

VicHealth's Bright Futures for Young Victorians Challenge

Funding guidelines

VicHealth's Bright Futures for Young Victorians Challenge 2017–18

VicHealth's Bright Futures report identified rapidly emerging trends in society and their resulting influences on young people's mental wellbeing.

Resilience, social connections and cohesion are important assets required for all young people and communities to be successful and thriving into the future. The big question is how do we build these assets in our local communities?

VicHealth invites councils and young people to work together to establish new partnerships and find solutions that can promote community and young people's (12–25 years old) resilience, social connection and mental wellbeing.

VicHealth's Bright Futures for Young Victorians Challenge will provide funding at two tiers:

- Seed grants up to \$50,000 for a period of 12 months;
- Horizon grants, focusing on the further development and implementation of ideas funded in the first 2016 round.

Councils can apply by completing and submitting a Bright Futures Challenge application at www.vichealth.vic.gov.au/brightfutures.

You can also submit a 90-second video to strengthen your proposal.

Enquiries

For questions regarding the program, these guidelines or the Terms and Conditions please email brightfutures@vichealth.vic.gov.au.

Important information

Key dates

Opening date	Monday 2 October 2017
Closing date	12pm, Thursday 9 November 2017
Notifications anticipated by	Friday 1 December 2017
Funding period	12 months from December 2017

Important documents

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

- Frequently Asked Questions
- Terms and Conditions
- VicHealth Privacy Statement
- VicHealth Website Terms of Use.

Submitting an application

To complete your application, you will need to:

- have your council ABN and bank account details
- register your details on the Funding Application System
- complete the online Eligibility and Compliance check
- complete the online application
- upload your Bright Futures Challenge video.

About VicHealth

VicHealth is a pioneer in health promotion – the process of enabling people to increase control over and improve their health. Our primary focus 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 about VicHealth is available at www.vichealth.vic.gov.au.

Background to Bright Futures

VicHealth's [Mental Wellbeing Strategy 2015–19](#) aims to find new approaches and opportunities for building resilience and social connection in Victorian young people and communities.

Resilience is about enhancing everyone's ability to cope with, adapt to and bounce back from any challenge or adversity they experience in their lives. Social connection is an important contributor to resilience and mental wellbeing.

At a community level, resilience-building factors include opportunities for young people to have positive social relationships, attachment to neighbourhood, safe environments and social cohesion. Importantly, the evidence for these factors is currently scarce and results from this Challenge will contribute new and important knowledge about what works to build resilience at a community level.

Our focus in mental wellbeing has been informed by an extensive review of the latest evidence, analysis of trends and consultation with experts. This information has helped us prioritise our work until 2019 on building resilience and social connection, with a particular emphasis on young people aged 12–25 years old.

The VicHealth/CSIRO [Bright Futures: Megatrends impacting the mental wellbeing of young Victorians over the coming 20 years](#) report has also informed the issues we need to consider, and the needs of young people, to better prepare them for the future. The report provides an analysis of new and emerging trends in society and their resulting influences on young people's mental wellbeing. The report identifies resilience as an important asset required for all young people to be successful into the future. The five megatrends identified in Bright Futures are:

The rising bar: Rising skills and education levels in emerging economies (India and China), increased connectivity and automation, are leading to a more competitive global jobs market.

Global reach: Globalisation and digital technology are changing the way workplaces and individuals operate. The future will see a new breed of portfolio workers who have no fixed abode and sell their skills and knowledge to multiple employers.

Life's richer tapestry: A more diverse culture, society and consumer market where identification of mainstream is increasingly difficult. This includes the aging population staying at work longer, increased growth in the Indigenous youth population and increase in number of non-traditional family structures such as single parent families.

Overexposure online: Increasing exposure to wide-ranging online content, privacy breaches and virtual relationships. Young people will have virtual resumes which are beyond their control to edit as there will be an increase in the amount of discoverable personal information.

