

# VicHealth's Alcohol Culture Change Grants Initiative for Local Councils

## Funding Guidelines

VicHealth invites Victorian local councils to reduce harm from alcohol by finding solutions to improve risky drinking cultures in their communities.

Councils should be guided by the Alcohol Cultures Framework and use it as a lens for designing and implementing community projects.

This Initiative is a \$1.3 million dollar investment in local councils to work with partners to design, implement and evaluate projects that change risky drinking cultures.

VicHealth's Alcohol Culture Change Grants Initiative for Local Councils will provide the opportunity for two stages of funding:

**Stage One Scoping:** Shortlisted councils will be provided with a scoping grant of \$25,000, for a period of four months, to develop partnerships, and plan, scope and refine their ideas.

**Stage Two Delivery:** Shortlisted councils whose ideas demonstrate the greatest potential during the scoping stage may be offered subsequent funding of between \$250,000 and \$300,000 for a period of two years to deliver their ideas.

Councils can apply for funding by completing and submitting an application at [www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants)

### Important information

#### Key dates

Opening date	Tuesday 9 August 2016
Closing date	12:00 PM, Tuesday 13 September 2016
Notifications for shortlisted councils	10 to 21 October 2016 (anticipated)
Funding commences	Monday 24 October 2016
Stage One Scoping	October 2016 to March 2017
Stage Two Delivery	April 2017 to May 2019

#### Important documents

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

- Alcohol Cultures Framework
- Frequently Asked Questions
- Terms and Conditions
- VicHealth Website Terms of Use

#### Submitting an application

To complete your application, you will need to:

- Register your details on the Funding Application System
- Complete the online application for Stage One.

#### Enquiries

For questions regarding the Initiative, these guidelines or the Terms and Conditions please email [alcohol@vichealth.vic.gov.au](mailto:alcohol@vichealth.vic.gov.au) or visit

[www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants)

## 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 investments align with the [VicHealth Action Agenda for Health Promotion](#).

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 available at [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au).

## Background

VicHealth has a long history of working in Victoria to prevent harm from alcohol. Beginning with sports and arts events sponsorship with alcohol harm reduction messages (1992-2000), our work evolved to include funding alcohol research and evaluation, supporting the establishment and operation of the [Alcohol Policy Coalition](#) and creating healthy environments in sports and workplace settings (2001-2012).

In 2013, the [VicHealth Action Agenda for Health Promotion](#) was released, providing the organisational strategic direction for the next 10 years (2013–2023). Preventing harm from alcohol is one of five strategic imperatives identified for action to improve the health of all Victorians. Within the first three years of the Action Agenda, VicHealth led campaigns for alcohol culture change in partnership with the State Government; supported alcohol culture change projects such as [Good Sports](#) and [Hello Sunday Morning](#); funded research, and delivered the [Alcohol Innovation Challenge](#) to seed new ideas to reduce alcohol consumption and increase the acceptability of drinking less.

The 2016 [refreshed Action Agenda](#) sets out both a 10–year goal and a 3– year priority for alcohol:

- Ten-year goal: More Victorians drink less alcohol.
- Three-year priority: More people and environments that support effective reduction in harmful alcohol use.

Noting the importance of considering health equity across all activities, our work in alcohol will also aim to reduce inequities in alcohol-related harm.

More information available at [www.vichealth.vic.gov.au/alcoholstrategy](http://www.vichealth.vic.gov.au/alcoholstrategy) and [www.vichealth.vic.gov.au/actionagenda](http://www.vichealth.vic.gov.au/actionagenda)

## Alcohol trends in Victoria

While the overall levels of alcohol consumption in Victoria are relatively stable, alcohol-related harms including hospitalisations and ambulance attendances have increased significantly in recent years.

Table 1: Trends in alcohol-related harms in Victoria (Turning Point 2015)

Indicators – Victoria	Trend per 100,000
Alcohol treatment episodes 2003-04 to 2012-13	10 per cent ↑
Alcohol-related ambulance attendances 2006-07 to 2013-14	285 per cent ↑
Emergency department presentations 2006-07 to 2013-14	25.6 per cent ↑
Alcohol-related hospital admissions 2006-07 to 2013-14	3.4 per cent ↑
Alcohol involvement in family violence incidents 2003-04 to 2012-13	59 per cent ↑
Alcohol-related serious or fatal road injuries 2001-02 to 2010-11	45 per cent ↓

While most Victorians drink responsibly, a significant proportion of the population still drink in a manner that puts them at risk of injury from a single occasion of drinking, or at risk of chronic disease over the longer term.

Short-term harms from alcohol misuse, such as injury, are experienced more often by men and adults. Longer-term harms including cancers, cardiovascular diseases and digestive diseases are more likely to be experienced by people with low socioeconomic backgrounds (Victorian Drug and Alcohol Prevention Council 2010), those living in rural and regional areas, men and older people (National Preventative Health Taskforce Alcohol Working Group 2008).

Every year in Victoria, alcohol causes over 1,200 deaths and nearly 40,000 hospitalisations (Gao et al. 2014). Consuming alcohol within low risk drinking guidelines<sup>1</sup> can improve physical and mental wellbeing, social connection and reduce the risk of injury and chronic diseases.

More than 3.8 million Australians average at least four standard drinks of alcohol per day, which is twice the recommended health guidelines. These Australians represent just 20 per cent of all Australians aged 14 and over, yet this group accounts for 74.2 per cent of all the alcohol consumed nationally each year (Foundation for Alcohol Research and Education & Centre for Alcohol Policy Research 2016).

