

Grant Guidelines

VicHealth Innovation Challenge: Sport #6

VicHealth funding is available to help sporting bodies increase the levels of physical activity of inactive or somewhat active Victorians through regular participation in sport. Organisations with the most promising ideas will share in up to \$450,000 of start-up funding to test ideas and make a real impact over an 18-month project timeline.

In 2017–18, the VicHealth Innovation Challenge: Sport (The Challenge) is calling on sporting organisations and Victorian local councils to address any of the following focus areas:

- more fun and flexible sport
- more places to play
- more sport for everyone.

We also welcome partnerships between sporting bodies and innovators who can challenge the status quo and bring ideas to life.

Are you ready to rise to the Challenge and lead community sport in a new direction?

Key dates

There are four key stages for applicants during the assessment process:

Stage 1 SUBMIT APPLICATION		
	Opening date	Tuesday 3 April 2018
	Closing date	Friday 4 May 2018 (3pm)
	Notifications	Friday 11 May 2018
Stage 2 DEVELOP CONCEPT		
	Ideation workshop	Thursday 17 May 2018
	Proposal submission	Thursday 31 May 2018
Stage 3 ASSESSMENT PANEL		
	Assessment Panel	Thursday 14 June 2018
	Notifications	Friday 29 June 2018
Stage 4 FINAL CONTRACTING		
	Contracting	Week of Monday 2 July 2018
	Announcements	July 2018 – date to be confirmed
	Funding commences	July 2018 – date to be confirmed

Submission

To complete your stage 1 application, you will need to:

- submit an online registration form;
- submit a 90-second video pitch; and
- submit a video consent form.

About VicHealth

VicHealth is a pioneer in health promotion – working to promote good health and prevent 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

What is the VicHealth Innovation Challenge: Sport?

The *VicHealth Innovation Challenge: Sport* program aims to **get less active Victorians to become more physically active through playing regular sport** by providing a share in up to \$450,000 to sporting organisations or local Victorian Councils over an 18 month timeline.

The Challenge funds sporting bodies in partnership with innovators to test new or different concepts that tackle obstacles blocking people from playing sport, with a view to create sustainable models that will continue to get Victorians moving post-funding.

In addition, VicHealth has chosen three specific focus areas to promote new thinking among sporting bodies in response to current sector challenges. The Challenge focus areas are:

- **more fun and flexible sport**
- **more places to play**
- **more sport for everyone.**

Sporting bodies with the most promising ideas addressing our goal and any one of the three focus areas will share in start-up funding to test ideas and make a real impact.

Focus area 1: More fun and flexible sport

Can you make sports more fun and flexible for people?

This focus area aims to deliver flexible, social and less structured sport participation.

VicHealth recognises that for many people traditional club memberships are less appealing and there is a need to encourage opportunities to participate in sports that are flexible, affordable and can fit into busy lifestyles.

Some examples include: sport-based fitness activities for time-poor mothers, club-based participation offerings that focus on fun games rather than traditional club training or social sport structures that allow participants to get to know one another in a relaxed format.

Focus area 2: More places to play

Can you find/create new places to play sport or change the way sporting venues are used in the community?

This focus area aims to create more opportunities for Victorians to take part in physical activity by helping sporting bodies to identify more places in the community that people can use to be physically active.

The VicHealth Innovation Challenge: Sport does not fund the building of sporting facilities or related projects, instead funding can be used to create new places to play and modify places that aren't being used. Parks, beaches, lakes and community halls are not traditionally used by sporting organisations however these could be re-purposed into spaces to showcase different sports and offer people more convenient sporting opportunities.

Sporting organisations could also look at repurposing venues such as tennis courts, swimming pools, netball courts, bowls greens, football ovals and golf courses that are either under-used or at high capacity; into venues for modified games in divided spaces to allow multiple sports at the one venue.

Focus area 3: More sport for everyone

Can sport become an easy option for them to get them playing?

This focus area aims to strengthen inclusive and equitable participation opportunities for disadvantaged people in Victorian communities.

Sporting bodies could provide higher levels of support to under-represented population groups, including but not limited to: women and girls, Indigenous groups, newly arrived groups (particularly those from culturally and linguistically diverse backgrounds), older adults, people with a disability and low socioeconomic communities.

