

This Girl Can – Victoria

Local area marketing grants 2019

Victorian local councils are invited to apply for a local area marketing grant to promote VicHealth’s highly successful This Girl Can – Victoria campaign, celebrating women who are all kinds of active.

Grants of \$10,000-\$15,000 (excluding GST) are available for councils to promote the campaign to women in their local community, and encourage women to get involved in local physical activity opportunities.

These grant guidelines provide background information about VicHealth and the This Girl Can – Victoria campaign, and outline the grant requirements, eligibility criteria and application process.

Key dates

Local area marketing grant applications will **open on 1 February 2019** and **close on 1 March 2019**.

Assessment and funding recommendations will be made on a rolling basis so we encourage you to apply early for the best chance of success.

Key timelines are outlined below:

Milestone	Date
Grant applications open	1 Feb – 1 Mar 2019
Grant applications assessed & awarded (rolling)	Mid-Feb – mid-Mar 2019
Councils deliver local area marketing activities	Early Mar – 12 May 2019
Councils submit reports	Jun 2019

About VicHealth

VicHealth is a pioneer in health promotion. We work with partners to discover, implement and share solutions to the health problems facing Victorians. We seek a Victoria where everyone enjoys better health and wellbeing.

VicHealth is the champion of health for all Victorians. We work to keep people healthy, happy and well – preventing chronic disease and keeping people out of the medical system.

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

About This Girl Can – Victoria

Launched in 2018, the This Girl Can – Victoria campaign has already inspired more than 285,000 Victorian women to get active.

This Girl Can – Victoria is more than a physical activity campaign. This is about empowering women to feel comfortable in their bodies and in public spaces. This is about women getting active whenever, wherever and however they choose – without worrying about being judged.

Before the campaign, VicHealth research showed a staggering 52% of Victorian women are worried about being judged while exercising – for 41% this fear of embarrassment was so bad it stopped them from getting active.

And this is part of a bigger challenge - three in five Australian women are not sufficiently active, participating in less than 30 minutes of physical activity on four or more days a week. And one in five don't do any physical activity in a week.

VicHealth's edgy campaign is based on Sport England's viral hit [This Girl Can](#). It's proven to be a winning formula, with the Australian version achieving the equivalent level of success as its English counterpart in its first year.

After seeing the *This Girl Can – Victoria* campaign, many women were inspired to start a sport or physical activity for the very first time. Others were motivated to get back into exercise after taking a break.

Now over three quarters of women who have seen the campaign feel it has helped women increase their confidence and overcome their fear of being judged when being active.

Since the campaign began, a community of women have come together online to support and encourage each other to be active. Right across Victoria, women are participating in more social, fun, supportive and welcoming activities that are what the This Girl Can – Victoria campaign is all about.

[Watch the ad](#), find out more on the [This Girl Can - Victoria website](#) and join the community on [Facebook](#), [Twitter](#) and [Instagram](#).

Target audience

The campaign focuses on Victorian women aged 18 and over who are less active.

This Girl Can – Victoria features the voices and stories of diverse women from across Victoria. It features younger and older women; mums and non-mums; women from our Aboriginal and Torres Strait Islander community; women from culturally diverse backgrounds; women with disabilities; women from across the LGBTBI community; women with lower incomes or education levels; and women living in metro, regional and disadvantaged areas.

This Girl Can – Victoria does not target girls under 18 years of age (the Federal Government's *Girls Make Your Move* campaign targets this audience).

This Girl Can – Victoria local area marketing program

VicHealth is offering local area marketing grants for Victorian local councils to promote the successful This Girl Can – Victoria campaign in early 2019. Grants of \$10,000-\$15,000 (excluding GST) are available.

Funded councils will extend the This Girl Can – Victoria campaign by promoting the campaign within their local communities. Councils will:

1. use This Girl Can – Victoria campaign materials (available via the This Girl Can – Victoria [Campaign Supporter Hub](#)) to increase the reach of the campaign to local women
2. promote local opportunities for women to be physically active
3. share the [Helping Women and Girls Get Active Guide](#) with local physical activity suppliers, clubs and facilities
4. submit a short evaluation report to VicHealth.

This Girl Can – Victoria campaign materials

A suite of materials is available from the This Girl Can – Victoria [Campaign Supporter Hub](#). This includes:

- a **Campaign Supporter Toolkit** (including key messages and brand guidelines)
- **posters** (ready to use and editable campaign posters to print and display)
- **digital banners** (ready to use banners for your website and eDMs)
- **social media** (ready to use posts you can share)
- **design tool** (create your own posters, banners and social media posts using a tool on our website).