Not all drinkers are responsible moderate drinkers, with 37 per cent of Australians admitting they drink alcohol specifically to get drunk. This suggests a need for targeted approaches with subpopulations of risky drinkers to complement established whole-of-population harm prevention activities such as taxation and licensing laws.

## **VicHealth and Alcohol Culture Change**

In recent years, VicHealth has led innovation in this area through a range of activities aiming to change alcohol culture, including social marketing campaigns, establishing innovation projects, supporting ongoing programs and investing in alcohol research.

To better understand the notion of drinking culture, VicHealth commissioned the Centre for Alcohol Policy Research (CAPR) to review the evidence regarding alcohol culture and associated issues.

VicHealth has subsequently worked in partnership with CAPR and the Alcohol and Drug Foundation (ADF) to develop an evidence-based framework to guide innovative action on harmful drinking cultures in the Victorian context.

The Framework defines alcohol culture as the way people drink including the formal rules, social norms, attitudes and beliefs around what is, and what is not, socially acceptable for a group of people before, during and after drinking.

The Alcohol Cultures Framework should be used to guide applications seeking funding to scope, deliver and evaluate projects.

More information available at [www.vichealth.vic.gov.au/alcoholculturesframework](http://www.vichealth.vic.gov.au/alcoholculturesframework)

<sup>1</sup> No more than two standard alcoholic drinks per day to be at low risk for developing a chronic disease and no more than four standard drinks on a single occasion to be at low risk of injury.

## About VicHealth's Alcohol Culture Change Grants for Local Councils

### What's on offer?

VicHealth's Alcohol Culture Change Grants Initiative provides funding to local councils to scope their alcohol culture change ideas within risky drinking subpopulations in their local area. Following application and assessment, this Initiative makes funding available in two stages.

Stage One will shortlist up to six councils and provide \$25,000 to plan, scope and refine their ideas, develop partnerships and consult with groups of risky drinkers in their local council area over a period of four months.

After the first stage of scoping funding, shortlisted councils will submit a project proposal to deliver their project at Stage Two. Councils that demonstrate the greatest potential in Stage One may be offered subsequent funding of \$250,000 to \$300,000 (over 24 months) to deliver their ideas at Stage Two.

Councils should note that not all shortlisted councils at Stage One will be funded at Stage Two.

### Objective

The VicHealth Alcohol Culture Change Grants Initiative for Local Councils aims to deliver and evaluate alcohol culture change interventions in council-identified risky drinking subpopulations (defined by settings and/or subcultures).

### Who can apply?

All Victorian councils are eligible to apply and must have satisfactorily acquitted any previous funding that has been received by VicHealth.

All applications must be submitted online in accordance with timelines and processes outlined.

We welcome collaborative partnerships between councils, researchers (mandatory project partner) and traditional and non-traditional partners who can bring ideas to life.

Please note that we can only accept submissions from Victorian councils. However we will accept submissions from councils who intend to subcontract partners such as researchers, practitioners and others.

Each project includes a mandatory research partner for the life of the project. In applying for funding at Stage One, councils should gain in principal support from the research partner and demonstrate this within their application.

### How to apply?

Councils can apply by completing and submitting an application at [www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants)

## How will applications be assessed?

In submitting an application for the Alcohol Culture Change Grants Initiative, councils are applying for Stage One Scoping funding only. If shortlisted, councils will be required to submit a proposal for Stage Two Delivery at the completion of Stage One Scoping.

We will be assessing Stage One applications against the following assessment criteria:

### a) Evidence of local need for action

Councils must draw on alcohol harm and consumption indicators, demographic profile data and other localised research findings to demonstrate their local need for public health intervention that targets drinking cultures (subcultures and/or settings) to reduce alcohol-related harm. For example applicants may wish to draw upon socio-economic advantage and disadvantage, emergency presentation, ambulance attendance, localised research findings, social media analysis, forum/community consultations, local knowledge or other data sets to demonstrate alcohol harm and consumption in their local government area.

### b) Application of the Alcohol Cultures Framework

Proposals must apply the [Alcohol Cultures Framework](#) to guide the identification of risky drinking subpopulations in their local council area.

Applicants must identify and describe a range of subpopulation/s (subculture and/or setting) that could be targeted. For each subpopulation, applicants should outline what the 'factors that influence drinking' might be and draft some of the 'critical questions' that could be asked during the scoping project phase.

### c) Methodology

Projects should provide detailed methodology of how their ideas would be scoped, including how councils will engage with the subpopulation/s and utilise the expertise of the research partner.

### d) Partnerships

We encourage councils to develop partnerships with diverse organisations to deliver the best proposal.

A research partner is mandatory for this project at both Stage One and Stage Two. The role of the research partner is to guide project design and evaluation including, data collection and analysis. Applicants must provide written evidence to show that the research partner has provided in principal support. Examples of a research partner could include academics aligned with a tertiary institution or consultancies with expertise in public health.

Research partners and other partners can be involved in more than one Stage One application.

### e) Capacity and commitment

Local councils should demonstrate their capacity (staff with experience/expertise) and outline how the proposal currently does, or will in the future, integrates with existing council programs, projects, strategies and plans.

Committed co-contributions (in-kind/or financial) from councils and/or partners will be considered favourably.

## What we will fund

- Reasonable staff costs to engage a contractor or reimburse staffing costs for existing employees delivering agreed activities.
- Ideas in line with funding requirements, or delivery of clearly identified outcomes that build upon and add value to existing council work.
- Incentives and prizes for competitions where relevance to local context, value for money and equitable approach are demonstrated.
- Design, publication or production costs for local materials and collateral where clear VicHealth branding is included.
- Reasonable advertising or media costs for activity promotions.
- Resources or tools that can be owned/managed by council and shared among project partners and the community to support ongoing improvements in drinking cultures.
- Reasonable and necessary costs of facilitation for approved events, such as healthy catering, facility hire and administrative costs.
- Evaluation costs including data collection and analysis.

