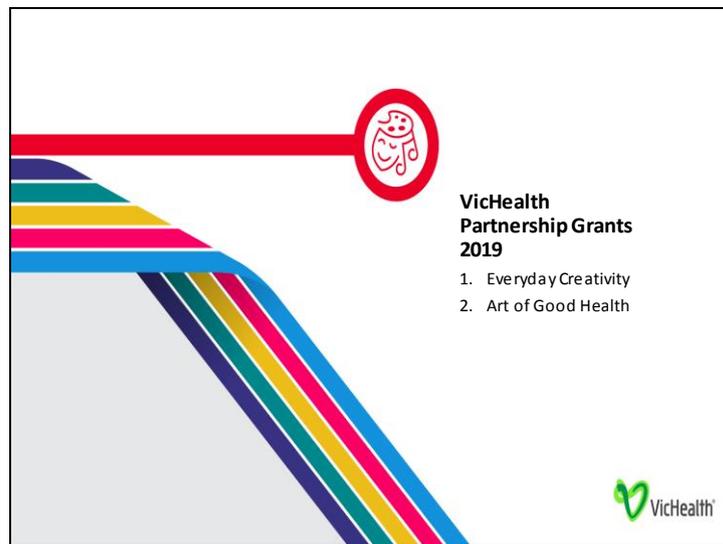


Slide 1

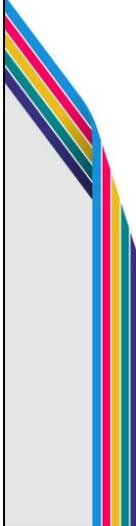


Welcome to the webinar for VicHealth Partnership Grants in the arts.
My name is Renee Imbesi and I am here with Jim Rimmer, we are both in the Mental Wellbeing team at VicHealth.

The two streams we will discuss today are:
Everyday Creativity Grant
Art of Good Health Grant

In this session we will cover:
VicHealth Action Agenda and priorities
Info about the partnership grants overall
Everyday Creativity stream
Art of Good Health stream
Application timelines.

We will then have time for online Q&A, which will be recorded and published at a later date.
So let's start with VH's Action Agenda.



VicHealth 2019 Action Agenda update:

To achieve our targets, the 2019 Action Agenda update renews our commitment to our five strategic imperatives:

- encourage regular [physical activity](#)
- prevent [tobacco](#) use
- improve [mental wellbeing](#)
- promote [healthy eating](#)
- prevent harm from [alcohol](#).



Back in 2013 we set a 10-year Action Agenda, with these 5 focus areas or ‘imperatives’.

It’s been 6 years since then, and in August this year we released an update on the Action Agenda.

We are still focused on those 5 strategic imperatives, with some other themes I will mention in a moment.

This is particularly important to note for the Art of Good Health grants, as we are looking for projects aligned to these 5 areas.

Our 5 imperatives are:

encourage regular physical activity

prevent tobacco use

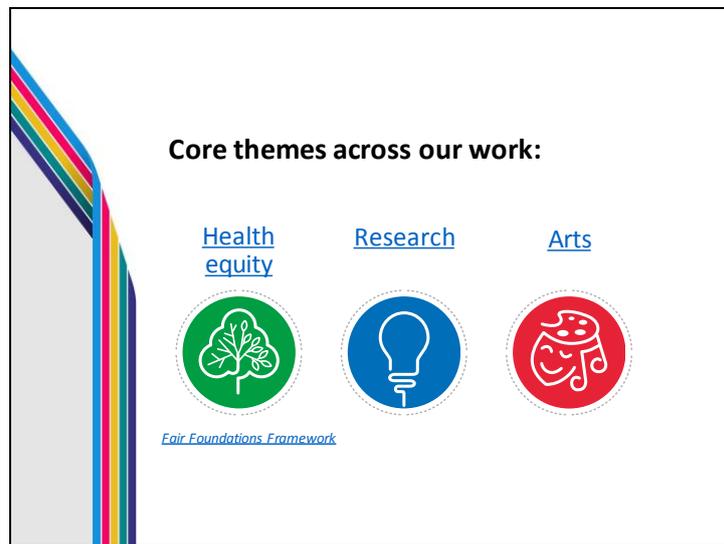
improve mental wellbeing

promote healthy eating

prevent harm from alcohol.

In each of these areas we have a specific strategy and priorities, which you can find on our website under Action Agenda, or follow the links on the slide.

