

Grant Guidelines

VicHealth Innovation Challenge: Physical Activity #7

Share in \$500,000 in start-up funding to increase levels of physical activity.

VicHealth funding is available to Victorian councils and sporting bodies to increase levels of physical activity, specifically for those who are less active and who experience the greatest barriers to participation, through innovative initiatives.

The funding is designed to test leading edge ideas which have the potential of establishing long lasting physical activity habits in individuals, and to benefit Victorian organisations into the future.

In 2019–20, the VicHealth Innovation Challenge: Physical Activity (The Challenge) will call on Local Government and sport bodies to address either of the following areas:

- More sport for everyone
- More women and girls physically active

We encourage creative partnerships with organisations to bring your ideas to life. For example, a social entrepreneur, community health organisations, arts and creative industries, not-for-profits, a private provider, a digital expert or organisations that work with specific demographic groups.

Important information

There are four key stages during the assessment process:

| Provide your initial idea | |
|--|---|
| Opening date | Monday 1 April 2019 |
| Closing date | Thursday 18 April 2019, 12 noon |
| Notifications anticipated by | Monday 29 April 2019 |
| Develop your idea (only shortlisted applicants) | |
| Idea refinement workshop (mandatory, face-to-face) | Thursday 2 May 2019 – keep this date free! |
| Proposal submission | Thursday 16 May 2019 |
| Assessment panel | |
| Assessment panel | Wednesday 29 May 2019 |
| Notifications anticipated by | Week of 10 June |
| Final contracting | |
| Contracting | June/July 2019 |
| Funding commences | 1 July 2019 |
| Public announcements | TBC |

Getting started

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

- [Women and Girls Summary](#)
- [VicHealth Information for all applicants](#)
- [VicHealth Funding Agreement](#)
- [VicHealth's Privacy Statement](#)
- [VicHealth's Website Terms of Use](#)
- [Frequently Asked Questions](#)
- [IT Frequently Asked Questions](#)
- [Our Learnings So Far](#)

Submission

To complete your stage 1 application, you will need to submit the following via the funding application system:

- an online registration form
- a 90-second video pitch
- [a video consent form](#).

Enquiries

We understand there is a lot of information to consider, and every application is unique. For questions regarding the funding round and guidelines, please email: physicalactivity@vichealth.vic.gov.au

We will review every email and respond within two business days.

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

To submit an application, visit: <https://www.vichealth.vic.gov.au/funding/innovation-challenge-physical-activity-grants>

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:

- 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

About the VicHealth Innovation Challenge: Physical Activity

Regular physical activity has health, social and economic benefits and is one of the most important factors in promoting good health and preventing chronic diseaseⁱ. Yet most Victorians are not getting the required amount of physical activity to benefit their health, with one in five reporting doing no physical activity in a typical weekⁱⁱ. Read about [VicHealth's Physical Activity Strategy](#) to increase the number of Victorians who are physically active.

The VicHealth Innovation Challenge: Physical Activity will fund innovative ideas that create opportunities for less active Victorians, and those experiencing the greatest barriers to participation, to engage in physical activity, focusing on women, girls and under-represented groups. Population groups under-represented in sport and physical activity include people with a low socioeconomic status, culturally and linguistically diverse people, Aboriginal and Torres Strait Islanders, people with disability, people living in remote, regional and rural areas and the LGBTI+ people^{iiiiv}.

Up to \$500,000 is available for local Victorian councils and sporting organisations over an 18-month period.

The Challenge will fund sporting bodies and Victorian local councils to test concepts that tackle barriers which block people from being physically active. The long-term view is to create sustainable models that will keep Victorians moving post-funding.

Successful organisations will share in start-up funding to explore initiatives and make a real impact.

VicHealth has chosen two key focus areas:

1. More sport for everyone
2. More women and girls physically active

Since 2014, the Innovation Challenge has funded 33 projects across six funding rounds, which collectively have engaged over 8000 Victorians in physical activity. Explore previous projects [here](#).

What is innovation?

For VicHealth, innovation means discovering how to accelerate health outcomes for Victorians. It means discovering the strategies, approaches, insights and collaborations that can put us on a fast track to creating healthier lives.