## What we will not fund

- Drug and alcohol treatment services.
- Development of new school alcohol related curriculum.
- Projects that only involve descriptive research and no intervention.
- Existing council plans or work that will go ahead regardless of the grant.
- Excessively expensive prizes, cash prizes or those where no justification or rationale for prize choice is provided.
- Design, publication or production costs for items without clear VicHealth branding and relevance, or where materials duplicate those provided by VicHealth.
- Advertising or media costs for other related council activities.
- Capital works or infrastructure improvements.
- Excessive event costs or unhealthy catering options.

## Funding conditions

Only Victorian councils are eligible to apply.

Shortlisted councils at Stage One and successful applicants at Stage Two are required to:

- Comply with VicHealth's Terms and Conditions.
- Deliver Victorian-based activities primarily focused on outcomes that will benefit the Victorian community.
- Ensure they are not subject to any current or impending legal action that could impact the financial viability of your organisation.
- Ensure they are not a recipient of financial support from, and/or partner with tobacco companies or alcohol producers.
- Ensure that they are not engaged in activities which may harm VicHealth's reputation.
- Confirm ABN and bank account details for electronic funds transfer.
- Subcontract an academic research partner for the life of the project.
- Comply with reporting requirements as outlined in these Guidelines.

- Take part in an evaluation of VicHealth’s Alcohol Culture Change Grants Initiative as requested (including allocating 10 per cent of their Stage Two project budget to VicHealth’s appointed evaluation contractor and participate in evaluation activities as required).
- Acknowledge VicHealth’s Alcohol Culture Change Grants Initiative for Local Councils in all communications as detailed in the Terms and Conditions.

## Timelines

Date	Activity
9 August 2016	<ul style="list-style-type: none"> <li>• Launch of the Alcohol Culture Change Grants Initiative for Local Councils</li> <li>• Release of Funding Guidelines</li> <li>• Applications open</li> </ul>
9 August to 13 September 2016	<ul style="list-style-type: none"> <li>• Councils and partners prepare project proposal for Stage One as per the Funding Guidelines</li> <li>• Applications close 12:00pm, Tuesday 13 September 2016</li> </ul>
14 September to 7 October 2016	<ul style="list-style-type: none"> <li>• Applications shortlisted by VicHealth</li> </ul>
10 to 21 October 2016	<ul style="list-style-type: none"> <li>• Shortlisting outcomes announced for Stage One scoping</li> <li>• Shortlisted councils receive \$25,000 to scope projects over four months</li> <li>• Unsuccessful councils notified</li> </ul>
24 October 2016	<ul style="list-style-type: none"> <li>• Stage One scoping projects commence</li> </ul>
4 November 2016	<ul style="list-style-type: none"> <li>• Shortlisted councils submit their Stage One project plan and commence scoping</li> </ul>
10 March 2017	<ul style="list-style-type: none"> <li>• Stage One scoping projects conclude</li> <li>• Shortlisted councils submit proposal for Stage Two Funding (findings from scoping and plan for future funding)</li> </ul>
10 March to 7 April 2017	<ul style="list-style-type: none"> <li>• Stage Two applications assessed by assessment panel</li> </ul>
7 to 21 April 2017	<ul style="list-style-type: none"> <li>• Successful submissions announced for Stage Two</li> <li>• Successful councils will receive between \$250,000 and \$300,000 to deliver projects over two years</li> <li>• Unsuccessful councils notified</li> </ul>
21 to 28 April 2017	<ul style="list-style-type: none"> <li>• Stage Two delivery projects commence</li> </ul>
1 May 2019	<ul style="list-style-type: none"> <li>• Stage Two delivery projects conclude</li> <li>• Councils submit all project requirements</li> </ul>
2019/2020	<ul style="list-style-type: none"> <li>• Dissemination and integration activities</li> </ul>

## Payment of funding to successful organisations

If your council is successful in receiving a grant at Stage One or Stage One and Stage Two, the funds will be made by electronic funds transfer into your nominated bank account provided in the VicHealth's Alcohol Culture Change Grants for Local Councils application.

VicHealth will issue you with a Recipient Created Tax Invoice (RCTI) along with remittance advice. This is a VicHealth generated invoice and your council is not required to raise a separate invoice.

It is council's responsibility to ensure the bank account details are correct, as outlined in clause 14 of the Terms and Conditions.

## Further reading

- [VicHealth's Alcohol Strategy 2016-2019](#)
- The [Alcohol Cultures Framework](#): a framework to guide public health action on drinking cultures
- The [Partnership Analysis Tool](#)
- [Fair Foundations: The VicHealth framework for health equity](#)
- Reducing alcohol-related health inequities
  - [Summary: Reducing alcohol-related health inequities](#)
  - [Full report: The social determinants of inequities in alcohol consumption and alcohol-related health outcomes](#)
- [Turning Point AODstats](#)
- [VicHealth Indicators Survey](#)
- [VicHealth Local Government Action Guides](#)
- [Community Indicators Victoria](#)



# FAQ

## Eligibility

### Who is eligible for VicHealth's Alcohol Culture Change Grants Initiative for Local Councils?

Only Victorian councils are eligible to apply, however Victorian councils can partner with other organisations. Intended initiatives must be delivered in Victoria.

All VicHealth funding applicants must ensure that they meet the Funding Conditions as per pages 6 and 7 of the guidelines and accept the Terms and Conditions of this Initiative.