So in addition to these 5 health areas, we also have 3 themes that run across all our work, and we will turn to those now.



These are the 3 themes that go across all our work:

‘Health equity’ is about ensuring access to health and wellbeing is available to all. Our Fair Foundations Framework describes the principles and evidence behind this, and how we focus on the determinants of health inequalities.

- Our ‘research’ work is underpinned by an impact approach based on partnerships, and increasing the flow of knowledge from research to practice.

And our arts work ... well ... more on that shortly.

We also have a strategy and priorities in each of these areas, again available on our website and through the links provided here.

I will now handover to Jim to look at two more aspects of our updated Action Agenda.

Slide 4

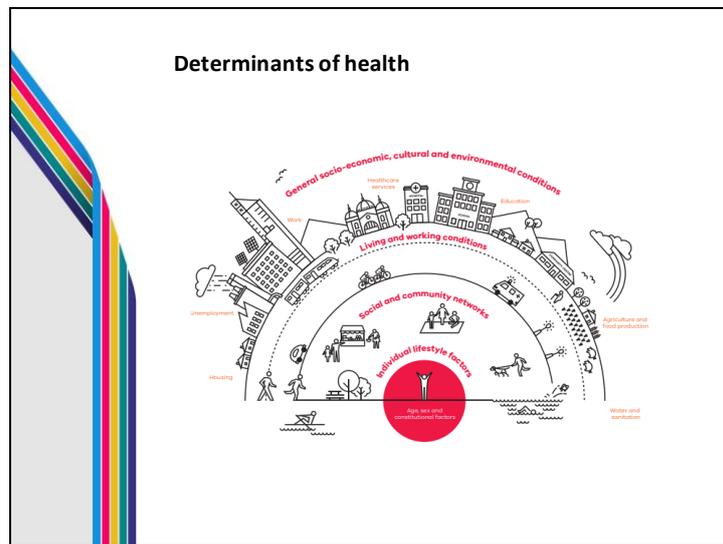


Firstly, we have articulated six 'insights' that will guide our work, and many of these go across several of our health imperatives.

The insights are in orange, I won't go through them in detail as you can find detail on our website.

We have provided a link on the slide deck (click on 'Insights') which will also show how our Action Agenda aligns to current State Government policies and priorities.

The final aspect of the Action Agenda for discussion today is the 'determinants' of health – which are extremely important for the arts partnership grants....and may be familiar to people with health promotion and other backgrounds.



Some say another word for determinants is ‘causes’, or even ‘drivers’. It’s about looking at the underlying drivers of health problems and, on the flipside, thinking very strategically about solutions. People often refer to this as being ‘upstream’, as it’s about what is causing the problem or the outcomes.

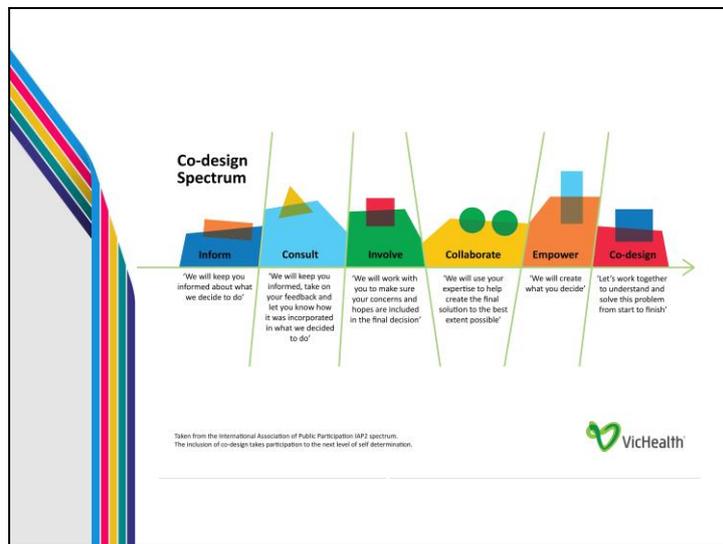
So this diagram looks at determinants across 3 different levels – from the individual/micro level to the societal/macro level – about what influences health outcomes.

**(Source: DHHS Health and Wellbeing Plan 2019-2023
<https://www2.health.vic.gov.au/about/publications/policiesandguidelines/victorian-public-health-wellbeing-plan-2019-2023>)**

You will remember I mentioned our Healthy Equity theme earlier, and in that context our Fair Foundations framework uses a similar model to explain unequal health outcomes in Victoria. Again we have provided a link and it is also available on our website as a planning tool.

