sports](#) and [Hello Sunday Morning](#); funded research, and delivered the [Alcohol Innovation Challenge](#) to seed new ideas to reduce alcohol consumption and increase the acceptability of drinking less.

The 2016 [refreshed Action Agenda](#) sets out both a 10-year goal and a 3-year priority for alcohol:

- Ten-year goal: More Victorians drink less alcohol.
- Three-year priority: More people and environments that support effective reduction in harmful alcohol use.

Noting the importance of considering health equity across all activities, our work in alcohol will also aim to reduce inequities in alcohol-related harm.

More information available at www.vichealth.vic.gov.au/alcoholstrategy and www.vichealth.vic.gov.au/actionagenda

Alcohol trends in Victoria

While the overall levels of alcohol consumption in Victoria are relatively stable, alcohol-related harms including hospitalisations and ambulance attendances have increased significantly in recent years.

Table 1: Trends in alcohol-related harms in Victoria (Turning Point 2015)

Indicators – Victoria	Trend per 100,000
Alcohol treatment episodes 2003–2004 to 2012–2013	10 per cent ↑
Alcohol-related ambulance attendances 2006–2007 to 2013–2014	285 per cent ↑
Emergency department presentations 2006–2007 to 2013–2014	25.6 per cent ↑
Alcohol-related hospital admissions 2006–2007 to 2013–2014	3.4 per cent ↑
Alcohol involvement in family violence incidents 2003–2004 to 2012–2013	59 per cent ↑
Alcohol-related serious or fatal road injuries 2001–2002 to 2010–2011	45 per cent ↓

While most Victorians drink responsibly, a significant proportion of the population still drink in a manner that puts them at risk of injury from a single occasion of drinking, or at risk of chronic disease over the longer term.

Short-term harms from alcohol misuse, such as injury, are experienced more often by men and adults. Longer-term harms, including cancers, cardiovascular diseases and digestive diseases are more likely to be experienced by people with low socioeconomic backgrounds (Victorian Drug and

Alcohol Prevention Council 2010), those living in rural and regional areas, men and older people (National Preventative Health Taskforce Alcohol Working Group 2008).

Every year in Victoria, alcohol causes over 1200 deaths and nearly 40,000 hospitalisations (Gao et al. 2014). Consuming alcohol within low risk drinking guidelines can improve physical and mental wellbeing, social connection and reduce the risk of injury and chronic diseases.

More than 3.8 million Australians average at least four standard drinks of alcohol per day, which is twice the recommended health guidelines. These Australians represent just 20 per cent of all Australians aged 14 and over, yet this group accounts for 74.2 per cent of all the alcohol consumed nationally each year (Foundation for Alcohol Research and Education & Centre for Alcohol Policy Research 2016).

Not all drinkers are responsible moderate drinkers, with 37 per cent of Australians admitting they drink alcohol specifically to get drunk. This suggests a need for targeted approaches with subpopulations of risky drinkers to complement established whole-of-population harm prevention activities such as taxation and licensing laws.

Why focus on middle and older age groups?

VicHealth has identified middle-aged and older Victorians to be one of our priority population segments. Recent research has identified increases in risky drinking among middle-aged and older people and an increase in the numbers of Victorians experiencing significant harms (such as ambulance attendances) associated with their drinking.

Looking first at consumption trends, research that spans both age groups of interest has identified an increase in 5+ risky drinking in the 40–49, 50–59 and 60–69 subpopulations (Livingston 2015). These findings were based on an analysis of five waves of the National Drug Strategy Household Survey (NDSHS) from 2001 to 2013, the largest alcohol and drug survey in Australia. The analysis (Livingston et al 2016) found that consumption peaks among middle-aged Australians (between the ages of 40 and 60). An earlier analysis (Matthews et al 2011) had found increasing patterns of risky drinking among the Baby Boomer cohort. At the older end of the Baby Boomer cohort, between 2001 and 2013, among 60–69 year olds, short-term risky drinkers increased by 31 percent (12.4 per cent vs 16.3 per cent) where short-term risky drinking was defined by NHMRC as the consumption of more than four standard drinks on a single occasion at least once per month.