## Funding

### What is the total funding amount?

VicHealth's Alcohol Culture Change Grants for Local Councils has a total funding pool of \$1.3 million over the period from October 2016 to June 2019. The Initiative will provide two stages of funding:

- Stage One Scoping has a total pool of \$200,000 for up to eight shortlisted local councils.
- Stage Two Delivery has a total pool of \$1.1 million for up to four successful local councils.

### Will all councils shortlisted at Stage One receive Stage Two funding?

No. At the completion of Stage One, councils will submit their project proposal for Stage Two which will be evaluated by an assessment panel. Not all councils that are shortlisted at Stage One will receive funding at Stage Two.

### What kinds of projects will VicHealth fund?

VicHealth will fund a range of projects that best align with the Alcohol Cultures Framework and meet the objectives of the Initiative (page 3) within the available budget.

VicHealth does not have all the answers, we will be drawing on the expertise of applicants for ideas on how to change risky drinking cultures in their local area.

### Is there an expectation for councils to co-invest?

While there is no requirement for a council to co-invest, any committed co-investment will be viewed favourably as VicHealth believes this Initiative aligns strongly with a number of council objectives. If your council or other partners are planning to co-invest then this intention should be included in your application.

### Will staffing costs be funded?

Yes, VicHealth allows councils to allocate budget expenditure to staffing costs to drive this project. This may include EFT for one or more staff depending on the scope of the project. This can include existing council staff and/or new staffing resources for the project.

### Are there any restrictions to the way the budget can be allocated?

VicHealth identifies what it will not fund on page 6. The budget submitted as part of the Stage One Scoping application should align with the scope of the project.

### What value should applicants include within the budget for this application?

At Stage One, applicants can apply for a maximum of \$25,000 over four months - a budget template is provided at [www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants). Your budget should itemise planned expenditure and include any in-kind contributions.

Upon completion of Stage One, applicants will be required to submit a second budget as part of their project proposal for Stage Two.

## Project design

### Why is this funding opportunity being directed towards local government?

Councils play a significant role in creating health promoting communities and align with strategies across government more broadly. Local councils have the extensive local knowledge and the capacity required to mould strategies to the unique characteristics of a local community. Furthermore, local councils are able to identify inequities at the local level in their own unique context, consider the processes by which inequities might occur, and suggest project and policy interventions that may be helpful in addressing each of these factors.

### What is the difference between Stage One and Stage Two of the Initiative?

Stage One is a scoping phase where VicHealth will work with shortlisted councils to plan and refine their ideas, develop partnerships and consult with groups of risky drinkers in their local council area to inform their Stage Two project proposal.

Stage Two is the project delivery phase where the shortlisted councils that demonstrate the greatest potential at Stage One may be offered between \$250,000 and \$300,000 over two years to deliver their ideas.

### Why does this initiative require a mandatory project research partner?

The role of the project research partner is to have input into project design and evaluation methodology including data collection and analysis. Examples of a research partner could include academics aligned with a tertiary institution or consultancies with expertise in public health.

For each subpopulation targeted through this Initiative, a solid understanding of the social norms, attitudes and beliefs around what is, and what is not, socially acceptable for the group around alcohol is required.

The project research partner should be involved for the life of the project to guide project design and lead project evaluation.

### Why does this Initiative have a mandatory requirement of 10 per cent of the budget to be set aside for VicHealth's appointed Initiative evaluation contractor?

Please note that 10 per cent of the project budget at Stage Two needs to be set aside for the evaluation of the Initiative (all council projects funded under the Initiative).

The Alcohol Culture Change Grants Initiative for Local Councils is part of a coordinated approach to influence a range of risky drinking cultures. The mandatory contribution of 10 per cent of each project's budget is applicable at Stage Two only and contributes to the overarching Initiative evaluation. Successful applicants will be required to work with VicHealth's appointed evaluation contractor, allocate 10 per cent from their project budget at Stage Two and participate in community of practice meetings – as required – for the life of the project.

The role of VicHealth's evaluation contractor is to undertake an overarching evaluation of VicHealth's \$1.3 million dollar investment in local councils to change risky drinking cultures across all council projects funded at Stage Two.

## Application and assessment

### What are the selection criteria for the Initiative?

Selection criteria can be found in the Funding Guidelines. Page 5 details the full selection criteria.

### Can one council submit multiple applications?

No. Only one application per Victorian council will be accepted. We encourage councils to work across units to coordinate a proposal that is most likely to meet the Initiative's objective. Partners - including the mandatory research partner - can be involved in more than one application.

### Can councils partner with other councils for a consortium approach?

Yes, however applicants must nominate a lead council and demonstrate that the selected subpopulation/s to be targeted through this initiative exist in each local council area involved. Subpopulations should share some common interests, understandings and norms about drinking and drinking practices that contribute to social or health problems. If taking this approach, applicants should outline how they will test and trial their ideas then upscale to other council areas.

### What level of partner commitment is expected at the application stage?

At the Stage One application stage VicHealth only requires in principal support from project partners. However in principle commitment is required in writing from the mandatory research partner. Additional partners may be identified during the scoping phase.

### Will councils who are funded through other VicHealth initiatives be disadvantaged?

No, all council applications will be reviewed against the selection criteria.

### Once shortlisted councils complete Stage One, what will be the process in progressing to Stage Two?

At the completion of Stage One Scoping, councils will submit their proposal for Stage Two. The proposal will detail the findings of the scoping project and a plan for Stage Two. Funding criteria and a project proposal template will be provided to shortlisted councils to prepare their Stage Two proposal.

An assessment panel will review the Stage Two proposal against weighted assessment criteria. Councils that demonstrate the greatest potential during the scoping stage will be offered subsequent funding of between \$250,000 and \$300,000.