Out of the shadows: Improved and widespread understanding of the causes of mental illness and building blocks for mental wellbeing, coupled with advances in medical technology and a change in service

delivery models will help some. However, poor mental health in Indigenous and remote communities, and issues such as PTSD and family violence remain a major concern.

About VicHealth's Bright Futures for Young Victorians Challenge

What's on offer?

VicHealth's Bright Futures for Young Victorians Challenge grants will provide funding at two tiers – Seed grants for new projects to be delivered in 2018, and Horizon grants to further develop a small number of existing projects funded in the first 2016 round. For each of these tiers the next funding period and anticipated activity period is 12 months.

This program is providing support to pilot and test the effectiveness of initial ideas, and to further develop those which have demonstrated their potential for replication or scaling. After seed funding or second stage development the best and brightest of these projects may be eligible for further support.

Who can apply?

All Victorian councils are eligible to apply but must have satisfactorily acquitted any previous funding that has been received from VicHealth and demonstrate a commitment to the partnership and co-design principles central to this program.

Applications are limited to one per council. Those councils wishing to build on existing projects funded through the first round of Bright Futures are ineligible from submitting new ideas in the second round.

All VicHealth's Bright Futures for Young Victorians Challenge applications must be submitted online in accordance with timelines and processes outlined.

How to apply?

Councils can apply by completing and submitting a Bright Futures Challenge application at www.vichealth.vic.gov.au/brightfutures.

You are provided an opportunity to submit a 90-second video that can further strengthen your proposal.

How will applications be assessed?

We will be assessing applications against the following assessment criteria:

Community and youth resilience, and social connection

Proposals must be focused on outcomes that build community and youth resilience and social connection for optimum mental wellbeing.

Local council leads

Local councils will be the lead agencies with whom VicHealth will enter into contract. We have an expectation that councils will demonstrate their commitment to project success. The threshold for this commitment is set higher for projects seeking extension into second phase support.

Partnerships

We encourage councils to develop partnerships with diverse organisations to deliver the best Challenge proposal. Councils can subcontract partner organisations to deliver Challenge activities, with prior approval from VicHealth. Challenge applications should indicate intentions to subcontract activity.

Settings

VicHealth will favour activity in the settings and environments where young people spend their adolescence and young adulthood. These include community, workplaces, digital and online environments, sports and physical activity, the arts and schools.

Innovation

It may be a new idea or solution, a new method, new partners or new insights but at its very core the innovation component of your project will either improve, reinvent or transform what you are delivering. Innovation is about disrupting, changing or replacing existing behaviours, and will help you to accelerate impact.

Co-design with young people

Young people must be central to the development and design of real-world solutions and co-design with young people must be demonstrated in the Challenge proposal. A selection of useful resources can be found at Penny Hagen's Smallfire website linked below in further reading.

Equity

Proposals must reach or influence significant numbers of young people and/or their influencers (parents, employers, teachers, communities). Proposals should be targeted towards:

- growth areas, rural and regional communities across Victoria where poor youth mental health or its precursors are prevalent
- unemployed young people or those struggling to transition between education or training and formal employment
- young people exhibiting or at risk of anti-social and related behaviours, for example violence and alcohol or other drug use
- lesbian, gay, bisexual, transgender, and intersex (LGBTI) young people who may be socially and geographically isolated and stigmatised
- new arrival, culturally and linguistically diverse and Aboriginal and Torres Strait Islander young people experiencing discrimination or social exclusion.

Replicability and scalability

Proposals should describe how their idea can be scaled up and/or replicated elsewhere. Horizon grant applications will need to demonstrate how this is being brought to fruition.

Evaluation

VicHealth will provide an overarching evaluation of the Bright Futures for Young Victorians Challenge, however proposals must outline what their process, impact and outcome measures will be. VicHealth expects projects to undertake monitoring of activities against their own success measures and to adjust activities accordingly.

Project examples

In Ontario, the **Volunteer Youth In the Millennium** project sought to promote volunteerism among youth aged 14–25 and to improve the transition from school to work through career exploration and preparation. The project raised the awareness of volunteer opportunities in the community and allowed young people to contribute to their community in a positive manner while learning about themselves.