For the Innovation Challenge, innovation could mean implementing new ideas, working in a new or different way, developing unique partnerships, creating dynamic products or improving your existing services. Being innovative does not mean inventing; innovation can mean changing how you've done things in the past, adapting to changes in your environment and responding to the needs of your community. Innovation is change that adds value.

It's about solving real problems by taking new and better ways of working, putting them to the test and finding out what does and doesn't work.

Eligibility criteria

Organisations meeting the below requirements who have fully acquitted all requirements of any previous grants awarded under VicHealth funding (to the satisfaction of VicHealth).

| Focus area 1 only: more sport for everyone | Focus area 2 only: more women and girls active |
|--|---|
| <ul style="list-style-type: none">• Sporting organisations recognised as a State Sporting Association (SSA) under the classification provided by Sport and Recreation Victoria or a National Sporting Organisation (NSO) recognised by Sport Australia• Victorian Disability State Sporting Bodies (DSSBs), recognised by Sport and Recreation Victoria• Victorian Regional Sporting Assemblies (RSAs)• Local sporting clubs/associations affiliated to their SSA (as defined in point 1)• Elite sporting teams• Victorian local councils• Sporting organisations with at least 40 per cent female representation on their Board (does not apply to local sporting clubs/associations or local councils). <p>Applications under ‘more sport for everyone’ should focus on at least one of the following target audiences:</p> <ul style="list-style-type: none">• People with a low socioeconomic status• People living in remote, rural and regional areas• Culturally and linguistically diverse groups• Aboriginal and Torres Strait Islander communities• People with disability^{vi}• LGBTI+ community | <ul style="list-style-type: none">• Victorian local councils only• Council owned sport and recreation facilities only (i.e. no private facilities/private land) <p>Applications under ‘more women and girls active’ should focus on women and girls as the target audience.</p> <p>Priority will be given to Councils in local government areas (LGAs) with:</p> <ul style="list-style-type: none">• SEIFA score ≤ 1000• Low female physical activity days per week (refer to FAQ for a list)• Regional and rural LGAs• Projects that target under-represented groups. <p>Sporting, creative industries, arts and community organisations with ideas are encouraged to contact their local council to discuss partnering opportunities.</p> |

Focus area 1: More sport for everyone

Why is VicHealth focusing on equity in sport?

People experiencing disadvantage are less likely to participate in physical activity, and therefore, less likely to meet the recommended amount, compared to more advantaged individuals^{vii}. VicHealth recognises the importance of health equity, and specifically, creating equal opportunities in physical activity and sport for all.

What do we know?

We know not everyone has the same chance to participate in regular physical activity. Research has found that certain groups participate in sport and physical activity at much lower rates than the Victorian average^{viii}. For example, [VicHealth research](#) has found that people with disability were 40 per cent less likely to be physically active than people without disability. We also know there is more we can be doing to make sport more safe, welcoming and inclusive for everyone^x.

Population groups under-represented in sport and physical activity include people with a low socioeconomic status, culturally and linguistically diverse people, Aboriginal and Torres Strait Islanders, people with disability, people living in remote, regional and rural areas and the LGBTI+ people^{xix}. These groups face a variety of barriers to participation, including lack of access to facilities, financial constraints, social or cultural norms and discrimination.

What we are looking for

How can you use physical activity and sport as a tool to create a positive social impact?

We are looking for physical activity and sport opportunities that are socially and culturally accessible to individuals who are more likely to experience disadvantage, to help overcome barriers to participation. Organisations could create new accessible and equitable programs that are available to under-represented groups, optimise the use of local facilities, improve equipment access, develop culturally appropriate marketing and are welcoming and inclusive.

To be successful in this focus area, it will be important to develop local partnerships with organisations who understand the demographic, so look to connect with primary-care providers, community groups or local government, to support your project.

| Case study examples | Learn more |
|----------------------------------|--|
| SaintsPlay | Come Out to Play |
| AFL Blind | Participation vs performance |
| Proud Cricket | VicHealth Supplementary report: Disability |
| Wheelchair Rugby | The VicHealth Indicators Survey 2015 is a Victorian community wellbeing survey |

Focus area 2: More women and girls physically active

To further support applications under focus area 2, please be sure to read the [Women and Girls Summary](#).