### Who will assess applications?

All applications at Stage One will be shortlisted internally by VicHealth.

All applications at Stage Two will be assessed by a panel consisting of both VicHealth and non-VicHealth personnel.

## Payments

### If we are successful how are payments made?

Payments for Stage One scoping will be made in two instalments, 90 per cent at the commencement of the scoping project upon submission of the Stage One project plan, and the final 10 per cent on completion and submission of all project requirements including the submission of the project proposal for Stage Two.

Once contractual agreement is reached, the VicHealth Finance team will be in touch with successful grantees to confirm payment arrangements.

## Evaluation

### How will VicHealth measure success?

VicHealth has commissioned a third party to develop an overarching Initiative evaluation framework which will assist us to measure whether the objectives of the Grants Initiative have been achieved – this will include key indicators that will need to be measured across all projects. Funded councils at Stage Two are expected to contribute 10 per cent of their project budget to the Initiative evaluation as directed by VicHealth and the Initiative evaluation contractor. It is also expected that councils, with their mandatory project research partner, will measure their own success at a local level through appropriate evaluation measures developed once the project commences, so as to inform delivery and build local evidence. While VicHealth will provide an Initiative evaluation, applicants must outline what their process, impact and outcome measures will be in their Stage Two proposal.

The role of VicHealth's evaluation contractor is to undertake an overarching evaluation of VicHealth's \$1.3 million dollar investment in local councils to change risky drinking cultures across all council projects funded at Stage Two.

## Role of VicHealth

### What role will VicHealth play in the projects during the funding period?

VicHealth will provide one-on-one support and review during the life of the project. At Stage One it is envisaged that VicHealth will contribute to building the capacity of councils to develop rigorous project proposals for Stage Two. At Stage Two it is envisaged that VicHealth will facilitate projects to come together in a community of practice to share learnings, problem solve challenges and receive support and education as required.

### **How do grant recipients report to VicHealth on their activities?**

In addition to the submission of a project plan for Stage One, VicHealth will also provide criteria and templates for the Stage Two project proposal. Successful councils at Stage Two will be provided with templates for a midway Progress Report and a Final Report at the point of project completion of the project.

Councils that are shortlisted at Stage One and successful at Stage Two will be required to develop two project plans to account for the separate stages of the project.

### **Will VicHealth be able to support projects that aren't successful at Stage Two?**

The Alcohol Culture Change Grants Initiative for Local Councils is a new investment. VicHealth will continue to engage with Victorian councils who have not been successful in this round, to share learnings, case studies and models of good practice for influencing risky drinking cultures through a variety of forums and additional approaches.

It is possible that other funders or supporters may be interested in delivering elements of unsuccessful projects scoped at Stage One.

# Terms and Conditions

These terms and conditions (Terms and Conditions) apply to the Alcohol Culture Change Grants Initiative for Local Councils which is being administered by The Victorian Health Promotion Foundation.

By submitting an application, You agree to be bound by these Terms and Conditions. In the event of any conflict between any terms referred to in any promotional and/or marketing materials and these Terms and Conditions, these Terms and Conditions take precedence.

## The Initiative and eligibility requirements

1. The Initiative is administered by VicHealth in accordance with these Terms and Conditions.
2. The Initiative commences on 9 August 2016 and all Applications must be received by VicHealth by 12:00 hours Eastern Standard Time on the closing date of Tuesday 13th September 2016
3. The Initiative will operate on the Initiative Webpage. By participating in the Initiative, You agree to act in accordance with:
  - a. these Terms and Conditions; and
  - b. the terms and conditions of the VicHealth Website which are located at [www.vichealth.vic.gov.au/terms-of-use](http://www.vichealth.vic.gov.au/terms-of-use)

## Eligibility to apply for Funding

4. The Initiative is aimed at providing grants to Local Government Authorities located in Victoria to deliver and evaluate alcohol culture change interventions in council-identified risky drinking subpopulations (defined by settings and/or subcultures).
5. More information about the Initiative and Selection Criteria can be found online at [www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants)
6. VicHealth will not fund an organisation if:
  - a. the organisation operates outside Victoria; and/or
  - b. it is not a Local Government Authority; and/or
  - c. does not comply with the Funding Conditions (see pages 6 and 7 of the Guidelines).

## Funding process

7. The process of funding under this Initiative is outlined as follows:
  - a. Application (all Victorian Local Council Authorities may prepare and submit an Application, subject to clause 4, 5 and 6 above);
  - b. Assessment (all valid applications will be assessed, as per clause 15 to 20);

- c. Stage One – scoping projects (four months), including development of a project proposal for Stage Two (up to eight Organisations will be Shortlisted and provided with funding to deliver scoping projects as per the Funding Guidelines and clause 22 to 24);
  - d. Assessment of project proposals for Stage Two (all eight Organisations awarded scoping projects at Stage One are eligible to submit a project proposal, assessment criteria will be advised by VicHealth)
  - e. Stage Two – delivery projects (24 months) (up to four Organisations from Stage One will receive project delivery funding at Stage Two as per clause 22 to 24); and
  - f. Dissemination activities, ongoing and as required.
8. You may participate in the Initiative application process at any time between Tuesday 9 August 2016 and the closing date at 12:00 hours Eastern Standard Time on Tuesday 13 September 2016. Late entries will not be accepted.
  9. You agree to pay Your own costs in relation to this Initiative, including but not limited by:
    - a. applying for this Initiative;
    - b. completing the Application;
    - c. developing any Application Material;
    - d. complying with these Terms and Conditions and/or the Guidelines;
    - e. executing a Standard Funding Agreement; or
    - f. attending to any other matter in relation to the Initiative.

