

Grant Guidelines

Growing Participation in Sport 2018–21

The *Growing Participation in Sport* program is a new investment under the VicHealth *Physical Activity Strategy 2018 to 2023* that aims to deliver proven participation opportunities enabling those who are less active to become more active through sport, with a focus on engaging young people aged 12–17 years.

VicHealth will partner with a number of National Sporting Organisations (NSOs), State Sporting Associations (SSAs) and Victorian Disability State Sporting Bodies (DSSBs) who can help us make the greatest impact on increasing participation levels of inactive and less active young people aged 12–17 years.

Your SSA/NSO/DSSB could share in up to \$6 million in funding available over 2018–2021.

Important information

Key Dates	
Opening date	Monday 12 February 2018
Closing date	Thursday 8 March 2018 12pm
Information session (optional but highly recommended) 2.5 hour duration	Monday 19 February 2018 <u>Session 1: 9:30am – 12pm</u> or <u>Session 2: 1:30pm – 4pm</u>
Notifications anticipated by	Late May 2018
Funding commences	1 July 2018

SSAs/NSOs/DSSBs can apply by completing the application form for VicHealth’s Growing Participation in Sport program via the online application system. Emailed or faxed applications will not be accepted.

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

[VicHealth Information for All Applicants](#)

[VicHealth Funding Agreement](#)

[VicHealth’s Privacy Policy](#)

[VicHealth’s Website Terms of Use](#)

[Frequently Asked Questions](#)

[IT Frequently Asked Questions](#)

Enquiries

For questions regarding the funding round and guidelines, please email: physicalactivity@vichealth.vic.gov.au

We will review every email and respond as soon as possible.

You may also find the answer to your enquiry in the [Frequently Asked Questions \(FAQs\)](#) so please read these first.

To access the Funding Application System, visit https://www.grantrequest.com/SID_1262/default.asp?SA=AM

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.

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

Encouraging regular physical activity through sport

Regular physical activity has health, social and economic benefits and is one of the most important factors in promoting good health and preventing chronic disease in Australia.ⁱ Yet less than a third of Australians are getting enough physical activity to benefit their health, with lifestyles becoming increasingly sedentary.ⁱⁱ

Why is VicHealth focusing on young people 12–17 years?

At VicHealth we know the importance of establishing the foundations for good health early on, and that physical activity habits are often formed in childhood and adolescence.

Nine out of ten (92%) young Australians (12–17-year-olds) do not meet the Australian Physical Activity Guidelines of 60 minutes of physical activity every day.ⁱⁱⁱ As children age, they engage in less physical activity and more sedentary screen-based activity.^{iv} From the ages of 5–8 years to 15–17 years, average minutes of physical activity halves from 120 minutes per day to just over 60 minutes per day, while screen time increases by over 80 minutes per day.^v

We also know that participation rates in sport peak among Victorians aged 5–14 years and significantly drops by ages 15–19 years.^{vi}

By focusing on young people (12–17 years) we can capitalise on the opportunity to set up positive physical activity habits, and support young people to remain active particularly as they transition to and from secondary school.

What do we know about less active 12–17-year-olds?

Youth (12–17 years) is a period of massive changes, encompassing the transitions from primary school to secondary school and from childhood to adulthood. Young people experience significant physical, mental, social and intellectual changes, in addition to becoming increasingly independent. We also know that young people's experiences differ and that things such as cultural diversity, disability, low income, sexual orientation and where you live can impact on physical activity levels.

As part of our commitment to increasing the physical activity levels of 12–17-year-olds, VicHealth has commissioned evidence based research to help us understand the barriers to participation as well as explore the different cohorts within the 12–17 year age group. Importantly, this evidence piece considers some of the design and delivery principles that could be applied when trying to engage the inactive and somewhat active 12–17-year-olds in sport.

Read more about the 12–17-year-old cohort [here](#).

What is VicHealth’s Growing Participation in Sport program?

The *Growing Participation in Sport* program offers up to \$6 million in funding over the period 2018–2021 and aims to engage less active young people (12–17 years) to become more active through sport. It has a particular focus on engaging young people who face health inequities, those who don’t engage in regular physical activity and those that aren’t interested in participating in existing traditional sport offerings.

Projects that receive funding through *Growing Participation in Sport* will need to provide evidence to demonstrate they can deliver a quality, sustainable participation opportunity that can engage and motivate less active young people to get involved and continue to participate.

Who can apply?

- Sporting organisations recognised as an SSA under the classification provided by [Sport and Recreation Victoria](#) or NSO recognised by the [Australian Sports Commission](#)
- Victorian DSSBs recognised by Sport and Recreation Victoria
- Organisations meeting the above requirement who have fully acquitted all requirements of any previous grants awarded under VicHealth funding (to the satisfaction of VicHealth)
- Organisations committed to achieving and/or maintaining a minimum of 40 per cent female representation on their sporting organisation’s Board by July 2019.

Who cannot apply?

