

Grant guidelines

VicHealth's Gender Equality through the Arts project

VicHealth invites local councils across Victoria to apply for a Gender Equality through the Arts project grant, to raise awareness of and promote gender equality. Grants of up to \$85,000* are available for a period of 12 months. Local Government projects will be chosen based on their current established partnerships or potential to collaborate, with arts, cultural and creative sectors and public or private sector partners with the capacity to attract additional expertise, reach and/or funding.

*excluding GST

Key dates

Date	Activity
9am, Tuesday 11 December 2018	Applications open
10am–11:30am, Thursday 13 December 2018	Grant information session at VicHealth office
3pm, Friday 8 February 2019	Applications close
February 2019	Applications assessed by an Assessment Panel including VicHealth and independent experts
March 2019	Applicants notified of the outcome of their application
April 2019	Contracting
April 2019	Projects and funding commence

Important documents

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

- Frequently Asked Questions (available after the information session)
- [Terms and Conditions](#)
- [Promoting gender equality through the arts and creative industries: a summary](#)
- [VicHealth's Privacy Statement](#)
- [VicHealth's Website Terms of Use.](#)

Application checklist

To complete your application, you will need to:

- Read these guidelines and the additional documents listed and referenced carefully and thoroughly
- Have your council ABN and bank details
- Register your details on the funding application system
- Complete the online eligibility and compliance check
- Complete the online application.

Enquiries

For questions regarding the funding round, guidelines or Terms and Conditions, please email gearts@vichealth.vic.gov.au

To access the Funding Application System, visit www.vichealth.vic.gov.au/gender-equality-arts

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 activities align with the VicHealth Action Agenda for Health Promotion, which prioritises five areas for our work.

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

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

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

About VicHealth’s Gender Equality through the Arts project grant

Background

[VicHealth’s Gender Equality, Health and Wellbeing Strategy 2017–19](#) aims to invest in and support the adoption of evidence based approaches to achieve gender equality and harness the collective influence of our partners to build cross-sector action and leadership to advance gender equality.

VicHealth’s [Mental Wellbeing Strategy 2015–19](#) focuses on more opportunities to build resilience and social connection for young people and women.

The arts, culture, and creative industries play a central role in promoting health and preventing illness. [The VicHealth Arts Strategy 2017–19](#) has a strong focus on developing new partnerships and approaches to build health benefits and bring new ideas and sectors on board to creatively address health problems.

In early 2018, VicHealth undertook an international review of arts and creative industry programs, interventions and strategies implemented to promote gender equality. The review identified promising practice principles (see page 4) to inform future creative arts initiatives that promote gender equality in Victoria.

Local councils are recognised as a key setting for the promotion of gender equality and have become leaders in modelling and advancing gender equality in their municipalities.

What's on offer?

VicHealth's Gender Equality through the Arts project grant will provide funding of up to \$85,000* for a period of 12 months. This program will support the development of new creative arts initiatives or extend and strengthen existing promising arts-based initiatives that raise awareness of and promote gender equality.

*Excluding GST

Purpose of the grants

Promoting gender equality is a key priority of VicHealth and both state and local government sectors in Victoria.

Victorian Local Councils have become leaders in modelling and advocating for gender equality within communities and, as such, have been identified as a powerful conduit through which communities can engage with the arts to raise awareness, explore the impacts of gender inequality and promote healthier and more equal gender norms.

The arts and creative industries are key settings in which our culture is produced and reproduced and can be equally powerful in undoing and recalibrating gender norms.

Aims

Creative projects should:

- raise awareness, engage with and progress contemporary ideas about gender equality and celebrate and promote Victorian women and girls as independent leaders, and as equal, capable and valued members of the community
- provide Victorian local councils with an opportunity to improve the mental wellbeing of communities by engaging arts strategies to address the gendered drivers of violence against women and promote social connection
- increase the capacity of local governments to build partnerships with arts and corporate organisations to act on gender equality using the arts
- build the evidence base on what works in the arts to promote gender equality for mental wellbeing.

Eligibility criteria

The funding calls for proposals from local councils who can demonstrate either current or potential partnerships with arts, cultural and creative sectors and public or private sector sponsors with an interest in promoting gender equality to develop community based arts initiatives.

Projects in rural and regional locations are strongly encouraged – particularly in areas of high unemployment or social disadvantage.

To be eligible for the grant you need to:

- be a Victorian Local Government Authority
- demonstrate the potential to work in partnership with an arts/cultural/creative department or organisation and/or additional public or private sector sponsor
- be able to undertake the proposed activities within the 12-month funding period
- show a commitment to participate in program evaluation
- have acquitted previous grants awarded to it by VicHealth (to the satisfaction of VicHealth).

Application and assessment criteria

In addition to the criteria outlined in **Table 1** below, applications must also address the following.

Creative projects must demonstrate how they will address the gendered drivers of violence against women, as outlined in [Change the Story: A shared framework for the primary prevention of violence against women and their children in Australia](#).

Building on the broad range of initiatives outlined in the [Promoting gender equality through the arts and creative industries summary](#), successful projects will be guided by (but not replicate) promising examples outlined in the case studies and may address VicHealth’s current [Action Agenda for Health Promotion](#) and Mental Wellbeing priorities including:

- healthier masculinities
- young people and technology
- health equity
- social connection
- gender equality in sport

Successful projects will be chosen for their capacity to meet the practice principles identified in the evidence review as being most effective in maximising impact, reach and opportunities for social change which may include:

- capacity to engender understanding and empathy regarding inequities and discrimination experienced by women
- capacity to disrupt gender stereotyping
- uncovering untold women’s stories of our past, present and futures
- shining a light on potentially unhealthy and unsafe cultures or environments (e.g. heavily male dominated sporting clubs, workplaces)
- validating self and collective expressions by creating visibility of women in public spaces
- potential for scalability
- potential for added value through opportunity, publicity, prominence and partnership
- capacity to evaluate and contribute to an emerging evidence base.