This increasing consumption is reflected in the harms data emerging for these age groups. For example, the median age for alcohol-related ambulance attendances in metropolitan Melbourne and regional Victoria for 2013/14 was 40 years in metropolitan Melbourne and 42 years in regional Victoria (Lloyd, et al 2015). Hospitalisations caused by alcohol also increase with age and peak among those aged 40–49. Deaths due to alcohol-attributable diseases peak among 50–69 year olds.

Without downplaying the importance of legislative reform to address these concerns, VicHealth has identified a need for social approaches that prevent and minimise alcohol-related harms among middle-aged and older adults: groups that has been overshadowed by a focus to date on youth drinking.

About the Alcohol Culture Change Initiative

The Alcohol Culture Change Initiative aims to improve cultures of risky dinking within subpopulations in Victoria. We know that one-size does not fit all. We are a diverse state with many drinking cultures, not just one unanimous culture. Projects supported by this Initiative will trial targeted and tailored efforts – over 24 months – that address drinking culture and reach those most in need, where binge drinking and risk of alcohol-related harm is greatest.

Alcohol Cultures Framework

To better understand the notion of drinking culture, VicHealth commissioned the Centre for Alcohol Policy Research (CAPR) to review the evidence regarding alcohol culture and associated issues. VicHealth has subsequently worked in partnership with CAPR and the Alcohol and Drug Foundation (ADF) to develop an evidence-based framework to guide innovative action on risky drinking cultures in the Victorian context.

The Alcohol Cultures Framework defines alcohol culture as:

“the way people drink including the formal rules, social norms, attitudes and beliefs around what is, and what is not, socially acceptable for a group of people before, during and after drinking.”

What might a culture that prevents harm from alcohol look like?

We would like to see people socially supporting one another to engage in low-risk drinking practices rather than high-risk drinking, resulting in reduced harm for the individual, their family, bystanders and the broader community. Such a culture could be described as:

- a supportive policy, physical and social environment where people do not feel pressure to drink

- when alcohol is consumed it is done at levels of low risk
- social pressure supports low-risk drinking and discourages high-risk drinking
- occurrences of drinking are reduced
- intoxication is socially rejected.

The Alcohol Cultures Framework should be used as a foundation to guide funding submissions and the delivery and evaluation of alcohol culture change projects.