- SSAs/NSOs/DSSBs seeking funding for a program or participation opportunity where the intention is to deliberately injure or inflict harm on another individual
- Professional sporting bodies, elite sporting teams or community sports clubs.

What type of participation opportunities does VicHealth want to invest in?

VicHealth is looking to invest in **one** participation program/product **for each funded sport** that is either:

- A. An established junior or adult product that can be modified or re-purposed for 12–17-year-olds (or a subset of that group). For example, an existing social sport program that has had success engaging inactive adults (for example 25+) that could be tweaked to target 12–17 years. Programs in this category may have been delivered through other VicHealth funded sport programs.
- B. An established product for 12–17-year-olds introduced to Victoria for the first time. For example, a successful national, interstate or international youth program that has been developed, trialled and/or delivered elsewhere, or
- C. An established product for 12–17-year-olds, delivered in Victoria that will be scaled to extend the reach to less active youth. For example you may be able to deliver significantly greater geographic reach, diversity of audience and/or number of deliverers.

VicHealth cares about ensuring that everyone has a chance to get active, so think about how your opportunity will be inclusive and accessible, particularly for those young people who experience disadvantage.

What we will not fund

- Existing sporting programs, competitions, activities or work that will be delivered or extended anyway without VicHealth Funding.
- Creating, piloting and testing brand new products or programs.
- One-off events or activations that are not connected to supporting young people to participate in a broader program.
- Activities delivered outside of Victoria.
- Programs delivered in schools during school hours, including those funded through the Australian Sports Commission’s Sporting Schools. Please note promotional activities in schools that are used to engage young people with your community sport product may be included as part of a marketing strategy, however the actual program delivery must be outside of school hours.
- Programs with limited proof of success, e.g. a program that has been created and delivered by a single local sporting club.
- Creation or extension of traditional sport competition pathways, e.g. creating a new U14 competition where there currently isn’t one in existence in a particular area.

Timelines

Date	Activity
12 February 2018	Applications open
19 February 2018	Grant information session hosted by VicHealth Option 1: 9:30am – 12pm Registrations via Eventbrite Option 2: 1:30pm – 4pm Registrations via Eventbrite Both sessions are identical. Attendance is only required once.
8 March 2018	Applications close 12pm
Week commencing 13 March 2018	Applications assessed and shortlisted
27 March 2018	Applications considered by an Assessment Panel
May 2018	VicHealth Board approval
Late May 2018 (anticipated)	Organisations notified of outcome of application
June 2018	Contracting of successful organisations
July 2018	Program commences from 1 July 2018

Selection criteria – what is VicHealth looking for?

Each of the below selection criterion relate to a specific part of the written application:

Description	SELECTION CRITERIA
<p>Product</p> <p>VicHealth wants to clearly understand what your participation opportunity is and, more importantly, what the full participant experience would be like from start to finish. We want to know how it will address the motivations, needs and challenges of the less active 12–17-year-old age group, including how it will be adapted (if applicable).</p>	<ul style="list-style-type: none"> • Exclusive focus on engaging young people 12–17 years who are less active (inactive/somewhat active) • Clear description of the program and experience for a less active 12–17-year-old • Sound rationale for how the program intends to address the motivations and challenges of the less active 12–17-year-old age group.
<p>Participation reach</p> <p>We want to know the number of young people you may be able to reach through your program. We also want your sport to demonstrate how your participation opportunity will cater for those who will benefit most.</p> <p>Young people (12–17 years) who are least likely to be active are:</p> <ul style="list-style-type: none"> • those with a disability • Aboriginal • on low incomes • speak a language other than English at home • live in LGAs with low levels of physical activity • live in rural and regional areas. <p>Therefore your participation opportunity must consider accessibility and inclusion.</p>	<ul style="list-style-type: none"> • Number of participants and (realistic) growth potential • Percentage of less active 12–17-year-old participants experiencing inequity, e.g. Aboriginal, CALD, LGAs with low levels of physical activity or people with a disability. • Clear description of how you will reach people experiencing disadvantage.
<p>Evidence</p> <p>VicHealth wants to invest in participation opportunities that already have a strong and robust evidence base behind them. Something that has been successfully piloted and tested already, together with a solid rationale and plan to move forward.</p> <p>Strong evidence needs to include the number of people who have participated in the program so far. It would also include positive participant and deliverer feedback for the program. We want to be able to see that it has successfully been delivered elsewhere, that it is hitting the mark and that there is potential to make it work for this demographic within available resources.</p>	<ul style="list-style-type: none"> • Demonstrated evidence that the program has been successful • Sound rationale for introducing (if applicable) and scaling the program for less active 12–17-year-olds in Victoria.

