

VicHealth Partnership Grants

Everyday Creativity Partnership Grant information sheet

About the grant:

Participating in the arts has multiple benefits for health and wellbeing - reducing social isolation, building self-esteem and strengthening community connection. The more regularly people engage in the arts the better their health outcomes, with some research identifying an optimum of 100+ hours per year.

The arts can be also an important vehicle for facilitating cooperation and a cohesive society. Creating an equitable sector where more people can experience more art more often is an essential part of this.

Unfortunately, opportunities to participate in the arts are not evenly distributed with many people facing significant and complex barriers. These challenges are often cultural, physical, systematic, or a combination of these, and more. Solutions to help increase participation in arts are most likely to be found by speaking with those who are not currently engaging.

We want to support initiatives that will build access, diversity and inclusion so everybody's stories can be shared, experiences valued, and aspirations enabled.

Victorian councils will be the primary recipient of the grant however priority will be weighted towards demonstrated experience with and /or partnerships with arts and cultural organisations.

The short-term (6-12month) outcomes we want to see include:

- Increased awareness of issues relating to arts participation
- Increased understanding about why people don't participate in the arts
- Better understanding of the benefits of greater diversity of participation
- Increased skills and knowledge of how organisations can embed strategies likely to increase participation and diversity.

The medium to longer-term (12-24months) outcomes include:

- Organisations actively making their work more inclusive and relevant to broader audiences
- Increased community participation in governance and decision-making to inform arts activities
- Embedding approaches that address health equity
- Establishment of partnerships with other sectors that can increase participation

It is expected that projects will use a mixed methods approach to delivering these outcomes and that co-design with end users will be incorporated into the project architecture.

We believe achieving these outcomes will ensure organisations are delivering arts and cultural activities that are accessible to and inclusive of the broadest reflection of community while also increasing cultural participation (inc. frequency/dose) resulting in improved wellbeing.

Barriers to arts participation:

Barriers to participation/diversity occur at individual, organisational, physical and social levels. These might include:

- Lack of awareness (how to get involved, how to join)
- Lack of willingness (not interested / don't have time)
- Poor perceptions (about the group, how they might accept me)
- Lack of knowledge (don't know how to, don't understand the rules, feel too much like a novice)
- Reduced skill level (have a disability, illness/injury, limited ability or experience)
- Challenged social skills /apprehension (don't know anyone there, what if I'm not accepted)
- Lack of support (family members not interested, no role models)
- Lack of representation in decision making apparatus
- Lack of representation among staff

- Programming and project decisions are driven by the what rather than the why and the who
- Failure to co-create with community and community partners
- Change resistance and lack of strategic commitment
- Thinking the arts experience is the sole motivation for engagement
- Inability to create a welcoming and inclusive environment

Addressing these barriers to participation and increasing the dose of engagement should be at the core of your project idea and grant application.

What's on offer:

VicHealth will provide up to \$150,000 across two (2) years for each project.

We may fund up to seven (7) projects. If successful, funding will commence in June 2020.

A suggested timeline for funded activities is below:

Discovery (3 months) – Learning more about the community, gaining insights, and defining the problem.

Co-design (6 months) – Ideate with users, partners and stakeholders, develop and trial prototypes.

Testing (3 months) – Test minimum viable products in live environments. Return to earlier stages if required.

Delivery (12 months) – Full implementation of solutions in community.

Approaching the midway point of the project a progress report will be required detailing learnings and revising the workplan for the remainder of the funding period. A final report will be required at the end of the project.

Who can apply?

To meet VicHealth eligibility and compliance criteria, organisations applying for an Everyday Creativity Partnership Grant must:

- have an Australian Business Number and a bank account for Electronic Funds Transfer of grant funds
- deliver activities or products solely in Victoria, with a primary focus on undertaking health and wellbeing activities that achieve positive outcomes for the Victorian community
- be able to work in partnership with VicHealth and others
- if applicable, have satisfactorily fulfilled the requirements of any previous and/or current grants from VicHealth
- have insurance cover, including professional indemnity or public liability insurance, for the purpose of this project and agree to provide insurance certificates if requested by VicHealth
- not be subject to any current or impending legal action which could impact its financial viability
- not be a recipient of support, funding, sponsorship or endorsement from the tobacco industry.