More information available at www.vichealth.vic.gov.au/alcoholculturesframework

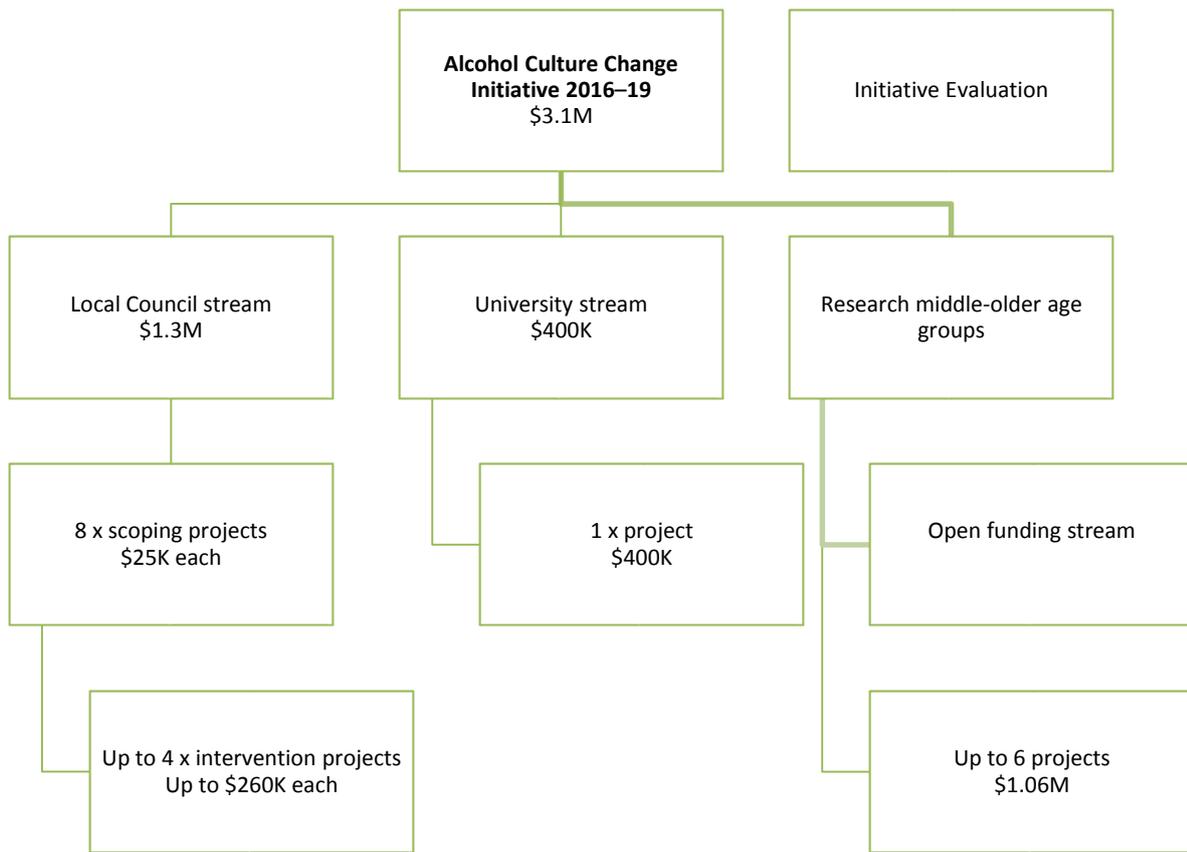
The Initiative funding streams

The Alcohol Culture Change Initiative (“the Initiative”) is the next step in VicHealth’s work in alcohol culture change and will test the application of the Alcohol Cultures Framework in practice. The goal and objectives of the Initiative are:

Goal	To improve the drinking culture/s within council-identified risky drinking subpopulations (defined by settings and/or subcultures).
Objectives	To create physical/social environments that enable: <ol style="list-style-type: none"> 1. Improvements in the way people drink, including the formal rules, social norms, attitudes and beliefs around what is and what is not socially acceptable for a group of people, before, during and after drinking. 2. Reduction in consumption, occurrences of drinking and risk of harm² within the identified risky drinking subpopulations.

² As per 2009 NHMRC Alcohol Guidelines

The Initiative includes three program streams, displayed below:



Project funding is available under three streams and includes an overarching initiative evaluation, where La Trobe University has been appointed to measure the outcomes of our investments and impact on Victorians.

VicHealth Alcohol Culture Change Initiative – Project Overview					
Streams	Description	Subpopulation/s	Status	Budget	Projects
Local Council stream	<p>Eight local councils provided with Stage One funding: \$25,000 to scope risky alcohol cultures in their local council area and develop a project proposal.</p> <p>Stage Two funding: up to four councils will receive up to \$260,000 each – over 24 months - to deliver their projects.</p>	Wide range identified by local councils.	Funding round closed. Assessment panel currently assessing proposals for Stage Two projects.	<p>Stage One: Eight councils provided with \$25,000 over four months</p> <p>Stage Two: Up to four councils provided with up to \$260,000 over 24 months.</p>	To be announced in April 2017.
University stream	Deakin University appointed to deliver project in the University setting.	To be identified by Deakin University.	Targeted tender process closed.	Deakin University provided \$400,000 over 24 months.	One project, may target multiple drinking cultures.
Open funding stream	<p>Up to six projects will share a pool of up to \$1.06 million – over 24 months.</p> <p>VicHealth is seeking proposals that influence:</p> <ul style="list-style-type: none"> • Sports bar drinking culture • Construction industry drinking culture • Drinking cultures in regional and rural settings <p>VicHealth is also open to applications to identify other risky drinking cultures. Organisations applying for funding will be required to demonstrate their understanding of alcohol culture – as defined by the Alcohol Cultures Framework.</p>	<p>Category One: research identified, middle-older risky drinking cultures:</p> <ul style="list-style-type: none"> • Sports bar drinking culture • Construction industry drinking culture • Drinking cultures in regional and rural settings <p>Category Two: applicant identified risky drinking cultures.</p>	Funding round open.	Up to six projects funded, sharing a pool of \$1.06 million over 24 months.	Up to six projects.