<p>Capacity and alignment</p> <p>VicHealth wants to work with SSAs/NSOs/DSSBs that are ready, capable and have the experience and skills to deliver.</p> <p>It will be necessary to provide an indicative budget to ensure what you propose is realistic within the resources available.</p> <p>You must demonstrate that your participation opportunity clearly aligns with your organisational strategy and integrates seamlessly into your sport's existing product structure or the suite of opportunities for 12–17-year-olds. This strategic alignment should be evident across both a national and state level, so that it is a priority and has commitment at both levels of the sport.</p> <p>VicHealth knows that strong partnerships are critical for ensuring the success of participation programs. It will be important to demonstrate that your sport has strong partnerships in place which will support your sport in delivering your opportunity.</p>	<ul style="list-style-type: none"> • Demonstrated SSA/NSO/DSSB readiness, capacity, expertise and skills to deliver the participation opportunity • Strong partnerships between your state and national body and other key stakeholders and partners to enable success • Clear rationale for the participation opportunity that strongly aligns with SSA/NSO/DSSB strategy and pathway • Appropriate budget is outlined to deliver the participation opportunity • Strong support from SSA/NSO/DSSB Board
<p>Legacy – beyond VicHealth funding</p> <p>We want to ensure that your sport is already considering the long term future of your participation opportunity beyond VicHealth funding. Strong applications will demonstrate the vision and plan for sustainability and how your sport will use the funding to establish a business model that will allow best chance of delivery to occur into the future.</p>	<ul style="list-style-type: none"> • Sustainability has been considered and a realistic business model has been demonstrated

How to apply?

Step 1 – Preparation.

Review these guidelines, Information for all Applicants, Frequently Asked Questions and additional funding materials to determine if your organisation is eligible and your proposal strongly aligns with the program's objectives.

Step 2 – Attend VicHealth's *Growing Participation in Sport* initiative information session.

Attendance at one of the information sessions is strongly encouraged if you intend to apply for this funding. It will:

- provide an overview of the critical information for VicHealth's Growing Participation in Sport initiative
- provide further detail and insights into the 12–17-year-old target segment
- take you through the application materials and process
- allow time to answer any additional questions and discuss ideas you might have for potential funding under the program.

The information sessions will be held at VicHealth Seminar Room 1, 15 –31 Pelham St, Carlton 3058

- Monday 19 February 2017 9:30am – 12.00pm

- Monday 19 February 2017 1:30pm – 4.00pm

You must register to attend your preferred workshop by visiting:

<https://www.eventbrite.com.au/e/growing-participation-in-sport-info-session-1-tickets-42696179422>

<https://www.eventbrite.com.au/e/growing-participation-in-sport-info-session-2-tickets-42696505397>

Both workshops will be identical so you only need to attend one, not both.

Step 3 – Prepare and submit a completed application form, together with any relevant attachments, via the online application system before **12pm on Thursday 8 March 2018**.

How will applications be assessed?

VicHealth will be assessing your application against the selection criteria described in these guidelines.

Stages of assessment

Stage 1 – VicHealth representatives will review and shortlist applications against the selection criteria. VicHealth will contact you during this period **only if** further information is required.

Stage 2 – A panel of experts representing VicHealth and the sport and health promotion sector (the assessment panel) will meet to make recommendations for the allocation of funding. Funding amounts and allocation will be at the discretion of VicHealth.

Stage 4 – Organisations will be advised of the outcome of their application in late May 2018.

VicHealth will make a final funding decision based on the best mix of applications to achieve the greatest impact in delivering on the program outcomes for Victorians.

Grant conditions

All organisations funded under this program will be required to:

- accept the terms of the VicHealth Funding Agreement
- accept the conditions in Information for all Applicants
- commit to VicHealth Funding Agreement for up to three years
- budget for a resource with the relevant experience, skills and qualifications to lead the project
- participate in the Program Communities of Practice, relevant education and training and other meetings as directed at VicHealth
- produce work plans and budgets to be determined in the Funding Agreement
- participate in the VicHealth evaluation of this program including complying with any mandatory data and reporting requirements specified in the Funding Agreement
- ensure that all personnel, agents or subcontractors who undertake activities of Growing Participation in Sport 2018-21 have passed a Working With Children Check under the *Working With Children Act 2005 (Vic)*.
- commit to achieving and/or maintaining a minimum of 40 per cent female representation on your sporting organisation's Board by July 2019
- comply with VicHealth and Program branding requirements.

References

ⁱ Australian Institute of Health and Welfare 2008, *Australia's health: The eleventh biennial health report of the Australian Institute of Health and Welfare*, Australian Institute of Health and Welfare, Canberra.

ⁱⁱ Australian Bureau of Statistics 2012, *Australian Health Survey: First results, 2011–12*, cat. no. 4364.0.55.001, Australian Bureau of Statistics, Canberra.

ⁱⁱⁱ Tolhurst, P, Lindberg, R, Calder, R, Dunbar, J, de Courten, M, 2016, *Australia's Health Tracker*, The Australian Health Policy Collaboration, Melbourne.

^{iv} Australian Bureau of Statistics, 2013, *Australian Health Survey: Physical Activity, 2011-2012*, Belconnen.

^v Australian Bureau of Statistics 2013, *Australian Health Survey: physical activity 2011-12*, Australian Bureau of Statistics, Canberra.

^{vi} VicHealth, 2016, *Sport participation in Victoria, 2015 Research summary*, Victorian Health Promotion Foundation, Melbourne.