

Media Release

22 August 2016

NEW GRANTS ARE KICKING GOALS FOR WOMEN AND SOCIAL SPORTS

VicHealth's new-look Active Club Grants are set to give women and girls and social sport programs across Victoria a head start and get as many Victorians moving as possible. All eligible clubs are encouraged to apply through the VicHealth website before Round 1 closes on Friday 23 September.

As part of VicHealth's long-term plan to get more Victorians living healthier and happier lives, Active Club Grants are now providing funding of up to \$3,000 or up to \$10,000 to community sport clubs.

VicHealth is prioritising two different areas:

- **Female participation**

This is a key focus area for VicHealth, because we know female participation levels in sport and recreational clubs are much lower than males. Our research shows this is due to a lack of suitable opportunities and difficulty prioritising physical activity over other commitments like family, education and work. Through this grant, we're asking clubs to demonstrate how they will get more women and girls involved in physical activity, through new or recently established programs, activities and opportunities.

- **Participation in social and modified forms of sport**

Clubs can also apply for funding to start up a social or modified sport program. VicHealth will be funding clubs who can demonstrate how a modified program will attract more people to be regularly physically active. Social sport includes more flexible, fun and less-structured opportunities with a focus social interaction, and less emphasis on performance, results and competition - they might be modified to increase opportunities across age, disability, skill level, fitness level, lifestyle, or location. Social sport can also be used to introduce someone to a new sport, or to bring people back to sport due to factors such as injury or lifestyle.

VicHealth CEO Jerril Rechter said the new focus of Active Club Grants is exciting, and will help even more Victorians make physical activity a routine part of everyday life.

"Active Club Grants have been supporting local clubs in remote, rural, regional and metropolitan areas for nearly three decades. Despite this, female participation is still lower than males, and due to a lack of time, lack of confidence, and societal pressures, many of us just aren't fitting the recommended 2.5 hours of moderate physical activity into their week.

"With these grants, VicHealth wants to help your club to provide a wider range of opportunities for people to get active, whatever their background or ability. As we pursue creative ways to fit physical activity into our busy daily routines, non-traditional, social and modified sports are becoming an increasingly popular choice.

"The successful clubs in this grants round will show how the new program will benefit the community, demonstrating how it attracts or enables more people to be physically active.

Victorian Minister for Health, Jill Hennessy, said being active is critical for a healthy lifestyle.

"Less than a third of Australians are getting enough physical activity to benefit their health. The Active Club Grants will enable clubs and sporting organisations to establish new teams, programs or competitions that offer new opportunities to women, and to start up a social or modified sport program," Ms Hennessy said.

Ms Rechter said VicHealth encourages all eligible Victorian clubs to apply, and special consideration will also be given to applications from clubs in areas of socioeconomic disadvantage, or where communities have suffered hardship such as floods, drought or bushfires.

"We can't wait to see clubs across Victoria putting these grants to work and trialling a range of exciting new program ideas." Ms Rechter said.

For further information or to apply online, visit www.vichealth.vic.gov.au/activeclub.

Round 1 opens on Monday 22 August 2016 and closes at 4pm on Friday 23 September 2016.

Round 2 opens on Monday 6 February, and closes at 4pm, Friday 10 March 2017.

Media Contact

Cimara Doutré, Senior Media Advisor P 03 9667 1319 M 0435 761 732 E cdoutre@vichealth.vic.gov.au