About this funding round

What's on offer?

VicHealth's Alcohol Culture Change Initiative: Open funding round will provide funding opportunities at two categories – middle-older age risky drinking cultures (identified by VicHealth) and other risky drinking cultures (identified by the funding applicant).

Category One: Middle-older age risky drinking cultures

- Sports bar drinking culture
- Construction industry drinking culture
- Drinking cultures in regional and rural settings

Category Two: Other risky drinking cultures

- Risky drinking culture to be identified and described by the funding applicant.

VicHealth will consider all submissions, however will prioritise funding at Category One.

The funding round provides a pool of \$1.06 million over 24 months to design a project or product that improves the drinking culture/s within risky drinking subpopulations.

Who can apply?

VicHealth welcomes applications from a diverse range of organisations, including those that have not traditionally delivered alcohol harm reduction interventions. These may include the arts, digital or gaming sectors, media organisations, radio, rural organisations, industry, bloggers, community groups, sports sector, innovation specialists and a wide range of other organisations. Please note that VicHealth welcomes submissions or partnership submissions from industry which may include construction industry, music industry or hospitality industry (e.g. licensees or venues); however alcohol producers are not eligible for funding.

All VicHealth's Alcohol Culture Change Initiative applications must be submitted online in accordance with timelines and processes outlined.

How to apply?

Organisations can apply by completing and submitting an application at www.vichealth.vic.gov.au/alcoholculturegrants

Applicants are provided the opportunity to submit a 90-second video that can further strengthen the proposal.

Timelines

Date	Activity
20 March 2017	<ul style="list-style-type: none">• Release of Funding Guidelines• Applications open
30 March 2017 10:00–11:00 AM	<ul style="list-style-type: none">• Briefing Session at VicHealth, Ground Floor 15-31 Pelham Street, Carlton VIC 3053• RSVP essential to alcohol@vichealth.vic.gov.au by COB Tuesday 28 March 2017
1 May 2017, 12:00 PM	<ul style="list-style-type: none">• Applications close
2–19 May 2017	<ul style="list-style-type: none">• Applications assessed
22 May 2017	<ul style="list-style-type: none">• Notifications anticipated
22–29 May 2017	<ul style="list-style-type: none">• Contracting
29 May 2017	<ul style="list-style-type: none">• Projects commence
31 May 2019	<ul style="list-style-type: none">• Projects conclude

How will applications be assessed?

Applications will be assessed against the following assessment criteria:

A) Problem identification and drinking culture description (max 300 words)

Submissions must provide the following:

- Pitch the problem the project proposal seeks to solve, describe the way the subpopulation drinks (e.g. purpose of drinking, context of heavy drinking or what encourages and discourages heavy drinking).
- Describe the people who engage in the risky drinking culture, consider demographics (e.g. age, gender and socioeconomic status) and psychographics (values, attitudes, hopes, fears, aspirations or desires).
- Outline the Insights that your project will target (choose insights from the VicHealth's Brief Insights report that your project activities will leverage off to create positive change) – **Category One applications only**.
- Identify and outline the insights that your project will target (identify one or more insights from research or alternative methods that your project activities will leverage off to create positive change for your selected drinking culture – for examples of insights, see VicHealth's Brief Insights Reports) – **Category Two applicants only**.