Funding could be used to understand and address participation barriers such as affordability, language and cultural pressures. This could be engaging new community partners to create more welcoming environments in clubs through mentor schemes, culturally appropriate marketing and improved equipment access. Sporting organisations could also develop programs to ensure participation is more accessible for all ages, cultures, genders and abilities.

What's on offer?

- **Funding** is available for projects to test and refine ideas over an 18-month project period. Funding amounts for Challenge projects vary between \$60,000 and \$120,000.
- **Expert support** for projects to obtain market insights and to help develop business plans, marketing approaches and sustainability strategies, as well as sharing sessions between project groups.

Who can apply?

- Sporting organisations recognised as a State Sporting Association (SSA) under the classification provided by Sport and Recreation Victoria or National Sporting Organisation (NSO) recognised by the Australian Sports Commission
- Victorian Disability State Sporting Bodies (DSSB) recognised by Sport and Recreation Victoria
- Victorian Regional Sporting Assemblies
- Local sporting clubs/associations affiliated to their SSA (as defined in point 1)
- Elite sporting teams
- Victorian local councils
- 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 (applies to SSAs, NSOs, RSAs and elite sporting teams only).

Please note that VicHealth will **only accept submissions from sporting organisations** directly. However we will accept submissions from a sporting body working in partnership with an innovator.

You're an innovator if you like challenging the status quo and taking action. You might be a social entrepreneur, a community organisation, a private provider or a digital expert.

What we will not fund

- A sporting organisation where the program/activity involves striking or kicking another individual with intent to injure and the head is target. We will not support a program/activity that directly feeds into a participation pathway where the intention is to deliberately injure or inflict harm on another individual.
- Activities delivered outside of Victoria.
- Programs delivered in schools during school hours, including those funded through the Australian Sports Commission's Sporting Schools. Promotional activities in schools to engage young people may be included as part of a marketing strategy, however the actual program delivery must be outside of school hours.

Key documents before you submit an application

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

[Video Consent Form](#)

[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](#)

Submitting an application

Applications for The Challenge open Tuesday 3 April 2018 and close 3pm Friday 4 May 2018.

To participate in the Challenge, you must:

- a) complete the **online registration form** accessed on the Challenge webpage.
- b) create a **90-second video pitch** and provide a direct video link (YouTube URL) on the online application form accessed via the Challenge webpage.

Your video pitch must not exceed 90 seconds and must be uploaded on YouTube. The URL must not be password protected and must be selected as 'unlisted'. This will ensure that the video pitch is not available to general public and can only be accessed by entering the correct URL directly into a web browser.
- c) complete the **video consent form** to accompany your 90-second video pitch. This form is available for download via the online registration form, where you can also upload your completed form.

Please note, VicHealth will not accept entries by email, post, facsimile or any other method that does not involve completing the online registration form. Late entries will not be accepted.

How will my 90 second video be assessed?

VicHealth will be assessing the quality of the idea, not the quality of the video footage. You can even record yourself talking on your smart phone!

Keep in mind that 90 seconds is not a long time so try and focus on your key points and keep it concise. When scripting your pitch, consider the overall goal of the Challenge, which focus area you're addressing and selection criteria (see below).

Considerations for your video pitch

Challenge goal

- How will your idea get inactive or somewhat active Victorians playing regular sport?

Focus areas (you must address at least one)

- How will your idea provide a fun and flexible opportunity for people to participate in sport?
- How will your idea create new places or modify sporting venues for new innovative sporting programs?
- How will your idea support people experiencing higher levels of disadvantage to get off the sidelines?

Selection criteria

- Who are your key sport partners and how will you support sport sector alignment?
- Why would you call your idea innovative and how is it different from other approaches?
- Can you define your target audience and how you are addressing their barriers to sport participation?
- Who will be delivering your sport and what does participation look like for your target audience?
- Can your approach be tested with low cost/time/effort to generate participation quickly?
- What's your projected impact over the 18 month project timelines? – i.e. number of participants increasing physical activity levels and number of regular participation opportunities you will create.
- Do you have a well-developed, realistic plan to execute your idea and create a sustainable model?

Remember to make an impression

- What is the main reason your idea is worth funding?

Selection criteria – what is VicHealth looking for?