VicHealth is committed to health equity, that is, enabling **all** Victorians to have the means to a good and healthy life, regardless of cultural background, gender, sexual orientation, ability, income, educational attainment, occupation or location.

This funding opportunity is open to Victorian local councils. **Local councils must form a partnership with an organisation/s from the arts, creative or cultural sector***.

Involving additional partners including those from health/community organisations will be considered favourably. Other potential partners may include workplaces, educational institutions or organisations from Aboriginal and Torres Strait Islander, community, commercial, education, non-government or sport and recreation sectors.

Note for Victorian councils

We invite Victorian councils to think outside the box and consider what combinations of arts/health/community/private sector organisations they could partner with to deliver the best possible outcomes for Victorians, and outline this in their application.

Note for arts, creative and cultural sector organisations

We encourage organisations from these sectors to think laterally about who they could partner with to deliver projects, together with Victorian councils, in order to drive positive health outcomes for Victorians.

**The arts and creative industries are a collection of interconnected sectors that have creativity at their core. These include the performing arts, visual arts, design and craft, cultural festivals, literature, museums, online, digital and electronic arts. The arts and creative industries include commercial, community, experimental and traditional activities. There are various methods of participation (active, receptive, decision making) across a range of settings (public spaces, galleries, venues, home, workplaces, schools).*

Conflict of Interest

VicHealth takes its role as a leader in health promotion seriously which means we need to be mindful of who we partner with to ensure our values and purposes align.

Given our history in tobacco control, organisations that receive funding or support from the tobacco industry are ineligible to apply for VicHealth funding.

Beyond tobacco, we are mindful that there are other industries and businesses whose values and purposes do not align with VicHealth. Therefore, if your organisation or any individual or partner named on your application receives support or partners with another industry or business whose objectives may compromise VicHealth's aim of improving the health and wellbeing of all Victorians, we ask that you let us know by completing a Conflict of Interest Declaration and Management Form.

By declaring these interests, you are not excluded from applying for VicHealth funding; all declarations are assessed on a case-by-case basis considering the extent of the conflict and how it can be managed.

What can VicHealth funding be used for?

VicHealth will fund initiatives that increase participation and build access, diversity and inclusion to arts and cultural activities to improve the health and wellbeing of all people and groups in the Victorian community. Our preference is for projects that emphasise togetherness and social cohesion rather than working with different population groups in isolation.

This is not just an audience development or outreach program, nor is the solution necessarily more art – though successful proposals may contain elements of these. This funding opportunity is about a more fundamental shift toward cultural democracy, building shared value between the creative sectors and the community.

We require applicants to incorporate co-design and mixed method approaches into the design and delivery of their projects.

Approaches may include

- advocacy initiatives
- building new partnerships with community organisations
- incorporating citizen input into funding/prize/programming decisions
- developing ambassador, buddy or mentor systems
- ensuring marketing materials and their distribution maximise inclusion
- staff training that recognises new comers and makes them feel more welcome and included
- presenting works that are more reflective of and relevant to our diverse communities
- providing low/no cost previews or 'famils', or bespoke experiences for targeted communities
- and many others we haven't thought of.

What we will fund:

- Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.

- New ideas in line with funding requirements, or delivery of clearly identified outcomes that build upon and add value to existing work.
- Incentives and prizes for competitions where relevance to local context, value for money and equitable approach are demonstrated.
- Design, publication or production costs of materials, products and collateral where clear VicHealth branding is included.
- Reasonable advertising or media costs for activity promotions.
- Resources or products that can be owned/managed by the recipient and shared among project partners and the community to support ongoing improvements in arts participation.
- Reasonable and necessary costs of facilitation for events, such as healthy catering, facility hire and administrative costs.
- Evaluation costs including data collection and analysis.