One more thing we wanted to point out from VicHealth that is relevant to these grants – which is co design.

Slide 6



Many of you will be familiar with the notion of co design, which is to work with your target group at the table from start to finish, from design to delivery and beyond.

These concepts are often inherent in arts and creative work, but they can be newer to organisations like local councils and health agencies.

At VicHealth we are also on a learning journey with co design, and have some resources available for co designing with young people specifically, available on our website. Plus there are heaps of co design resources online.

So we'll now move into talking about the VicHealth Partnership Grants.

The graphic features a red vertical line on the left that ends in a red circle containing a white stylized symbol. To the right of this line, a series of parallel lines in rainbow colors (red, orange, yellow, green, blue, purple) curve upwards and to the right. In the bottom right corner, there is a green heart-shaped logo with the word "VicHealth" next to it.

VicHealth Partnership Grants

- Our new approach to grant-making
- Opportunities will be available twice per year
- Current round includes 7 streams – see below

Round 1 – Opened 19 November 2019

1. Everyday Creativity
2. Art of Good Health
3. Healthier Masculinities for Young Men and Boys
4. Alcohol Culture Change Initiative
5. Active Clubs
6. Research (ARC/NHMRC, Impact)
7. Ideas Grants

[VicHealth Partnerships Analysis Tool](#)

If you are familiar with VicHealth you will be aware that this is a new approach to offering grants.

So instead of offering multiple grant rounds throughout the year, we are now offering them all at once, with multiple streams involved.

This current round opened one week ago, and includes seven streams.

Today we will talk about number 1 and 2. If you are interested in the other streams please feel free to tune in to the other relevant webinars and of course, look online.

As a final note about these grants overall, we encourage you to look at the VicHealth Partnerships Analysis Tool, which is a useful tool for planning and collaborating across the life of a project – especially where you are bringing different sectors or disciplines to work together.

I will now talk more specifically about the arts grant streams.

For VicHealth ‘art’ is a very little word with a very big meaning.

We apply this word to the fullest range of creative and cultural engagements:

commercial to community

contemporary to traditional

All disciplines, all settings, all communities, all together, all the time.

The arts can be used as a platform for increasing participation and community engagement - as an approach to creating dialogue, awareness and exchanging ideas – as an important setting in its own right but one that is also fluid enough to work within others such as work places, education, public spaces

That said, we are an outcomes focused organization so we are always looking for the greatest health and wellbeing benefits.

For arts and cultural organisations, it's worth mentioning that The Alcohol Culture Change and Healthier Masculinities streams will also be open to arts initiatives - but have very specific frameworks to focus their work. More info is available on our website under each of the streams.

Now, I will start talking about the Everyday Creativity grants.



In a nutshell these grants are about increasing dose and diversity. Research has indicated engagement of 100+ hours per year as being optimum for mental wellbeing benefits so we are interested in making more art available to more people more often ... and the solution isn't necessarily creating more art itself, but supporting the connections between community and creativity.

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Everyday Creativity will:

- strengthen our collaborations with local government and the arts sector to increase access to everyday creativity and its health benefits
- build the capacity of local government and arts organisations to co-design approaches to build participation and diversity.

What will success look like?

Increased cultural participation (inc. frequency/dose 100+ hrs) results in improved wellbeing.

Organisations delivering arts and cultural activities that are accessible to and inclusive of the broadest reflection of community.

VicHealth

Participation is the engine room of the arts, especially for health promotion. But we need to acknowledge this is not evenly distributed.

The arts can be a very powerful tool for increasing health and wellbeing but this becomes compromised if the people who are in greatest need aren't being reached.

And the solution is not necessarily creating more art. And the reasons people aren't participating are often more complex than ticket prices and transport.

The reasons 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 supplier structures/processes/policies/partnerships to promote participation by those otherwise excluded, i.e., addressing environment barriers which may include increasing:

access (transport, distance, physical barriers etc.)

facilities (location, access ramps, safety lights etc.)

affordability (cost of participation – fees, memberships, equipment etc)

value

Everyday Creativity grants will be directed toward Local Governments working in partnership with others to address barriers to participation.

Up to \$150,000 is available for projects 2 years in duration, starting May 2020.