VicHealth will also provide a template media release to support your local PR activities, and an interview guide for local case study opportunities.

Councils **must** use existing campaign materials and templates mentioned above. VicHealth is unable to provide This Girl Can logo files to councils for use on other materials and councils **do not** have permission to create their own materials other than outlined above.

All promotional materials **must** be submitted to VicHealth for review prior to being published. A minimum of five working days should be allowed for VicHealth review and approval.

Local opportunities for women to get active

As part of the local area marketing program, councils will promote local opportunities for women to get active. These opportunities should focus on beginner-friendly, inclusive activities that focus on women with a range of fitness and skill levels.

Local opportunities might include women's only classes at a local fitness centre, pram walking groups for new mums, a local women's football team, or family-friendly personal training sessions.

As part of local promotions, activity providers can choose to offer incentives such as free or discounted trials for new participants, come-and-try sessions, special women’s-only activities or bring-a-friend activities.

Promotional activities

Promotional activities must target less active women in your community. Channels could include:

- Paid advertising in local newspaper
- Poster display in local facilities
- Social media (including paid posts)
- Email newsletter
- PR and media engagement
- Community event
- Outdoor advertising
- Staff event
- Staff intranet content
- Website content
- Other networks and channels

What’s happening in 2019

Following the campaign launch in 2018, the second year of This Girl Can – Victoria will build on the success of year one. An indicative timeline for major activity is outlined below:

	Jan	Feb	Mar	Apr	May
Advertising	Social media				
				TV – metro & regional	
				Online (YouTube, Catch up TV, Search)	
				Outdoor	
This Girl Can Week 18-24 Mar					
Local area marketing (via councils)					

This Girl Can Week: 18–24 March 2019

This Girl Can Week is an opportunity for Campaign Supporters to host free or discounted beginner-friendly or “come and try” sessions to attract more women into their programs and activities, while campaign advertising is at its peak.

This Girl Can Week events will be featured on the This Girl Can – Victoria Facebook page and website, and some will be communicated via eDM.

It is optional for local area marketing grant recipients to run activities during This Girl Can Week. If you choose to get involved, here are some ideas to get you started:

- encourage local activity providers to offer free or discounted activities for women during This Girl Can Week

- promote the activities happening in your area
- run a competition or offer incentives for participants in This Girl Can Week activities
- organise an event or activities for council staff.

Evaluation reports

At the end of the local area marketing program, funded councils will need to submit a brief evaluation report to VicHealth in June. VicHealth will provide a template for this report, which will include:

- a summary of activities delivered
- key outcomes of promotional activities including reach and engagement with local women
- an expenditure report.

Eligibility criteria

To be eligible for the This Girl Can – Victoria local area marketing grants, you must:

- be a Victorian local council
- register as a campaign supporter via the [This Girl Can – Victoria website](#), agree to the terms and conditions and complete a brief Supporter Orientation Program the first time you login to the Campaign Supporter Hub.
- agree to the Funding Terms and Conditions.

Councils may work together with local sporting facilities or clubs to form a partnership application, however, funding will only be paid to the council, and the council must take the lead to administer funding on behalf of all partners.

Assessment criteria

Applications will be assessed based on:

- Ability to deliver on marketing objectives
- Ability to reach the target audience
- Value for money
- Capacity and ability to deliver proposed activities within specified timeframes

In assessing grant applications, VicHealth will take into consideration the location (metro vs regional), physical activity levels of women in the area, SEIFA index rating and broader health and wellbeing plans of each applicant.

What the funding can be used for

This funding is designed to be used for the cost of promotional activities and staff costs.

What the funding cannot be used for

The funding cannot be used for sporting equipment or infrastructure works.

The This Girl Can logo **cannot** be used on branded merchandise or clothing (regardless of whether funds have been provided by council or VicHealth).

Please note that VicHealth is unable to provide This Girl Can logo files to councils for use on materials other than those provided via the online supporter hub.

Next steps: application and further information

To apply for a This Girl Can – Victoria local area marketing grant:

1. Please read these key documents:
 - These grant guidelines
 - This Girl Can – Victoria local area marketing grant terms and conditions
 - [VicHealth's Privacy Statement](#)
 - [VicHealth's Website Terms of Use](#)
2. Complete an application form
3. Send your completed application form via email to canderson@vichealth.vic.gov.au

Contact

For more information about This Girl Can – Victoria, visit thisgirlcan.com.au and join the community on [Facebook](#), [Twitter](#) and [Instagram](#).

For more information about the local area marketing grants, or to submit your application form, contact Clare Anderson on canderson@vichealth.vic.gov.au or 03 9667 1322.