## Submitting an Application

10. To apply for funding, You must complete and submit an Application using the VicHealth specified online portal prior to the closing date.
11. VicHealth will not accept Applications by email, post, facsimile or any other method that does not involve completing and submitting Application in accordance with clause 10.

12. By submitting an Application You warrant that You are an authorised representative with the authority to bind Your organisation to these Terms and Conditions.
13. As part of the Initiative, You are required to provide VicHealth with Your ABN and GST registration status. You are required to notify VicHealth if Your GST status changes at any stage of the Initiative.
14. As part of the Initiative funding process, You are required to provide VicHealth with complete and accurate organisational bank details to enable VicHealth to transfer funds to You if You are a Shortlisted or Successful Organisation. In the event that You provide incorrect bank account details, You must notify VicHealth immediately and provide Your correct bank account details. Where VicHealth has relied on the information submitted by You (Including in Your Application) and transferred funds to an incorrect bank account, VicHealth may try and recover the funds from the receiving financial institution and if successful, VicHealth may deduct any costs incurred as a result of recovering the funds from the funding amount awarded to You. You acknowledge that VicHealth is not liable to repay any funds to You in the event that You fail to provide correct bank account details and VicHealth is unable to recover the funds post transfer.

### Assessment of Applications

15. All valid Applications will be assessed by VicHealth starting Wednesday 14 September 2016. VicHealth will assess Stage One Applications against the Selection Criteria and will make recommendations on Organisations to be shortlisted and provided funding for Stage One. At the conclusion of Stage One, Shortlisted Organisations will submit their project proposal which will be assessed by a panel of judges who will make recommendations on Organisations to be funded at Stage Two.
16. VicHealth will:
  - a. assess all Applications against the Selection Criteria; and
  - b. in its sole discretion, select the Shortlisted and Successful Applications.
17. In assessing the Applications, VicHealth may:
  - a. consider any Application, including any Application Material, or any other matter; and
  - b. place any weight on the Selection Criteria as it sees fit.

### Selection Criteria

18. The assessment of the Applications at Stage One of this Initiative will be made against the following Selection Criteria:
  - a. Evidence of local need for action

- b. Application of the Alcohol Cultures Framework
- c. Methodology
- d. Partnerships
- e. Capacity and commitment

19. You acknowledge and accept that VicHealth may allocate different weightings to this Selection Criteria in its assessment of Applications and any decision to do so is at the sole discretion of VicHealth.
20. More information about VicHealth's Selection Criteria can be found on the Initiative Webpage <http://www.vichealth.vic.gov.au/alcoholculturegrants>

### Announcement of Shortlisted and Successful Organisations

21. VicHealth will announce:
  - a. Stage One Shortlisted Organisations on the Initiative Webpage in October 2016 and will notify each Organisation on or around 10 to 21 October 2016.
  - b. Stage Two Successful Organisations on the Initiative Webpage in April 2017 and will notify each Organisation on or around 7 to 21 April 2017.

### Provision of grant to Shortlisted and Successful Organisation/s of the Initiative

22. If You are a Shortlisted or Successful Organisation, VicHealth will provide You with a grant to be used towards implementing the project in accordance with these Terms and Conditions.
23. Any decision by VicHealth to select a Shortlisted or Successful Organisation or the amount of grant to be provided to a Shortlisted or Successful Organisation will be at the sole discretion of VicHealth.
24. If You are a Shortlisted or Successful Organisation, the provision of the grant to You is subject to You agreeing to enter in to a Standard Funding Agreement with VicHealth, the terms and conditions of which will be determined by VicHealth.

### VicHealth's decisions are final

25. For the avoidance of doubt, any decision by VicHealth on any matter in relation to the Initiative is final and is not subject to review. This includes a decision by VicHealth to:
  - a. Accept an Application;
  - b. Determine which organisation will be a Shortlisted (Stage One) or Successful (Stage Two) Organisation or the number of Shortlisted or Successful Organisations; or
  - c. Determine the amount of any grant.

26. You acknowledge and agree that VicHealth is under no obligation to discuss or provide feedback to You in relation to an Application You have submitted.
27. You also acknowledge and accept that VicHealth will not enter in to any correspondence with You unless Your Application is a Shortlisted or Successful Application.
28. If there is a change to Your contact information, You must notify VicHealth as soon as reasonably practicable following that change and give VicHealth the relevant details of that change.

## Warranties

29. By participating in this Initiative, You represent and warrant that:
  - a. You have obtained all rights, licences, and permissions necessary, in writing, from any person who may have helped create Your Application and any Application Materials submitted as part of this Initiative ; and
  - b. Your Application and any Application Materials submitted as part of this Initiative complies with these Terms and Conditions (and any applicable third party terms and conditions), and:
    - i. is Your original work;
    - ii. has not previously been submitted in any other Initiative, competition or promotion, including any third party promotion or event;
    - iii. does not contain any use of the names, likenesses, photographs, or other identifying elements, in whole or in part, of any person, living or dead, without permission of the relevant person or their parent or legal guardian using the relevant consent form available on the VicHealth Website;
    - iv. does not include trade marks, logos, or copyright protected material which belong to third parties unless You have permission from the owner to use the same in Your entry (including, but not limited to, company names, music, photographs, motion picture or television Initiative clips or audio tracks, works of art, or images published on or in websites, television, movies, or other media);
    - v. is not subject to any third party agreements, and VicHealth will not be required to pay any licence fees, royalties or other sums to any person or entity as a result of using the Application and/or any Application Materials in accordance with these Terms and Conditions;
    - vi. does not defame, misrepresent, or contain disparaging remarks or any other content which could adversely affect the name, reputation or