Why is VicHealth focusing on women and girls?

Here at VicHealth, we are on a journey to encourage the women and girls of Victoria to become more active. The health, economic, social and equity benefits associated with more females being involved in physical activity are substantial for the individual, sport and active recreation organisations and for our communities.

What do we know?

Across all age groups, fewer females than males are getting the recommended amount of physical activity each week. In fact, women in Victoria are 20 per cent less likely to be sufficiently active than men^{xiv}, and one in five reports doing no days of physical activity in a typical week^{xv}.

Research has shown the one consistent barrier across all ages and life stages for women and girls is fear of judgement. Fear of judgement stops many women being active; it makes them feel embarrassed, intimidated or unskilled when exercising in public.

We also know that women prefer to be active through walking, active recreation such a yoga, cycling or swimming, or in gyms^{xvi}, with Victorian females being four times more likely to participate in flexible, non-organised options, compared to organised physical activity^{xvii}.

What we are looking for

We are looking for ideas, concepts and innovations to tackle the fear of judgement barrier blocking women and girls from being active.

Our challenge to you – create contemporary, workable, tailored opportunities for women and girls to participate in physical activity. To find pathways that secure a vision that makes physical activity a valued component of everyday life, for all women and girls.

We are putting the call out to Victorian local councils to inspire women and girls to be more active, through one of the following:

1. Changes to the environment

To encourage and enable more females to become active, are there changes you can make to the environment in your community to ensure it is welcoming, comfortable and not intimidating for women and girls?

There might be practical barriers, such as women being worried about being exposed on the way to the pool, or having to share shower and changing spaces, or there might be social barriers such as unwelcoming staff and deliverers who don't understand the unique needs of women and girls.

Changes could address both the social environment – such as having a welcome officer and/or training staff on the fear of judgement many women face – and the physical environment –making facilities more female friendly such as private and appropriate spaces, and hairdryers. Other examples include mapping safe areas for walking, female-only classes, female-only instructors and beginner classes. It does not include major infrastructure but it could, for example, include removal of mirrors, sectioning off areas, adding towel hooks or hair dryers.

This relates to council-owned sport and recreation facilities and may include parks, walking paths, clubs, leisure centres, gyms, grounds, pavilions, courts, community halls and pools.

Talking to women in your local area to refine the ideas implemented will be an important part of the process.

2. Creating new participation opportunities

Designing new participation opportunities, for example [Escaping your Comfort Zone](#) which highlights how programs designed by women, for women can drive a change throughout communities, leading to more female engagement and enjoyment of physical activity.

Evidence shows that the needs of females should be well considered when developing specific physical activity opportunities. Therefore, your application must highlight how you have meaningfully consulted with local women to seek advice and ideas.

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 \$150,000.
- Expert support for projects, as well as group sharing and support sessions.

What we will not fund

- Programs delivered in schools during school hours. 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.
- Activities delivered outside of Victoria.
- Existing sporting programs, competitions, activities or work that will be delivered or extended anyway without VicHealth Funding.
- VicHealth will not fund an organisation where the purpose of funding is to support or participate in activities where the head is a deliberate target or where activity involves striking or kicking another individual with intent to injure.

How to apply

Applications for The Challenge open Monday 1 April 2019 and close 12noon Thursday 18 April 2019.

Step 1 – Preparation

Review these guidelines, the key documents including 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 – Complete the online registration form

Complete the online registration form, via The Challenge webpage.

Step 3 – Submit your 90-second video pitch and complete the video consent form

Create your 90-second video pitch and provide a direct video link (YouTube URL) on the online registration form accessed via The Challenge webpage.

Please note:

- Videos must be uploaded to YouTube; the URL must not be password protected and must be selected as 'unlisted'. This ensures your video is not available to general public and can only be accessed by entering the correct URL directly into a web browser. Instructions [here](#).
- Videos over 90 seconds will not be considered.

You will also need to complete the [video consent form](#) to accompany your video pitch. This is available via the online application system.

VicHealth will not accept entries by email, post or facsimile, or any other method that does not involve completing the online registration form. To be fair to all applicants, late entries will not be accepted and the application form will be closed at 12pm sharp.