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**Everyday Creativity:
Increasing participation and diversity
in the arts**

Everyday Creativity grants will be directed toward Local Governments working in partnership with others to address barriers to participation. Up to \$150k for 2 year projects starting May 2020.

Suggested timeline for funded activities

- Discovery - 3 months
- Co-design - 6 months
- Testing - 3 months
- Delivery - 12 months

 VicHealth

The architecture for these grants is built on a need to deep dive into the motivations and barriers faced by some within our communities so we've suggested a timeline for how funded activities could be delivered:

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

Co-design (6 months) – Ideate with users, partners and stakeholders, towards development and trialing of prototypes.

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

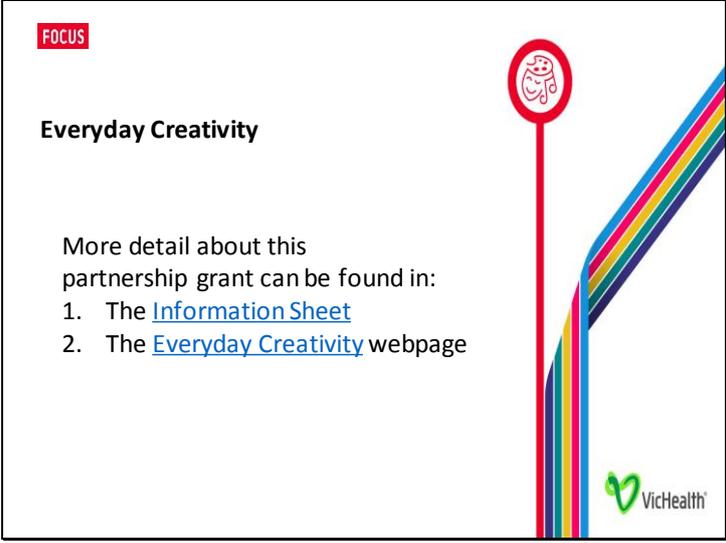
Year 2 of funding - Delivery (12 months) – Full implementation of solutions in community.

Our preference is for projects that emphasise togetherness and social cohesion rather than working with different population groups in isolation.

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 other approaches we haven't considered



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Everyday Creativity

More detail about this partnership grant can be found in:

1. The [Information Sheet](#)
2. The [Everyday Creativity](#) webpage

 VicHealth

Here are the links to the Grant Information Sheet, on our website, and the Everyday Creativity webpage on the VicHealth site. The links are easily accessible on the slide deck, and all web pages are available at www.vichealth.vic.gov.au

I will now hand back to Renee to talk about the Art of Good Health grants.



Thanks Jim.

One of the newest areas of our Arts Strategy is a more expansive framing of how the arts can contribute to health and wellbeing, and how arts and creative approaches can help us reach our targets across all VicHealth imperatives.

By way of background, the next slide includes a bit of information about our Arts Strategy, and how it connects with the grants.

FOCUS

The Art of Good Health will:

- support **new partnerships** with arts, health and other organisations to creatively address health and wellbeing challenges
- align with **VicHealth focus areas:** physical activity, tobacco, mental wellbeing, healthy eating, alcohol

What will success look like?

Develop and disseminate **new evidence** for how the arts can contribute to improved health and wellbeing.

Increase understanding of **how the arts can be best used** as a health promotion tool.

 VicHealth

So our Arts Strategy which has been uploaded into this webinar, will:
support new partnerships with arts, health and other organisations to creatively address health and wellbeing challenges
align with VicHealth focus areas: physical activity, tobacco, mental wellbeing, healthy eating, alcohol

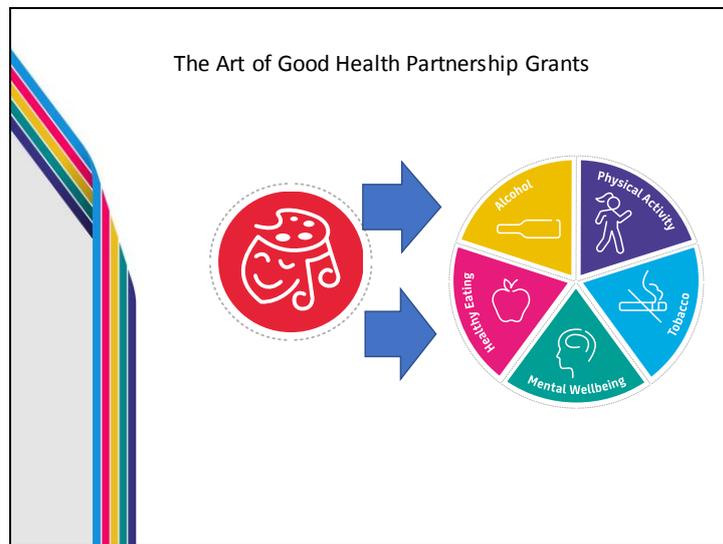
This focus area is about bringing arts and health sectors together in partnerships, and supporting them to design new ways to tackle our health imperatives.