B) Solution and timeline (max 800 words)

The selected drinking culture, including members of the drinking culture, must be central to the development and design of real-world solutions. Applications should outline a detailed proposed solution to the problem outlined at Criteria A. Consider, how will this project make a difference in people's lives? What will you deliver? How many people will you reach and what settings (e.g. workplace, licensed venue, social media or radio) will you reach them through? What makes this project unique?

Submissions should include a high level schedule of activities or project phases that will be delivered within the 24 month funding period.

C) Partners and subcontractors (max 200 words plus document upload option)

Outline your project team ensuring that they have the relevant skills, experience and partnerships to take the project from idea to implementation. You may wish to attach letters of support from your partners and/or subcontractors. Committed co-contributions (in-kind/or financial) will be considered favourably.

D) Organisation commitment (max 200 words plus document upload option)

Demonstrate that your organisation provides an authorising environment to support your project to progress to a high quality standard. This could include statements from leadership within your organisation (document upload available within the online application portal).

E) Evaluation (max 300 words)

VicHealth has appointed La Trobe University to provide an independent overarching evaluation of the Alcohol Culture Change Initiative, however successful applicants will be required to undertake project-specific evaluation. Therefore proposals must outline what their process, impact and outcome measures will be relative to the proposed solution. If successful, projects will discuss their project level evaluation with the La Trobe University evaluation team to ensure correlation between data collection for project level evaluation and the overarching evaluation.

F) Budget (document upload)

Outline your proposed budget, noting that a total pool of \$1.06 million is available to fund up to six projects. Applicants may wish to submit a base budget with optional add on components, e.g. for an additional \$30,000 we can deliver X, Y, Z. Consider your estimated project reach when planning your budget, applications will be assessed according to **perceived impact and value for money**. If your proposal includes co funding (in-kind or financial) please outline this within the budget.

Tips for Criteria B:

- Outline how you will access and engage with members of the drinking culture and utilise the findings of the Brief Insights report (Category One applicants only) and applicant insights (Category Two applicants).
- Ensure you integrate the key concepts from the Alcohol Cultures Framework within your solution, including targeting factors that influence the way people drink and the risk of harm.
- Applicants may wish to consider a multi-strategy project which incorporates a range of deliverables.

Submitting an application

Organisations can apply for funding by completing and submitting an application at www.vichealth.vic.gov.au/alcoholculturegrants. You will be required to provide a written statement for each criteria detailed on page 7 and 8 of the funding guidelines. Criteria C, D, and F allow upload of supporting documentation (MS Word, Excel or PDF files acceptable).

Optional: Applicants are also given the opportunity to submit a 90-second video pitch to support their application, please note this is not a mandatory requirement.

What we will fund

- Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.
- New ideas in line with funding requirements, or delivery of clearly identified outcomes that build upon and add value to existing work.
- Incentives and prizes for competitions where relevance to local context, value for money and equitable approach are demonstrated.
- Design, publication or production costs of materials, products and collateral where clear VicHealth branding is included.
- Reasonable advertising or media costs for activity promotions.
- Resources or products that can be owned/ managed by the recipient and shared among project partners and the community to support ongoing improvements in drinking cultures.
- Reasonable and necessary costs of facilitation for events, such as healthy catering, facility hire and administrative costs.
- Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.
- Evaluation costs including data collection and analysis.

What we will not fund

- Drug and alcohol treatment services.
- Projects that only involve descriptive research with no intervention.
- Excessively expensive prizes, cash prizes or those where no justification or rationale for prize choice is provided.
- Duplication of existing projects, programs, initiatives or products. If you wish to leverage off an existing project, program, initiative or product you must identify the innovative element or point of difference/value add and ensure you are not infringing on copyright or intellectual property rights.
- Capital works or infrastructure improvements.
- Alcohol producers.
- Excessive event costs or unhealthy catering options.

Funding conditions

Successful applicants are required to:

- Comply with VicHealth's Terms and Conditions, any variations to the Standard Funding Agreement must be declared within the online portal. VicHealth will not accept variations beyond application.
- Deliver Victorian-based activities or products primarily focused on outcomes that will benefit the Victorian community.
- Ensure they are not subject to any current or impending legal action that could impact the financial viability of your organisation.
- Ensure they are not a recipient of financial support from, and/or partner with tobacco companies.
- Confirm they are not alcohol producers.
- Ensure that they are not engaged in activities which may harm VicHealth's reputation.