Proposals may be based on new arts initiatives or established arts projects that you wish to expand and strengthen. If you are applying to fund an established project, you will need to demonstrate how the grant will strengthen or expand existing efforts.

Table 1.

Application criteria	
What	<ul style="list-style-type: none"> ➤ Describe your project and how you will implement new community arts opportunities specifically addressing gender equality for women and girls. ➤ Clearly outline your project concept and the domain/s of gender equality it will address. These domains include: <ul style="list-style-type: none"> • challenging gender stereotypes and roles • strengthening positive, equal and respectful relationships • promoting women’s independence and decision making • challenging the condoning of violence against women. ➤ Demonstrate which of the promising practice principles from the evidence review (listed above) your project will address to maximise impact, reach and opportunities for social change.

Who	<ul style="list-style-type: none"> ➤ Specify your target audience (e.g. young women in technology, men in sports clubs, isolated rural women, teenagers, people with a disability, general community, school communities). ➤ Demonstrate Council’s capacity to engage communities in both the creation and public presentation of the arts/creative initiative and for extending the reach and impact of the initiative as outlined in the Gender Equality and Arts Evidence Review Summary. ➤ Indicate how the project will raise awareness amongst local communities of the health impacts of gender inequalities and problematic gendered social norms and increased support for greater gender equality. ➤ Demonstrate how the project will increase social connection between individuals and amongst communities that have engaged in the arts gender equality initiatives in local government settings. ➤ Proposals will be required to address specific barriers faced by groups to ensure those who are most excluded in their local communities are given opportunities to participate and therefore increase their levels of social connection. These groups may include those with disability, or those from CALD communities, young people, LGBTI, Indigenous or remote communities.
Why	<ul style="list-style-type: none"> ➤ Show a clear rationale to support your project and demonstrate why your council is applying for this grant, including indicative community interest and demand. ➤ Proposals must provide clear logic to support this for example why there is a need to address the problem, why the population group was chosen, why the specific strategies were chosen.
How	<ul style="list-style-type: none"> ➤ Detail how you will implement this arts initiative and why you think it will work.
Impact	<ul style="list-style-type: none"> ➤ Specify how many engagement opportunities will be created, and how many participants will benefit.
Sustainability	<ul style="list-style-type: none"> ➤ Demonstrate how the arts initiative will be sustainable after the Arts Grant funding has ended.
Partners	<ul style="list-style-type: none"> ➤ List who you will partner with, and what role these partners will play to ensure a successful initiative. ➤ Demonstrate Council’s capacity to engage with and manage effective partnerships and provide evidence and letters of support from existing partnerships or proposed new arts and public and private sector partnerships.
Evaluation	<ul style="list-style-type: none"> ➤ Outline your understanding of and capacity to undertake evaluation of the initiative (please note there will also be an independent evaluator funded by VicHealth to assist each project).

Funding Conditions

Successful applicants are required to:

- comply with VicHealth's [Terms and Conditions](#)
- comply with reporting requirements
- complete the funded activity within 12 months of commencement
- take part in an evaluation of VicHealth's *Gender Equality through the Arts* project grant as requested – by assisting an external VicHealth appointed evaluator with design/collection/management/supply of minimum data set (data required to be confirmed in conjunction with VicHealth, external evaluator and funded Councils, and where possible using already existing tools)
- acknowledge VicHealth's *Gender Equality through the Arts* project grant in all communications
- ensure they are not a recipient of financial support from tobacco companies.

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 and 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 administrative costs.

What we will not fund

- x Non-creative initiatives which work to address gender inequality within the arts and creative industries themselves are **not** the focus of this funding round
- x Existing council plans or work that will go ahead regardless of the grant
- x Excessively expensive prizes, or those where no justification or rationale for prize choice is provided, or cash prizes
- x Design, publication or production costs for items without clear VicHealth branding and relevance, or where materials duplicate those provided by VicHealth
- x Advertising or media costs for other related council activities
- x Capital works or infrastructure improvements
- x Excessive event costs, alcohol or unhealthy catering options.

Payment of funding to successful organisations

If your council is successful in receiving a *Gender Equality through the Arts* project grant, the funds will be made by electronic funds transfer into your nominated bank account provided during the VicHealth's Gender Equality through the Arts project grant application process. 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 12 of the [Terms and Conditions](#).

How to Apply

Councils can apply by completing and submitting an online application form available here www.vichealth.vic.gov.au/gender-equality-arts

Applications must be submitted to VicHealth by 3:00pm on Friday 8 February 2019.

What if I still have questions?

- Please email enquiries to gearts@vichealth.vic.gov.au
- FAQs will be available on our website after the information session on 13 December 2018

Further Reading

- [Gender Equality in the Arts and Creative Industries Summary Evidence Review and Case Studies](#)
- [Change the Story: A framework for the prevention of violence against women and their children in Australia](#)
- [VicHealth Arts Strategy 2017–19](#)
- [VicHealth Gender Equality Health and Wellbeing Strategy 2017–19](#)
- [VicHealth's Mental Wellbeing Strategy 2015–19](#)
- [Safe and Strong: A Victorian Gender Equality Strategy](#)
- [Fair Foundations: The VicHealth framework for health equity](#)
- [The Partnership Analysis Tool](#)

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