For VicHealth, in this area broadly ‘success’ means new evidence, new models for bringing arts and health together, and more people across sectors thinking that’s a good idea.

In more recent years at VicHealth, we’ve explored how the arts can increase physical activity and reduce alcohol harm, as well as address mental wellbeing factors like race base discrimination and gender inequalities.

Now we are really ramping this up!

The Art of Good Health grants are a big part of this, and we’ll talk about that now.



The key feature of these grants is utilising or applying arts and creative approaches to advance VicHealth Imperatives, that is the 5 imperatives we have :

- encouraging regular physical activity
- preventing tobacco use
- improving mental wellbeing
- promoting healthy eating
- preventing harm from alcohol.

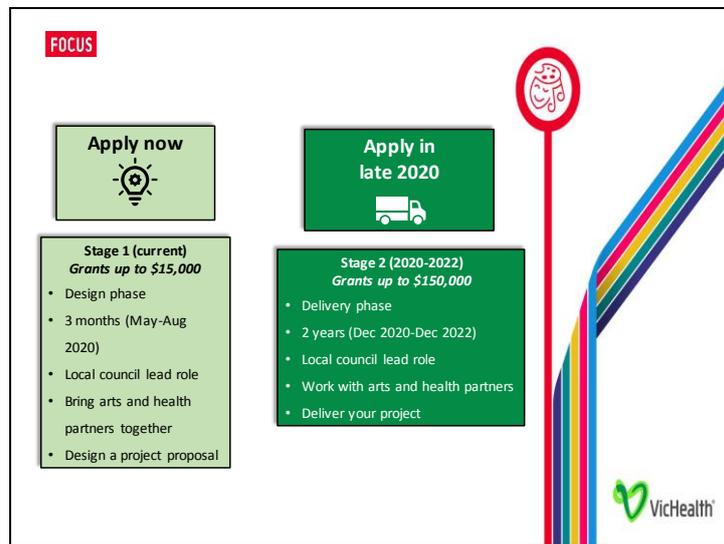
You don't need to apply to address all at the same time, it can be 1, it doesn't need to be all at the same time.

So the Art of Good Health grants will only be provided for projects that address these priority health issues.

We really encourage councils to consider how their local issues and priorities align to these health imperatives. It might not be the same wording, but the priorities may overlap in your local area.

More information about each of these Imperatives is available in our Action Agenda and each of the 5 Imperative Strategies, as we referred to earlier today. Each of those 5 areas is quite broad, and in our strategies we spell out exactly what the priorities are – so they are important reading material for anyone who wants to apply for the Art of Good Health.

Next I will talk about the two stages of this partnership grant.



The best way to think of this is stage 1 is ideas, and stage 2 is delivery. Let's talk about stage 1 first, which is this current round of applications.

The Art of Good Health will initially support 3 months of scoping and partnership development, for up to 10 councils.

The grant will support councils to bring their local arts and health partners together, and co design a project proposal.

Each local government can be funded up to \$15k to support 3 months of design activity with creative partners and other sectors.

The design stage grants will be available for work to commence in April/May 2020 and be wrapped up by the end of August.

Because this is the 'ideas' stage, there is no delivery to community as such. When you commence work you are actually commencing the partnership work, bringing local agencies together, coming up with ideas and planning a project together.