What we will not fund:

- Art therapy or art in healthcare and/or other clinical contexts.
- Excessively expensive prizes, cash prizes or those where no justification or rationale for prize choice is provided.
- Duplication of existing projects, programs, initiatives or products. If you wish to leverage off an existing project, program, initiative or product you must identify the innovative element or point of difference/value add and ensure you are not infringing on copyright or intellectual property rights.
- Capital works or infrastructure improvements.
- Excessive event costs or unhealthy catering options.

Application

Applications open Tuesday 19 November 2019 and close at 12:00 midday on Monday 24 February 2020.

Application questions

1. Brief project description

Please provide a plain-language summary of your proposal. Up to 100 words.

2. Tell us more about your idea and why it is needed

Tell us why your project is important and how your idea will address issues of health inequities, disadvantage and/or vulnerable sectors of the community. Up to 250 words.

3. What strategies and activities will you undertake to achieve grant outcomes, and how will you measure their success?

Use dot points to summarise the 'what' and 'how' of your project and how you will evaluate your outcomes. Include how you will measure the impact on disadvantaged population groups compared to advantaged population groups. Up to 250 words (supplemented by a detailed work plan and budget, attached to the application).

4. What key outputs do you expect to deliver and when?

Use dot points to summarise. Up to 200 words.

5. What is your capacity to deliver the project?

Why is your organisation well-placed to administer the project? Include an indication of resourcing, capability, organisational support and other factors that strengthen your ability to deliver. Up to 200 words.

6. Who will you partner with to deliver the project and how will you engage them?

Provide a summary list of your partners and their main roles and responsibilities. Describe if, and how, they have been involved in development of your proposal, and how you will continue to engage them, and others, on the project. Up to 200 words.

Note: Up to three (3) letters of in-principle support can be attached to your application.

7. What are your anticipated outcomes and how do you plan to sustain the benefits of the project beyond VicHealth funding?

In the short and long term, what measurable changes in policy and/or practice are you hoping to see as a result of your project? Describe how these benefits could be sustained, replicated, scaled, or built upon by your organisation or others at the end of VicHealth funding to contribute to long-term outcomes. Up to 300 words.

Attachments and supporting documentation

- a. [Work plan template](#) – this is mandatory and must be included in the application.
- b. [Budget template](#) – this is mandatory and must be included in the application.
- c. Evidence of partnerships. Up to three documents confirming in-principle support from key partners can be uploaded to support your application.
- d. [Conflict of interest declaration and management form](#) – only required if an organisation, individual or partner associated with the application has past or present arrangements with alcohol, junk food, sugar sweetened beverage industries, or organisations whose objectives may compromise VicHealth’s aim of improving the health and wellbeing of all Victorians.
- e. [VicHealth Partnership Grant contract departure proposal form](#) – only required if your organisation is unable to comply with any clause detailed in the standard VicHealth Funding Agreement Terms and Conditions.

Assessment

Applications will go through a multi-stage assessment process involving VicHealth and external content experts.

Everyday Creativity Partnership Grant applications will be assessed against the following criteria:

1. Alignment to grant outcomes (30%)

- Is the application clear in its aims and outcomes?
- Do the proposed project outcomes align with the stated grant outcomes?
- How strong is the plan to measure the outcomes?

2. Viability (30%)

- Is the application well planned and achievable within the timeframe?
- Have the resources required to deliver the project been clearly identified?
- Does the application identify appropriate partners and demonstrate an ability to work with them in a collaborative way?
- Have other funding sources been identified?
- Does the budget accurately reflect the scope and scale of the application?
- Is the application financially viable and does it demonstrate sound management?

3. Community need (15%)

- Will the proposed project effectively address a clearly identified and demonstrated local need?
- Has the application appropriately engaged with the local community?

4. Potential impact (10%)

- If successful, what is the potential for impacts to be scaled through replication, embedding or informing policy change?

5. Access and equity (15%)

- Does the application address issues of disadvantage, social exclusion, barriers to participation, or vulnerable sectors of the community?