- Confirm ABN and bank account details for electronic funds transfer.
- Comply with reporting requirements as outlined in these guidelines.
- Participate in the Alcohol Culture Change Initiative annual Community of Practice meetings at VicHealth Carlton VIC, as required. Tentative dates are 16 November 2017; 19 April 2018; 19 April 2019, please note these dates are subject to change.
- Take part in the overarching evaluation of VicHealth’s Alcohol Culture Change Grants Initiative as requested. This will include meetings with La Trobe University (La Trobe University will utilise a range of digital technologies and travel to you if located in Victoria), discussing proposed indicators and data collection and collecting and providing project data to La Trobe University, participating in interviews and other evaluation based activities as required.
- Obtain ethics approval from a Human Research Ethics Committee for the ethical oversight of data collection and management. This will need to include a provision for de-identified data to be shared with both VicHealth and La Trobe University.
- Actively take part in the communications strategy with the aim of sharing learnings and knowledge gained from the Alcohol Culture Change Initiative to a wide range of audiences.
- VicHealth is an active funding body, project leads are required to engage with VicHealth throughout the life of the project. This may include but is not limited to participating in your project steering committee or working group, VicHealth attendance at workshops, forums or events, regular meetings with the VicHealth project manager (phone, video, face-to-face) and other activities with the aim of continually and collectively improving projects for the benefit of the Victorian community.
- Acknowledge VicHealth’s Alcohol Culture Change Grants Initiative in all communications as detailed in the Terms and Conditions.

Payment of funding to successful organisations

- If your organisation is successful in receiving a grant, the funds will be made by electronic funds transfer into your nominated bank account provided during the application.
- VicHealth will issue you with a Recipient Created Tax Invoice (RCTI) along with remittance advice once the funds have been made. This is a VicHealth generated invoice and your council is not required to raise a separate invoice.
- It is the applicants’ responsibility to ensure the bank account details are correct.

Further reading

- [VicHealth’s Alcohol Strategy 2016-2019](#)
- [Brief Insight reports](#)
 - Sports bar drinking culture
 - Construction industry drinking culture
 - Drinking cultures in regional and rural settings
- The [Alcohol Cultures Framework](#): a framework to guide public health action on drinking cultures
- [Alcohol Culture Change Initiative](#) webpage
- VicHealth Standard Funding Agreement
- The [Partnership Analysis Tool](#)
- [Fair Foundations: The VicHealth framework for health equity](#)
- Reducing alcohol-related health inequities
 - [Summary: Reducing alcohol-related health inequities](#)
 - [Full report: The social determinants of inequities in alcohol consumption and alcohol-related health outcomes](#)

VicHealth's Alcohol Culture Change Initiative: Open Funding Round

FAQs

Eligibility

Who is eligible to apply?

If you're an organisation that holds social change dear to your heart, we want you! VicHealth is seeking entrepreneurs, pioneers, big thinkers and change-makers to challenge the status quo, develop an idea and make a positive impact on alcohol culture change.

This funding round is an open funding round, any organisation can apply; however:

- You must comply with the Funding Conditions (page 9 and 10), accept the Terms and Conditions of this funding round and, if relevant request any amendments the Standard Funding Agreement upon application submission;
- La Trobe University is excluded due to appointment as the independent evaluator for the Alcohol Culture Change Initiative;
- Tobacco industry are excluded; and
- Alcohol producers are excluded.

Your organisation may be located away from Victoria, however project activity must be delivered in Victoria and directly benefit the Victorian population.

For details on what we will and will not fund, please see page 9 of the funding guidelines.

Funding

What is the total funding amount available?

VicHealth's Alcohol Culture Change Initiative: Open round has a total funding pool of \$1.06 million available to fund up to six projects over 24 months.