How will my 90-second video be assessed?

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

Ninety seconds is not long, so make sure you are clear and concise. When scripting your video, keep in mind the overall aim of The Challenge, which focus area you are addressing and the selection criteria outlined below.

Challenge goal

- How will you get less active Victorians participating in more physical activity?

Focus areas

- More sport for everyone
- More women and girls active

Have you thought about:

- Why would you call your idea innovative and how is it different from other approaches?
- Who are your key partners?
- Can your approach could be tested quickly with low cost and effort?
- Can you define your target audience and how you are addressing barriers?
- What's your projected impact over the 18-month project timelines?
- How have you consulted with the target audience to inform your idea?
- Who will be delivering your opportunity and what does participation look like for your target audience (for new participation opportunities only)?

What's VicHealth looking for?

The VicHealth Innovation Challenge: Physical Activity will apply the following selection criteria to all applications. It is important to note that you don't have to have all of the below resolved when you submit your video, use this to guide your thinking. Successful applicants will have the opportunity to refine the below at the idea refinement workshop.

| Assessment Criteria: more sport for everyone and more women and girls physically active: new participation opportunities | |
|---|--|
| Criteria 1: Innovative approach – 20% | Demonstrate an innovative approach to improving physical activity levels of less active Victorians. The project is a new approach, process, partnership, or audience, or is an adaptation from conventional opportunities. |
| Criteria 2: Impact and reach – 30% | Describe how less active Victorians will be engaged in your project and the estimated impact. |
| Criteria 3: Capacity and capability – 20% | Demonstrated readiness, capacity, expertise and skills to deliver project outcomes and achieve success. |
| Criteria 4: Strategic alignment and sustainability – 20% | Demonstrate how your project clearly aligns with your organisational strategy/ health and wellbeing plan. |
| Criteria 5: Consultation with target audience – 10% | Demonstrate and describe how you have, and will continue to, meaningfully consult with the target audience to seek advice and develop ideas, to ensure their needs are met. |

| Assessment Criteria: more women and girls physically active: changes to the environment | |
|--|--|
| Criteria 1: Innovative approach – 20% | Demonstrate an innovative approach to creating more welcoming and inclusive physical activity environments for women and girls, that will ultimately improve physical activity levels of less active women and girls. The project is a new approach or an adaptation from conventional approaches. |
| Criteria 2: Impact and reach – 30% | Describe the key benefits of the project and how it will result in increased physical activity levels of less active women and girls. |
| Criteria 3: Capacity and capability – 20% | Demonstrated readiness, capacity, expertise and skills to deliver project outcomes. |
| Criteria 4: Strategic alignment and sustainability – 20% | Demonstrate how your project clearly aligns with your health and wellbeing plan. |
| Criteria 5: Consultation with women – 10% | Demonstrate and describe how you have, and will continue to, meaningfully consult with local women to seek advice and develop ideas, and ensure their needs are met. |

Timeline

| Date | Activity |
|-------------------------------|---|
| 1 April 2019 | <p>Applications open</p> <p>Organisations invited to submit their innovative ideas with a 90-second video and online application form accessible via The Challenge website.</p> |
| 12pm, 18 April 2019 | <p>Applications close, 12 noon</p> <p>No further applications will be accepted from this date/time.</p> |
| Week commencing 22 April 2019 | <p>Applications assessed and shortlisted</p> |
| 29 April 2019 | <p>Notifications</p> <p>All applicants notified whether or not they have reached finalist stage of the assessment process.</p> |
| 2 May 2019 | <p>Idea refinement workshop – finalists</p> <p>Workshop held at VicHealth to support finalists to develop their proposal submissions. Be sure to put this in your diary early!</p> |
| 16 May 2019 | <p>Proposal submission – finalists</p> <p>Proposal submission due on this day for panel review. If you are not able to submit your proposal by this date, you will not be able to progress to the assessment panel.</p> |
| 29 May 2019 | <p>Assessment panel</p> <p>An expert panel will assess project proposals and allocate VicHealth funding.</p> |
| Week commencing 10 June 2019 | <p>Notifications</p> <p>All finalists notified whether or not they have won funding in the VicHealth Innovation Challenge: Physical Activity #7.</p> <p>If successful, winners will be notified of funding amount.</p> |
| June 2019 | <p>Contracting</p> <p>VicHealth will contact winners to finalise outcomes, objectives, work plans, milestones and any other details for contract.</p> |
| July 2019 | <p>Funding commences</p> <p>Once contracted, projects will commence in July 2019 (exact date to be determined) and cover an 18-month period through to December 2020.</p> |
| Date to be confirmed | <p>Public announcement</p> <p>VicHealth will announce winners of the VicHealth Innovation Challenge: Physical Activity #7 and work with each funded organisation to promote their involvement and do their own media activity.</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 human 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 – this may be extended to project partners.
- 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)*.
- provide a declaration that a minimum of 40 per cent female representation on your sporting organisation's Board has been met and will be maintained (applies to SSAs, NSOs, RSAs and elite sporting teams only).
- successful local councils under the 'more women and girls active' theme will be required to register as a Campaign Supporter of the This Girl Can – Victoria campaign and undertake local area marketing activities, to be agreed by both parties. For example, sharing marketing materials online or creating and sharing stories. Further information regarding this condition will be provided to shortlisted applicants.
- 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.