A unique partnership between a social business and registered charity established **Launch22** (UK), a business incubator for young entrepreneurs from all walks of life with at least 30% of all members coming from less advantaged backgrounds. Launch22 improves economic outcomes for less advantaged and underrepresented groups while also building a sense of purpose and increasing social networks.

The Reader (UK) developed an innovative shared reading model, bringing people together in weekly groups to read stories aloud. Participation results in improved self-confidence and self-esteem, the building of social networks and the widening of horizons. Sessions are developed for the fullest cross section of the community or for delivery in specific settings i.e. in workplaces or the criminal justice system.

What we will fund

Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.

New initiatives in line with funding requirements, or delivery of clearly identified outcomes that build upon and add value to existing council work.

Incentives/prizes for competitions where relevance to local context, value for money and equitable approach are demonstrated.

Design, publication or production costs for local materials and collateral where clear VicHealth branding is included.

Reasonable advertising or media costs for activity promotions.

Resources or tools that can be owned/managed by council and shared among project partners and the community to support ongoing resilience and social connection.

Reasonable and necessary costs of facilitation for approved events, such as healthy catering, facility hire and administration.

Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.

What we will not fund

Existing council plans or work that will go ahead regardless of Challenge grant.

Excessively expensive prizes, or those where no justification or rationale for prize choice is provided, or cash prizes.

Design, publication or production costs for items without clear VicHealth branding and relevance, or where materials duplicate those provided by VicHealth.

Advertising or media costs for other related council activities.

Capital works or infrastructure improvements.

Excessive event costs or unhealthy catering options.

Alcohol or tobacco promotions, or any act which may damage VicHealth's reputation.

Funding conditions

Successful applicants are required to:

- comply with VicHealth's Terms and Conditions
- confirm bank account details for electronic funds transfer
- confirm ABN with VicHealth
- comply with reporting requirements as outlined in these guidelines
- take part in an evaluation of VicHealth's Bright Futures for Young Victorians Challenge as requested
- acknowledge VicHealth's Bright Futures for Young Victorians Challenge grant in all communications as detailed in the Terms and Conditions
- ensure they are not a recipient of financial support from tobacco companies.

Payment of funding to successful organisations

If your council is successful in receiving a Challenge grant, the funds will be made by electronic funds transfer into your nominated bank account provided during the VicHealth's Bright Futures for Young Victorians Challenge 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 council's responsibility to ensure the bank account details are correct, as outlined in clause 11 of the Terms and Conditions.

Further reading

VicHealth's Mental Wellbeing Strategy 2015–19

www.vichealth.vic.gov.au/search/mental-wellbeing-strategy

Bright Futures: Megatrends impacting the mental wellbeing of young Victorians over the coming 20 years.

www.vichealth.vic.gov.au/media-and-resources/publications/youth-megatrends-report

The Partnership Analysis Tool

www.vichealth.vic.gov.au/search/the-partnerships-analysis-tool

Fair Foundations: The VicHealth framework for health equity

www.vichealth.vic.gov.au/search/the-vichealth-framework-for-health-equity

Design Guides, Frameworks & Toolkits: A working resource list

<http://www.smallfire.co.nz/2012/05/24/design-guides-frameworks-toolkits-a-working-resource-list/>

VicHealth's Bright Futures for Young Victorians Challenge

FAQs

Eligibility

Who is eligible for VicHealth's Bright Future for Young Victorians Challenge?

Only Victorian councils are eligible to apply. Applications are limited at one per council. If your council is participating as consortium partner in a project but is not the lead agency this is not counted as an application.

Funding

What is the total funding amount?

VicHealth's Bright Future for Young Victorians Challenge has a total pool of funding of \$750,000 over the period from December 2017 to December 2018.

How much money is available for each successful council?

While no specific funding amounts have been determined we are offering two tiers:

- Applications for Seed grants are limited to requests of up to \$50,000.
- Applications for Horizon grants are not capped. The pool of funds available is \$340,000.