- goodwill of VicHealth or any other individuals and/or entities, the determination of which shall remain in the sole discretion of VicHealth;
- vii. does not contain pornographic or sexual content, hateful or offensive content, content which promotes violence or harm to another living creature or any other offensive, obscene or inappropriate content, the determination of which shall remain in the sole discretion of VicHealth;
  - viii. does not include threats of any kind or that intimidate, harass, or bully anyone, or invade the privacy of any person, the determination of which shall remain in the sole discretion of VicHealth;
  - ix. does not violate any applicable laws or include any content that may encourage or provide instructions for a criminal offence;
  - x. does not feature, refer to, or mention any brands competing with VicHealth; and
  - xi. along with any electronic method of communication used to submit it to VicHealth, does not contain any known virus, Trojan horse, worm, trapdoor or similar software that may in any way infect or affect any of VicHealth's (or a third party's) hardware or software systems.

## Right to remove or reject organisations

30. VicHealth reserves the right to remove or reject from the Initiative (including from the Initiative Webpage) an organisation that has entered the Initiative if:
  - a. VicHealth decides not to progress the organisation's Application following an assessment of the Application against the Selection Criteria;
  - b. the organisation's Application or Application Material is illegible, incomplete or fraudulent or does not comply with these Terms and Conditions;
  - c. the organisation has breached these Terms and Conditions or VicHealth suspects that the organisation has breached these Terms and Conditions;
  - d. VicHealth receives a complaint about the organisation from a third party in relation to an Application, Application Materials or any matter relating to this Initiative;
  - e. the organisation has tampered with the operation of the Initiative, has engaged in cheating, hacking, deception or any other unfair practices such as intending to annoy, abuse, threaten or harass any other organisations or VicHealth and/or any of its agents or representatives, or VicHealth suspects, on reasonable grounds, that it has done so;

- f. the organisation submitting the Application does any act or does anything that is contrary to prevailing community standards, or is otherwise regarded by the public as unacceptable; or
- g. VicHealth otherwise thinks it is appropriate to do so.

### Intellectual Property

31. Subject to clauses 32 to 34, You will retain all copyright and any other intellectual property rights in the Application and any Application Materials developed by You pursuant to this Initiative.
32. By submitting an Application and any Application Materials as part of the Initiative, You grant to VicHealth a worldwide, exclusive, transferable, royalty-free, perpetual, irrevocable license (including a right to sub-license) to use, reproduce, distribute, adapt (including without limitation edit, modify, translate and reformat), derive, transmit, publish, communicate, display and perform (publicly or otherwise), the Application and any Application Materials for the purpose of evaluating the Application and any Application Materials, and for VicHealth's marketing, advertising and/or promotional activities, which may include, but is not limited to, using, publishing or communicating the Application and any Application Materials on a website (including the VicHealth Website and/or Initiative Webpage), social media or other digital media.
33. You hereby represent and warrant that You have all permissions necessary to grant the rights provided for in clause 32 and that any use of such Application including any Application Materials by, or on behalf of, VicHealth shall comply with all applicable laws, rules, and regulations and not infringe or otherwise violate the intellectual property, moral rights or other rights of any third party.
34. By participating in the Initiative, You accept and agree that You waive any moral rights You may have in relation to Your Application and any Application Materials You submit, and that VicHealth may use any names, photographs or video footage featured in the Application and/or Application Materials in its publicity materials without any obligation for VicHealth to provide acknowledgment, payment or other compensation to You. This includes making such names and photographs available on the VicHealth Website, the Initiative Webpage and other advertising and promotional materials.

### Confidentiality

35. Confidential Information disclosed by VicHealth to You during the Initiative must only be used for the express

purpose for which it was disclosed. You agree to keep in strict confidence all technical or commercial know-how, specifications, inventions, processes or Initiatives which are of a confidential nature and have been disclosed by VicHealth to You. You must not, without the prior written consent of VicHealth, use or disclose the Confidential Information, or permit such Confidential Information to be used or disclosed by any third party, except:

- a. where it is necessary for the purposes of the Initiative;
- b. where You have obtained the prior written permission from VicHealth;
- c. to Your officer's agents, professional advisers, employees, contractors and insurers, subject to those persons first being bound by confidentiality obligations in relation to that Confidential Information.

### Privacy

36. In administering this Initiative, VicHealth will collect personal information, including without limitation, the names and contact details of persons applying for Funding.
37. Any personal information collected by VicHealth in administering the Initiative will be managed in accordance with the Information Privacy Principles (IPP's), the Privacy and Data Protection Act 2014 (Vic), and VicHealth's Privacy Statement which is available at [www.vichealth.vic.gov.au/privacy](http://www.vichealth.vic.gov.au/privacy)
38. You acknowledge and accept that personal information will be shared with VicHealth's employees, agents and subcontractors to the extent necessary for the Initiative to be delivered and for VicHealth's promotional purposes.

### VicHealth consent forms

39. If You are a Shortlisted or Successful Organisation and You produce photographs and/or video footage as part of the Initiative, You must obtain:
  - a. Privacy and moral rights consents from all individuals appearing in photographs and/or video footage provided, or their parents or legal guardians (where applicable);
  - b. A copyright licence from all individuals or legal entities contributing intellectual property to Your photograph or video footage.
40. In obtaining such consents or licences pursuant to clause 39 above, VicHealth will provide You with the relevant consent forms and You must return the completed consent forms to VicHealth on or before entering in to a Standard Funding Agreement with VicHealth and prior to, or at the time of photographs or video footage being



produced. The consent forms can be found on the Initiative Webpage [www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants)

### Indemnity

41. By participating in this Initiative, You will indemnify and hold VicHealth and its officers, employees and agents harmless against any loss, liability, or injury arising out of, or in connection with, this Initiative including without limitation:
- a. any breach of these Terms and Conditions or the terms and conditions on the VicHealth Website;
  - b. any warranty given by You under these Terms and Conditions being incorrect or misleading in any way;
  - c. any breach of confidentiality or breach of privacy by You;
  - d. any infringement of a third party's intellectual property rights;
  - e. any defamatory statement;
  - f. any unlawful activity;
  - g. any negligent act or failure to act by You; or
  - h. anything else which causes loss, liability, or injury.