Applicants will be notified of assessment outcomes by 30 April 2020.

If you are successful

Successful applicants are required to:

- Enter into a Funding Agreement with VicHealth and comply with its [Terms and Conditions](#)
- Comply with reporting requirements, including progress and final reports, financial acquittals and face-to-face meetings as determined in your Funding Agreement.
- Take part in VicHealth evaluation activity 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 partners, and where possible using already existing tools)
- Acknowledge VicHealth Partnership Grants in all communications.
- Not be a recipient of financial support from tobacco companies
- Maintain appropriate insurances throughout the partnership period

Indicative project schedule – Everyday Creativity Partnership Grants

Project period: April 2020 – June 2022

Milestone	Indicative timing
Grant recipients notified	By 30 April 2020
Funding agreement signed and returned to VicHealth	25 May 2020
Payment 1 (50%)	5 June 2020
Community of Practice/Workplan	July/August
Payment 2 (10%)	December 2020
Community of Practice/Progress Report (template to be provided)/Workplan Yr2	May 2021
Payment 3 (25%)	May 2021
Community of Practice	October 2021
Payment 4 (10%)	December 2021
Community of Practice	March 2022
Final report (template to be provided) and grant acquittal	May 2022
Final Payment (5%)	June 2022

Reporting expectations

Grantees will be required to contribute to evaluation activity and to submit basic activity reporting to VicHealth.

In regard to reporting, grantees will be required to provide:

- One progress report, to provide an update on and revisions to the activities outlined in the Workplan (submitted as part of their application) – maximum 5 pages, template to be provided.
- One final report, to provide a summary of activities delivered, as outlined in the workplan – maximum 12 pages, template to be provided.

- One certified financial statement – template to be provided.

In regard to evaluation, grantees will be required to:

- Provide data and detail about participants and impacts, as part of their project reporting (see above).
- Contribute information to evaluation of the VicHealth Arts Strategy, commissioned separately by VicHealth.

Recommended reading

Definitions

Access is creating affordances that help anyone participate in your organisation and its activities.

Diversity is the inclusion of people who identify in different ways, including by race, gender, age, ability, and class.

Equity is developing methods, platforms, and systems that allow for the inclusion of diverse people into your organisation and its activities.

Inclusion is the practice of breaking/ transforming barriers to include everyone.

The arts and creative industries are a collection of interconnected sectors that have creativity at their core. These include the performing arts, visual arts, design and craft, cultural festivals, literature, museums, online, digital and electronic arts. The arts and creative industries include commercial, community, experimental and traditional activities. There are various methods of participation (active, receptive, decision making) across a range of settings (public spaces, galleries, venues, home, workplaces, schools).

The resources listed below have a focus on access, diversity and/or inclusion in the arts and may provide insights for developing ideas for a grant application:

- Voice, Agency & Integrity Report, Diversity Arts Australia
<http://diversityarts.org.au/project/beyond-tick-boxes/>
- Diversify Your Arts, Multicultural Arts Victoria
<https://www.multiculturalarts.com.au/news/diversifyyourarts/>
- Art for Everyone: an inclusive practice guide, Arts Access Victoria
<https://www.artsaccess.com.au/inclusive-practice-guide/>
- Collaborating with Regional Communities, Regional Arts Australia
<https://regionalarts.com.au/articles/view/collaborating-with-regional-communities>
- OF, BY & FOR ALL - <https://www.ofbyforall.org/>
- Audience Access Standards, VicHealth
<https://www.vichealth.vic.gov.au/media-and-resources/publications/audience-access-standards>

Still have questions?

- If you've read the VicHealth Partnership Grant Funding Guidelines, including relevant documents under the 'Getting started' section, and still have questions, please submit an enquiry via the relevant funding page www.vichealth.vic.gov.au/funding/ or leave us a message on 9667 9050
- Please note: We are unable to provide advice or feedback on your specific ideas, however, we can clarify the intention of the grant opportunities and the outcomes they are trying to achieve.