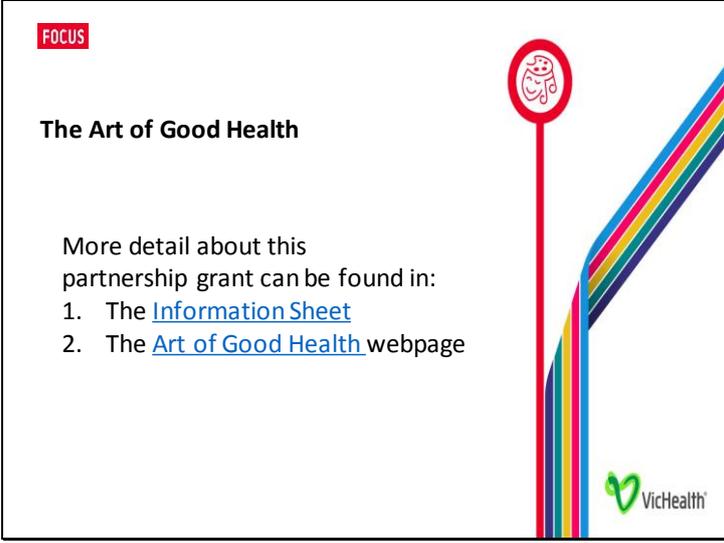
The final output from each funded council will be a detailed project proposal.

That's the end of stage 1.

For stage 2, VicHealth will open a separate application process (in later 2020).

Councils who have participated in Stage 1 can apply for up to \$150k for 2 year projects starting running from 2020-2022.

Now that's a lot of info in a slide, so you might want to read it again.



FOCUS

The Art of Good Health

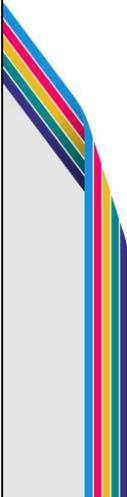
More detail about this partnership grant can be found in:

1. The [Information Sheet](#)
2. The [Art of Good Health](#) webpage

 VicHealth

Here are the links to the Grant Information Sheet, on our website, and the Art of Good Health webpage on the VicHealth site. The links are here and all are available at www.vichealth.vic.gov.au

To wrap up we will look at the timeline for applications.



Opening: Tuesday 19 November
Closing: 24 February 2020
Announced: By 30 April 2020

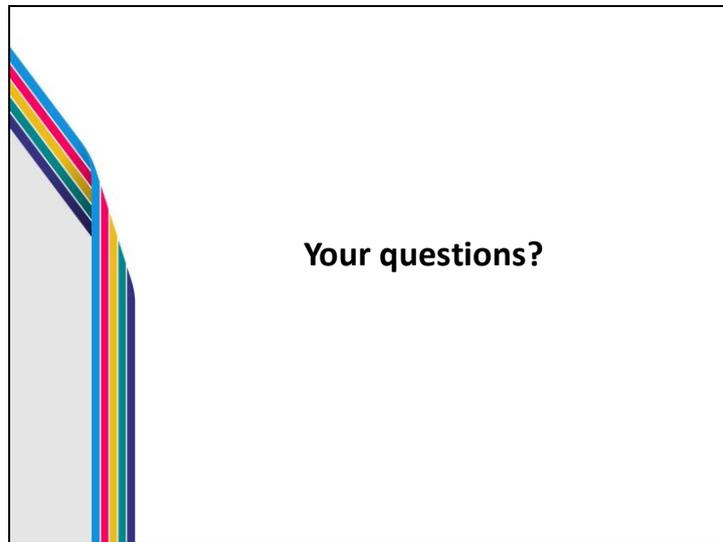
www.vichealth.vic.gov.au/funding/partnership-grants

Questions can be submitted to [this webpage](#) until closing date.

Opening: Tuesday 19 November
Closing: 24 February 2020
Announced: By 30 April 2020

It's important to note that questions to VicHealth are open for the entire application period, you can submit a question anytime through the partnership grants question page. Note that no extensions are possible.

Thanks for tuning in so far, we will now open it up for your questions.



Please see the Q&A Document for all questions asked during this webinar.

Evaluation – All councils will be required to undertake process-level evaluation, and also contribute to an external evaluator for the VicHealth Arts Strategy which VicHealth will commission separately

How many grants

Everyday Creativity will fund up to 7 councils

Art of Good Health will fund up to 10 councils in stage 1 (and up to 4 councils in stage 2 in 2020)

Can councils apply to both arts streams – Yes but not with the same project idea. The two arts streams are very different in focus and your application should align to the specific focus of the grant.

Can arts and cultural organisations/practitioners apply – No the grants require local councils as the applicant and project lead, because a key outcome is bringing different partners/sector together to work together on design. SO arts and cultural organisations need to approach a local council to apply for the grant.