### Modification, cancellation or suspension of this Initiative

42. VicHealth reserves the right, at any time and in its sole discretion, to:
- a. alter the structure and/or timing of the Initiative;
  - b. vary or extend any time or date specified in these Terms and Conditions;
  - c. require additional information or clarification from and organisation submitting an Application;
  - d. modify, cancel, terminate or suspend this Initiative in whole or in part; and will not be liable for any costs or expenses incurred by You or any other person as a result of exercising any of its rights in accordance with this clause 42.
43. If VicHealth exercises any of its rights outlined in clause 42, VicHealth will notify You in writing.

### Disclaimer

44. VicHealth is not responsible and disclaims all liability for any condition, circumstances, losses, failures or delays caused by events beyond its control.
45. To the maximum extent permitted by law, VicHealth and its officers, employees and agents assume no responsibility for any damage, loss, costs, expenses (including special, indirect or consequential losses, or loss

of profits) arising out of, or in connection with, this Initiative including without limitation:

- a. any technical, hardware or software failures, lost, faulty or unavailable network connections or difficulties of any kind that may limit or prohibit your ability to participate in the Initiative;
  - b. any lost, damaged, defaced, incomplete, illegible or otherwise unreadable Application or Application Material;
  - c. any unauthorised access to, or theft, destruction or alteration of, any Application or Application Material at any point in the operation of this Initiative;
  - d. any infringement of third party's intellectual property rights, breach of confidentiality or breach of privacy or other action which arises as a result of:
    - xii. Your submission of an Application, Application Material or other submission; or
    - xiii. VicHealth's use or disclosure of Applications, Application Material or other submission in accordance with these Terms and Conditions; or
  - e. any defamatory statement; or
  - f. any unlawful activity by any person; or
  - g. any breach by You of any third party terms and conditions;
  - h. any breach of these Terms and Conditions by You or any misleading warranty provided by You; or
  - i. anything else which causes loss, liability, or injury.
46. By participating in this Initiative, You voluntarily and knowingly release, discharge and relinquish any and all claims, actions and lawsuits of any kind against VicHealth and agree that no claim relating to any loss or injury arising as a result of any of the above shall be made against VicHealth.

### Governing Law

47. These Terms and Conditions are governed by, and are to be constructed in accordance with the laws applicable in Victoria and You irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of Victoria. You waive any right to object to any proceedings being brought in those courts.

## Definitions

‘Application’ means the application form made by an organisation to participate in the Initiative;

‘Application Material’ means all material including but not limited to; photos, sketches, diagrams documents, equipment, software (including source code and object code), goods, information and data stored by any means including all copies and extracts of the same and other tangible and intangible works created by You pursuant to Your Application and implementation of the Project;

‘Initiative’ means the Alcohol Culture Change Grants Initiative for Local Councils which is administered by VicHealth at <http://www.vichealth.vic.gov.au/alcoholculturegrants>;

‘Guidelines’ means the Alcohol Culture Change Grants for Local Councils Funding Guidelines at <http://www.vichealth.vic.gov.au/alcoholculturegrants>;

‘Initiative Webpage’ means the webpage on the VicHealth Website <http://www.vichealth.vic.gov.au/alcoholculturegrants>

‘Project’ means any contract awarded to a local council under the Alcohol Culture Change Grants Initiative for Local Councils.

‘Selection Criteria’ means the selection criteria set out in clause 18;

‘Standard Funding Agreement’ means a funding agreement between VicHealth and a Shortlisted or Successful Organisation for the provision of a grant to implement the Shortlisted (Stage One) and Successful (Stage Two) Organisation’s Project;

‘Shortlisted Application’ means an Application that is selected by VicHealth for funding at Stage One which will result in VicHealth providing a grant to the Shortlisted Organisation;

‘Shortlisted Organisation’ means an organisation whose Application is selected by VicHealth as the Shortlisted Application for Stage One;

‘Successful Application’ means an Application that is selected by VicHealth at the end of Stage One which will result in VicHealth providing a grant to a Successful Organisation;

‘Successful Organisation’ means an organisation whose Application is selected by VicHealth as the Successful Application upon completion of Stage One including submission and assessment of the project proposal for Stage Two;

‘VicHealth’ means the Victorian Health Promotion Foundation, a statutory authority established pursuant to The Tobacco Act 1987 (Vic), ABN 20734406352 of 15-31 Pelham Street, Carlton 3053;

‘VicHealth Website’ means the VicHealth website at [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au);

‘You, Your’ means the organisation who has submitted an Application.

## References

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Victorian Drug and Alcohol Prevention Council 2010, *2009 Victorian youth alcohol and drug survey*, Victorian Department of Health, Melbourne.

## Enquiries

For further information regarding the Initiative please consult the guidelines available at [www.vichealth.vic.gov.au/alcoholculturegrants](http://www.vichealth.vic.gov.au/alcoholculturegrants)

If you have further questions after this point please email [alcohol@vichealth.vic.gov.au](mailto:alcohol@vichealth.vic.gov.au).

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