The VicHealth Innovation Challenge: Sport will apply the following four selection criteria to all applications throughout the entire process. *The tick boxes are for your own self-assessment only.*

Criteria 1: Alignment

Show how you can support strategy alignment among your key sport stakeholders – <i>for example NSOs, elite teams, SSAs, RSAs, local clubs and other organisations as appropriate</i> – to build strong supportive partnerships.	We expect you to tell us: <ul style="list-style-type: none">• Who are your key partners within your sport?• How will you show alignment of key partner plans? <i>E.g. identifying cross-over between current strategic plans; supplying letters of support; seek shared contracting arrangements or co-investment plans with partners; or actively support the Challenge process together; (i) the video pitch; (ii) the ideation workshop; (iii) the Assessment Panel; and importantly (iv) project planning/delivery.</i>• Who will own the intellectual property being developed/used?	Tick to confirm <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Alignment example:

St Kilda Football Club's Challenge #5 concept 'SaintsPlay' looked to increase the number of autistic children playing local AFL. Early in the concept design process, they recognised the need to involve AFL Victoria and the AFL to ensure strong support at a local community level and to potentially support program scale across other elite clubs. Everyone supported the application process, subsequent project planning/delivery and were committed to a shared contracting arrangement that detailed agreed roles/responsibilities to achieve success. This project is currently funded until December 2018.

Criteria 2: Innovation

<p>Show how you're applying innovation (new or creative thinking) to take community sport in a new direction. For example testing new ideas, methods or partnerships that link to improving participation levels of less actives.</p>	<p>We expect you to tell us:</p> <ul style="list-style-type: none"> • Can you clearly describe why your application is innovative in comparison to other approaches in the market? <i>E.g. a new idea; new partnership; new process; and/or new audience.</i> • Does your approach put your target participant at the centre of the design and is your approach supported by evidence? <i>E.g. includes evidence of key barriers your target market experiences stopping them from playing sport.</i> • Can your approach be tested with low cost/time/effort to generate participation quickly? <i>E.g. testing participation within the first six months of funding.</i> • If successful, can your approach be scaled to increase impact post-funding? <i>E.g. scaled to more locations or new audiences.</i> 	<i>Tick to confirm</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Innovation example:

Escaping your comfort zone (a Bushwalking Victoria club) applied to Challenge #4 to fund ‘Body positive hiking’ – an approach to increase the number of plus-size women participating in organised hikes. The application used an innovative approach by using a new idea to create a ‘tribe’ of like-minded women supporting and motivating each other. They also chose a unique target market and used initial market research to show a strong alignment with VicHealth’s focus on increasing the physical activity levels of inactive or somewhat active individuals. The program offered hikes running in Melbourne and Geelong within the first month of funding, based on leveraging an existing networks of volunteer deliverers to test the idea in a short time period. The Escaping your comfort zone team are currently exploring scaling user-pay hikes into other regions later this year, as Challenge funding ends in June 2018.

Criteria 3: Impact

<p>Show how less active Victorians will be engaged in your sport, as well as projecting:</p> <ul style="list-style-type: none"> • participant numbers • number of regular participation opportunities created 	<p>We expect you to tell us:</p> <ul style="list-style-type: none"> • Can you define your target participant who is inactive/somewhat active Victorians? • Can you define what your regular participation opportunities look like? <i>E.g. 8 x 1 hour sessions delivered weekly within Council-owned parks, involving no uniform, no equipment and including ice-breaker activities to build strong social connections.</i> • Can you project the number of participants increasing physical activity levels and the number of regular participation opportunities you will create during the project? • Do you have a realistic plan to achieve your projected project impact? <i>For example: we will pilot with 3 local clubs initially with a view to testing with 6 more within the first 12 months.</i> 	<i>Tick to confirm</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Impact example:

In 2015, Melbourne City Football Club (MCFC) participated in Challenge #2 piloting ‘Walking Football’ targeting older adults, predominantly with multi-cultural backgrounds. In the first year of funding they created 172 participation opportunities at 15 locations and gained over 800 active participants. Notably, 78 per cent of their participants were defined as inactive prior to involvement and 77 per cent reported that they were born overseas. MCFC clearly defined their target market and had a strong understanding of their potential participation opportunities. MCFC also supplied realistic participation projections based on a clear and achievable project concept that allowed enough time for local partner organisations and delivery providers to get involved.