Applicants may wish to submit a base budget with optional add on components e.g. for an additional \$30,000 we can deliver X, Y, Z.

The allocation of funding to the successful projects is intended to be flexible so that VicHealth can tailor funding to the characteristics of the individual projects. All contracts will be negotiated individually with each successful project to ensure payments are staggered over the funding period and are contingent on achieving key performance indicators.

How much money is available for each successful project?

No specific funding amounts have been determined.

What kinds of projects will VicHealth fund?

VicHealth will fund a range of projects that best align with the [Alcohol Cultures Framework](#) and meet the goal (see page 4) of the Initiative within the budget of \$1.06 million dollars. We acknowledge that VicHealth does not have all the answers and rely on the expertise of applicants for ideas on how to positively influence risky drinking cultures.

VicHealth identifies what it will and will not fund on page 8.

Why are there two categories of funding?

In 2016, VicHealth commissioned La Trobe Universities' [Centre for Alcohol and Policy Research](#) to identify and explore cultures of risky drinking in the middle-older age group cohort in Victoria. The findings of this research project have been summarised into the three Brief Insights reports relevant to Category One: sports bar drinking culture, construction industry drinking culture and drinking culture in regional and rural settings. Category One is focused on the three identified drinking cultures within the middle-older age group. Applicants should select one (or more, if suitable) drinking culture to target within their proposal. The Brief Insights reports provide preliminary insights into drinking cultures, are available [online](#) and should be used by applicants to inform and shape project proposals.

Category Two is an open category where organisations can select a risky drinking culture across any age group, however must describe the drinking culture within their submissions and should be guided by the [Alcohol Cultures Framework](#).

VicHealth will consider all eligible and compliant submissions, however will prioritise funding at Category One.

Is there an expectation for organisations to co-invest in their project?

While there is no requirement for applicants to co-invest, any committed co-investment will be viewed favourably. If your organisation or other partners are planning to co-invest then this intention should be included in your application.

Will partnership proposals be accepted?

Yes, however applicants must nominate a lead organisation who will be the contract and project manager. Submissions should outline project governance arrangements including roles and responsibilities.

Will staffing costs be funded?

Yes, VicHealth allows organisations to allocate budget expenditure to staffing costs to drive this project. This may include EFT for one or more staff depending on the scope of the project. This can include existing staff and/or new staffing resources for the project.

Video

Why is a video an option among the application materials?

VicHealth is providing an opportunity to submit a video pitch to support written submissions. The video pitch provides VicHealth and the assessment panel with a direct window into project proposals and a greater understanding of what your proposal seeks to achieve, who it's for and why it will be a success.

Are there any guidelines to including a video?

Videos must not exceed 90-seconds. Consent must be gained from anyone featured in the pitch and/or provide copyrighted material to be included in your video. Our preferred viewing platform is YouTube and there is a space in the online application for you to provide a link to the file.

Providing a video is not a mandatory component of your application but is highly recommended.

How will the submitted videos be used?

The videos are being used solely for internal processes, to support your submission for funding. While the production standards of the video are not being assessed it is important that the assessment panel can engage with your story.

Application and assessment

What are the selection criteria?

Selection criteria can be found in the funding guidelines. Page 7 details the full selection criteria.

Can we submit multiple applications?

Yes, but we recommend focusing your energies on the proposal most likely to meet the program objectives.

Who will assess applications?

All applications will be compliance checked and all compliant applications will be assessed by a panel consisting of both VicHealth and non-VicHealth personnel.

Can I request an extension?

No. Under no circumstance will late applications be accepted.

Will organisations that are funded through other VicHealth initiatives be disadvantaged?

No, all eligible applications will be reviewed against the selection criteria.

Application system

How do I access the funding application system?

Organisations can apply for funding by completing and submitting an application at www.vichealth.vic.gov.au/alcoholculturegrants

I've forgotten my password for the funding application system – how do I retrieve it?