ⁱⁱⁱ VicHealth 2016, *VicHealth Indicators Survey 2015 Selected Findings*, Victorian Health Promotion Foundation, Melbourne.

ⁱⁱⁱ VicHealth 2016, *VicHealth Indicators Survey 2015 Selected Findings*, Victorian Health Promotion Foundation, Melbourne.

^{iv} Australian Bureau of Statistics 2014, *Australian Aboriginal and Torres Strait Islander Health Survey: Physical Activity 2012-2013*, Australian Bureau of Statistics, Canberra.

^v Institute of Sport, Exercise and Active Living (ISEAL) and the School of Sport and Exercise at Victoria University 2010. Come out to play - The Sports experiences of Lesbian, Gay, Bisexual and Transgender (LGBT) people in Victoria.

^{vi} Disability is a long-lasting physical, mental, or emotional impairment that substantially limits or restricts the condition, manner, or duration under which an average person in the population can perform a major life activity, such as walking, seeing, hearing, speaking, breathing, learning, working, or taking care of oneself. It includes sensory, intellectual, physical, psychological, physical, neurological disability or acquired brain impairment.

^{vii} Department of Health and Human Services 2018, *Victorian Population Health Survey 2016: Selected Survey Findings*, State of Victoria, Melbourne.

^{viii} VicHealth 2016, *VicHealth Indicators Survey 2015 Selected Findings*, Victorian Health Promotion Foundation, Melbourne.

^{ix} Australian Bureau of Statistics 2014, *Australian Aboriginal and Torres Strait Islander Health Survey: Physical Activity 2012-2013*, Australian Bureau of Statistics, Canberra.

^x Institute of Sport, Exercise and Active Living (ISEAL) and the School of Sport and Exercise at Victoria University 2010. Come out to play - The Sports experiences of Lesbian, Gay, Bisexual and Transgender (LGBT) people in Victoria.

^{xi} VicHealth 2016, *VicHealth Indicators Survey 2015 Selected Findings*, Victorian Health Promotion Foundation, Melbourne.

^{xii} Australian Bureau of Statistics 2014, *Australian Aboriginal and Torres Strait Islander Health Survey: Physical Activity 2012-2013*, Australian Bureau of Statistics, Canberra.

^{xiii} Institute of Sport, Exercise and Active Living (ISEAL) and the School of Sport and Exercise at Victoria University 2010. Come out to play - The Sports experiences of Lesbian, Gay, Bisexual and Transgender (LGBT) people in Victoria.

^{xiv} VicHealth 2018, *VicHealth Indicators Survey 2015 – Supplementary report: Gender*. VicHealth, Melbourne.

^{xvi} VicHealth 2016, *VicHealth Indicators Survey 2015 Selected Findings*, Victorian Health Promotion Foundation, Melbourne.

^{xvii} ABS 2014, *Participation in sport and physical recreation: most popular activities by gender*.

^{xviii} Australian Sports Commission 2010, *Participation in Exercise, Recreation and Sport Survey: 2010 Annual Report*, Australian Sports Commission, Canberra.

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