



# Grant Guidelines

## Top Spin Local Area Marketing Grants 2019

### Apply for up to \$10,000\* in funding to promote the Top Spin competition

Victorian local councils and not-for-profit organisations are eligible for up to \$10,000 in Local Area Marketing (LAM) grants to promote Top Spin – a competition that asks Victorians aged 18-29 to share their thoughts on booze culture and call out the tactics and spin being peddled by alcohol corporations.

This grant is specifically designed to spread the reach of the Top Spin initiative to young adults aged 18-29 years in local communities. A LAM grant will assist in raising the profile of Top Spin and ensure all regions across Victoria are represented among the competition entries. VicHealth will work with passionate promoters of Top Spin to celebrate winning entries and generate positive local media content.

LAM grant applications will be open throughout December, January and February, with promotion of the competition expected to take place across Victoria between late February and mid-May 2019.

\*excluding GST.

### Important information

Applications for Top Spin local area marketing grants will open on Thursday 6 December and will remain open throughout December and January, closing in February.

This is expected to be a very competitive grant round as funding for promotion of Top Spin is extremely limited. Assessment and funding recommendations will be performed on a rolling basis so we encourage you to **apply early** for the best chance of success!

Key milestones	Indicative dates
LAM grant applications open	Thursday 6 December 2018
Closing date for applications	Monday 18 February 2019
Funding notifications anticipated by	Friday 22 February
Funding commences	Late Feb-early March 2019 - TBC
Promotional period	Early March to early May 2019
Top Spin competition open	April-May 2019

### About Top Spin

VicHealth's [Top Spin](#) initiative invites switched-on young Victorians aged 18-29 years to develop their own creative communications to share what doesn't sit right with them about local booze culture, including how they feel they're being spun to by the alcohol industry.

Creative submissions will be part of a state-wide competition and the best and most popular entries will be awarded cash prizes.

In 2018, the competition ran over a five-week period, attracted 233 entries and more than 4000 people visited the Top Spin website to check out the entries and learn more. A video summary of results can be seen [here](#).

In 2019 we want to provide a platform for many more young Victorians to voice their thoughts and feed into a broader conversation about reducing alcohol harm in our communities. To do this, we need help to get Top Spin on the radar by spreading the word among your networks and community groups!

## What's VicHealth looking for?

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We're looking for enthusiastic communicators to help spread the word and leverage local opportunities to encourage the target group to enter the Top Spin competition. The more 18-29-year-olds you can reach and activate, the better!

### We fund:

- ✓ Marketing, promotional or other publicity activities to help promote the program or participation opportunity to the community.
- ✓ A reasonable portion of the budget (up to 15 per cent) can be allocated to reimbursement of staffing hours

Work plan activities must directly relate to your proposed initiative to increase engagement with Top Spin.

### We don't fund:

- ✗ Activities or expenses ordinarily covered by your organisation, including venue hire and insurance
- ✗ Collateral that will not remain the property of your organisation
- ✗ Fixed infrastructure or capital works

To help kick-start local area marketing activities, VicHealth will develop and provide promotional and design resources, including:

- Top Spin key messages
- Media release template
- Top Spin logo pack
- Newsletter and website copy
- Sample social media posts
- Top Spin images
- Downloadable posters

## How much should I apply for?

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This is up to you and will depend on what's feasible for your organisation to achieve in the given time frame.

VicHealth will accept applications up to \$10,000 but if you have limited capacity to deliver promotional activity you can apply for a lesser amount, between \$1,000 and \$10,000.

## Assessment criteria

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Applications will be assessed based on:

- Ability to deliver on marketing objectives
- Reach to target audience
- Value for money (this will include consideration of any in-kind contributions)
- Capacity and ability to deliver proposed activities within specified timeframes

## Getting started

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### LAM grant eligibility

Top Spin LAM grants are open to Victorian local councils and Victorian not-for-profits including youth, art and health organisations.

Organisations may work together to form a partnership application, however, one organisation must take the lead to administer funding on behalf of all partners.

Aboriginal community controlled/led organisations are encouraged to apply.

Please note, due to the nature of the Top Spin program, organisations that have received funding, sponsorship or other kind of endorsement from an alcohol company in the past five years may not be eligible for funding. 'Alcohol company' is defined as a commercial company involved in the production of alcoholic beverages. If you are unsure of your status due to specific circumstances in the past five years, please contact VicHealth to discuss.

Applicants must also meet VicHealth's General eligibility conditions:

- VicHealth can only provide funding to incorporated bodies. If you are part of an unincorporated body, you can only receive funding if your application is made under the [auspices](#) of another eligible organisation.
- VicHealth can only provide funding for activity delivered in Victoria.
- VicHealth cannot fund an organisation that receives any funding, sponsorship or any other kind of endorsement from any person or organisation involved in or affiliated with the production, manufacture or marketing of tobacco, smoking or tobacco related products, or that endorses, promotes, sponsors or otherwise is affiliated with tobacco, smoking or tobacco related products.
- If your organisation has received VicHealth funding before, a full accounting of that previous funding must have been accepted by VicHealth.
- Your funding application must meet the specific requirements of the funding opportunity, and must be received on time. Your application and supporting documentation must not contain incomplete or fraudulent information.
- Funding can't be provided for activities that have already taken place.

Before applying, please ensure you have thoroughly read and understood this Grant Guideline document and:

- [VicHealth Short Form Funding Agreement and Terms and Conditions](#)
- [VicHealth's Privacy Statement](#)
- [VicHealth's Website Terms of Use](#)

## Application checklist

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- ✓ Read these guidelines carefully and thoroughly
- ✓ Check all key dates, processes and requirements
- ✓ Have your contact details and your organisation's ABN on hand
- ✓ Register on the Funding Application System
- ✓ Complete an online Eligibility and Compliance check
- ✓ Complete and submit the online application, including an upload of your [work plan and budget](#) outlining how you can promote Top Spin to young people in your community.

## Enquiries

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For questions regarding the funding round, eligibility, guidelines or Terms and Conditions, please email [topspin@vichealth.vic.gov.au](mailto:topspin@vichealth.vic.gov.au).

To access the Funding Application System, visit <https://www.vichealth.vic.gov.au/funding/top-spin-local-area-grants>

More information about VicHealth is available at [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au)

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VicHealth acknowledges the support  
of the Victorian Government.

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September 2017