Amounts mentioned are GST exclusive.

What kind of projects will VicHealth fund?

VicHealth will look to fund a range of projects that best meet the objectives of the program within the budget of \$750,000 available.

Is there an expectation for councils to co-invest in the program?

While there is no requirement for a council to co-invest in VicHealth's Bright Future for Young Victorians Challenge application we believe this initiative aligns strongly with a number of council objectives. If your council or other partners are planning to co-invest you should include this intention in your application.

Will staffing costs be funded?

Yes, VicHealth allows councils 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 council staff and new staffing resources for the project. There is a line in the budget template in question 13 of the application where councils can outline staff costs. Please provide comments against the budget line item to provide explanation of the staffing resources required.

Are there any restrictions to the way the budget can be allocated?

The budget you submit as part of your application should align with the scope of your project. The listed line items provide a guide as to the type of expenses your project will likely have. You are able to add line items as needed but please provide comments to support your budget.

Project design

Why is this funding opportunity being directed toward local government?

This program demonstrates increasing awareness of the significant role that Councils can play in creating more resilient communities and aligns with strategies across government more broadly. Our research indicates that some of the greatest challenges to young people's resilience and mental wellbeing are loneliness and social isolation. Though we live in an increasingly networked age many people are lacking social supports and connection at a local community or neighbourhood level.

Video

Why is a video being requested among the application materials?

We are providing an opportunity to submit a video with your proposal as we understand that not all project elements can be committed to written application processes. The video provides an opportunity for you to further strengthen the rationale behind your application.

Are there any guidelines to including a video?

Your video must not exceed 90 seconds. We encourage you to be creative and engaging. You must gain the consent of all those featured and/or provide copyrighted material to be included in your film. 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 assessment processes. While the production standards of the video are not being assessed it is important that reviewers can engage with your story.

Application and assessment

What are the selection criteria for the program?

Selection criteria can be found in VicHealth's Bright Future for Young Victorians Challenge guidelines. Pages 3 and 4 detail the full selection criteria.

Can we submit multiple applications?

No, proposals are limited to one per council to assist in focusing your energies and resources on the project which serves the greatest need in your community.

If your council is participating as consortium partner in a project but is not the lead agency this is not counted as an application.

What level of partner commitment is expected at the application stage?

For Seed grant applicants VicHealth only requires in principal support from project partners. We recommend prioritising the inclusion of those most crucial to your project meeting the program objectives.

For Horizon grant applicants VicHealth requires letters of support and details on what benefits partners are bringing to the project.

Will councils funded through other VicHealth initiatives be disadvantaged?

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

Payments

If we are successful how are payments made?

Payments will be made in two instalments, 90% at the commencement of the project and the final 10% on submission of all project requirements and completion of the project.

Once contractual agreement is reached VicHealth Finance team will be in touch with successful grantees to reconfirm payment arrangements.

Evaluation

How will VicHealth measure success?

VicHealth has commissioned the development of an evaluation framework which will assist us to measure whether the objectives of the program have been achieved. Funded councils are expected to contribute to and participate in the program evaluation as directed. It is also expected that councils will measure their own success at a local level, through appropriate measures developed once the project commences, to inform delivery and build local evidence.

While VicHealth will provide an overarching evaluation applicants must outline what their process, impact and outcome measures will be.

Role of VicHealth

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

VicHealth will provide one-on-one support and review during the life of the project. The level of broader support required by projects will also be considered. We will facilitate projects to come together in a community of practice to share learnings, problem solve challenges and receive support and education as required.

How do grant recipients report to VicHealth on their activities?

In addition to the submission of a budget and workplan, VicHealth will also provide templates for a midway progress report and a final report at the point of project completion.

Will VicHealth be able to support projects that aren't successful?

VicHealth's Bright Futures for Young Victorians Challenge is a relatively new investment program. VicHealth will continue to engage with Victorian councils who have not been successful in this round, to share learnings, case studies and models of good practice for building resilience through a variety of forums and additional approaches.

Enquiries

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

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

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