If you already have an account, we cannot retrieve your password but you can request a new password. On the User Logion page click 'Forgot your password. Click here'. A new password will be sent to the email address that you used to register. If you prefer, you can request a new password by contacting the VicHealth IT Helpdesk via helpdesk@vichealth.vic.gov.au

I can't find my draft application – how can I access it?

If it is not under the 'Show in Progress Applications' section on the Online Submissions portal screen it has not been saved. You need to select the 'Save & Finish Later' button on the bottom of the application form pages otherwise your work will be lost when you click out of the page.

I am experiencing issues logging in using Google Chrome/Google

Please try either clearing your cache, or try using another browser such as Internet Explorer or Firefox instead.

Contracting

Can requests be made to amend VicHealth's Standard Funding Agreement?

Yes, VicHealth has provided access to the Standard Funding Agreement at www.vichealth.vic.gov.au/alcoholculturegrants any amendments must be outlined upon submission via the funding application system. Please note that VicHealth retains the right reject variation requests, within reason. If successful for funding, VicHealth will not accept amendment requests to the Standard Funding Agreement beyond this application.

Payments

If we are successful how are payments made?

Payments will be tied to satisfactory completion of key project deliverables.

Once a contractual agreement is reached, the VicHealth Finance team will be in touch with successful grantees to confirm payment arrangements.

Evaluation

Will projects be required to undertake their own project level evaluations?

Yes. Funded projects are expected to evaluate projects through appropriate evaluation measures. Applicants must outline what their process, impact and outcome measures will be in their proposal – La Trobe University will support projects to refine proposed evaluation.

Do successful applicants need to be involved in the broader Initiative evaluation?

Yes. VicHealth has appointed La Trobe University to provide an independent overarching evaluation of the Alcohol Culture Change Initiative, the Initiative includes three program delivery streams, local council, university and an open funding round (as detailed on page 3–5). La Trobe University will develop an overarching Initiative evaluation framework which will assist us to measure whether the objectives of the Initiative have been achieved – this will include key indicators that will need to be measured across all projects.

La Trobe University will lead a range of evaluation based activities including data collection processes, evaluation support to projects and provision of business and consumer insights to project leads for the purpose of ongoing and continual improvement.

La Trobe University will work with project leads to refine their project logics which includes their process, impact and outcome evaluation measures.

The role of VicHealth's evaluation contractor is to undertake an overarching evaluation of VicHealth's \$3.1 million dollar investment in alcohol culture change.

Is there a requirement to work with La Trobe University?

Yes, successful applicants will be required to work with VicHealth's appointed initiative evaluation contractor La Trobe University, contribute to the overarching evaluation and participate in community of practice meetings – as required – for the life of the project.

Working with La Trobe University will include participating in meetings (La Trobe University will utilise a range of digital technologies and travel to you if located in Victoria), collecting and providing project data to La Trobe University, participating in interviews and other evaluation based activities as required.

Why do projects require Human Research Ethics Committee approval?

Human Research Ethics Committee (HRECs) play a central role in the Australian system of ethical oversight of research involving humans. HRECs review research proposals involving human participants to ensure that they are ethically acceptable and in accordance with relevant standards and guidelines. There are more than 200 HRECs in institutions and organisations across Australia. All successful projects will be required to obtain ethical approval from a Human Research Ethics Committee for the ethical oversight of data collection and management. This process will ensure that La Trobe University and VicHealth will have adequate access to project level data to inform the overarching Initiative evaluation.

Role of VicHealth

What role will VicHealth play in the projects during the funding period?

VicHealth will provide one-on-one support, group support and expert advice during the life of the project. VicHealth and La Trobe University will facilitate Community of Practice meetings where projects will come together to share learnings, problem solve challenges and receive support and education as required.

Participation in Community of practice meetings is mandatory at VicHealth Carlton VIC, as required. Tentative dates are 16 November 2017; 19 April 2018; 19 April 2019, please note these dates are subject to change.

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Enquiries

For further information regarding the Initiative please consult the guidelines available at www.vichealth.vic.gov.au/alcoholculturegrants

If you have further questions after this point please email alcohol@vichealth.vic.gov.au.

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