Criteria 4: Organisational Capability

Show how the funded sporting organisation can deliver the proposed project outputs and achieve success.	We expect you to tell us:	Tick to confirm
	<ul style="list-style-type: none">• Do you have a defined project lead and plan to adequately support project delivery within your organisation or your partner organisations?• Can you define your capability gaps that need addressing (via funding and partnering) to achieve success <i>E.g. partnering with social entrepreneurs to explore sustainability strategy.</i>• Do you have strong support from your CEO/Board to deliver this approach?• Can you define your delivery network to support participation opportunities for less active Victorians as well as the channels you will use to connect with them? <i>E.g. we will recruit sport development students to deliver our offering and connect with them through our existing TAFE/University relationships.</i>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Organisational Capability example:

In Challenge #2 Basketball Victoria (BV) delivered ‘Walking Basketball’ – an initiative to get older adults involved in a socially engaging and low impact physical activity. BV’s General Manager Inclusion & Strategy was involved from the concept stage and demonstrated a strong leadership throughout the funded timeline to ensure the BV project team formed strong partnerships with councils, community groups and BV’s Associations to deliver a quality product. BV’s CEO was also a vocal supporter from the outset and after seeing the idea was successful in market (in generating participation and building a viable financial model) Walking Basketball has been quickly embedded into their ongoing participation strategy.

Timeline

Date	Activity
Tuesday 3 April 2018	<ul style="list-style-type: none"> Opening date <p>Sporting bodies invited to submit their innovative ideas with a 90-second video and online application form accessible via the Challenge website.</p>
Friday 4 May 2018 (3pm)	<ul style="list-style-type: none"> Closing date <p>No more idea submissions accepted for VicHealth Innovation Challenge: Sport #6 from this time/date. All submissions sent to a VicHealth Shortlisting Committee for review.</p>
Friday 11 May 2018	<ul style="list-style-type: none"> Notifications <p>All applicants notified whether or not they have reached finalist stages of the assessment process (including proposal submission and panel interview).</p>
Thursday 17 May 2018	<ul style="list-style-type: none"> Ideation workshop <p>Workshop held at VicHealth to support finalists to develop their proposal submissions.</p>
Thursday 31 May 2018	<ul style="list-style-type: none"> Proposal submission <p>Proposal submission due on this day for panel review prior to interview, which includes a letter from your Board demonstrating (i) support for your submission and (ii) support to achieve/maintain 40% gender targets on Board. Note: failure to submit proposals by this date will result in finalist withdrawal.</p>
Thursday 14 June 2018	<ul style="list-style-type: none"> Assessment Panel <p>Finalists will deliver a five-minute presentation to an Assessment Panel followed by 10 minutes of questions.</p>
Friday 29 June 2018	<ul style="list-style-type: none"> Notifications <p>All finalists notified whether or not they've won funding in the VicHealth Innovation Challenge: Sport #6. If successful, winners will be notified of funding amounts.</p>
Week of Monday 2 July 2018	<ul style="list-style-type: none"> Contracting <p>VicHealth and winners to finalise outcomes, objectives, workplan milestones and any other details for contracts.</p>
July 2018 – date to be confirmed	<ul style="list-style-type: none"> Announcements <p>VicHealth will announce winners of the VicHealth Innovation Challenge: Sport #6.</p>
July 2018 – date to be confirmed	<ul style="list-style-type: none"> Funding commences <p>Once contracted, projects will kick-off in July 2018 (exact date to be determined) and span over an 18-month period through to December 2019.</p>

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 18 months
- 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 child-related activities as part of the project 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 (applies to SSAs, NSOs, RSAs and elite sporting teams only); *demonstrated via a letter of support from your Board at stage 2: proposal submission on Thursday 31 May 2018.*
- comply with VicHealth and Program branding requirements.

Enquiries

We understand that there's a lot of information to consider and every application is unique.

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

We will review every email and respond as soon as possible. Also we're happy to give you a call if you'd like to leave your phone number. ***Sometimes it's just easier having a chat!***

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

To access the online funding application (opening 3 April 2018) follow the 'apply now' link on our webpage:
<https://www.vichealth.vic.gov.au/funding/innovation-challenge-sport>

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.