



VicHealth Community Activation Program 2015–16 Guidelines

Encouraging regular physical activity

The Community Activation Program is a new VicHealth investment which aims to get less active people moving by creating and activating underutilised public spaces within local communities to increase access to opportunities for physical activity and social connection. To achieve this VicHealth will partner with a small number of councils during 2015–2016 to invest in a community activation project.

Important information

Across 2015–2016, your council could share in a pool of \$240,000 (ex GST).

Opening date	Tuesday 31 March 2015
Closing date	2pm, Friday 1 May 2015
Community Activation Program workshops	Thursday 9 April 2015, 1–4 pm Friday 10 April 2015, 10–1 pm Monday 13 April 2015, 1–4 pm
Notifications anticipated	Late May 2015
Funding commences	June 2015

Councils can apply by completing the VicHealth Community Activation Program application form and emailing to: communityactivation@vichealth.vic.gov.au.

A Microsoft Word version of these guidelines is available on request.

Before applying, please ensure you have thoroughly read and understood the:

- [Terms and Conditions](#)¹
- [Funding Guidelines](#)²
- [VicHealth's Privacy Statement](#)³
- [VicHealth's Website Terms of Use](#)⁴

Enquiries

For questions regarding the program, these guidelines or the Terms and Conditions please email communityactivation@vichealth.vic.gov.au.

Further information

vichealth.vic.gov.au/community-activation-program

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.

Encouraging regular physical activity

To get more Victorians physically active, VicHealth focuses on making physical activity participation part of everyday living, through active recreation, arts and sport.

Encouraging regular physical activity is one of VicHealth's key focus areas as outlined in our Action Agenda for Health Promotion 2013 – 2023.

Regular physical activity is one of the most important factors in promoting good health and preventing chronic disease.⁵ Yet less than a third of Australians are getting enough physical activity to benefit their health,⁶ with lifestyles becoming increasingly sedentary.

That's why VicHealth wants to work with councils to get those less active Victorians more physically active in the communities where they live, learn, work or play.

Having limited access to safe, accessible and inclusive places and spaces to be active locally is a barrier to people being active⁷ and providing a range of participation opportunities can appeal to and motivate different people in various ways to get up, get out and be active.

What is the VicHealth Community Activation Program?

The Community Activation Program is a new VicHealth investment which aims to get people who are less active moving by creating and activating underutilised public spaces within local communities to increase access to opportunities for physical activity and social connection. To achieve this we want to partner with a small number of councils during 2015–2016 to invest in a community activation project.

Objectives:

- To create new sites within local communities that increase access to opportunities for physical activity and social connection.
- Embed community activation approaches into the work of councils to support active communities long term.

What is community activation?

For VicHealth, community activation means physically and visually transforming a public space or place within your community, then activating it in a variety of ways that inspire and engage less active local people to get more physically active.

Around the world councils and city-makers are using faster and cheaper approaches to create more inclusive, active communities. Sometimes known as 'place making' or 'tactical urbanism', this is an internationally proven model of neighbourhood improvement that describes low-cost, and sometimes short-term, interventions that catalyse long-term change in the community.

This approach includes testing and trialing new uses for public spaces, which can then become permanent sites for people to continue being active in the longer term.

Here we use the term *community activation* to describe a project with the following components:

- 1. Transforming a street, public space or place** – This would involve a short-term low cost and rapid makeover to convert a disused or underused public space into a vibrant, safe and accessible area that enables and inspires people to meet up, move their bodies and have fun. This may be a disused car park, a street or laneway, an underutilised green space or any other space in your community you'd love to see transformed for people to be active.
- 2. Getting people active** – This would involve bringing people to the space to get active through providing a diverse range of physical activity opportunities that may include sport, dance, circus, walking or any other form of active recreation. We want to get people who aren't active enough in their daily lives to get moving and have fun in the space.
- 3. Longer term change** – Transformed spaces are initially temporary in nature but with a view to greater permanence and change within the community in the longer term. As well as creating a new vibrant and active space, we want you to consider how these approaches can be embedded within your council's policy and planning mechanisms to support the ways the temporary space can become more permanent or applying the approach to future sites for community activation. Equally it's about getting people moving in the short term in a way that encourages them to be active in the long term.

¹ www.vichealth.vic.gov.au/community-activation-program

² www.vichealth.vic.gov.au/community-activation-program

³ www.vichealth.vic.gov.au/privacy

⁴ www.vichealth.vic.gov.au/terms-of-use

⁵ Australian Institute of Health and Welfare 2008, Australia's health: The eleventh biennial health report of the Australian Institute of Health and Welfare, AIHW, Canberra.

⁶ ABS (Australian Bureau of Statistics) 2012, Australian Health Survey: First results, 2011–12, cat no. 4364.0.55.001, Australian Bureau of Statistics, Canberra.

⁷ VicHealth 2010, Participation in Physical activity Research summary, Victorian Health Promotion Foundation, Melbourne.

Examples in practice

Gap Filler's coin-operated dance floor, Dance-O-Mat

Christchurch, New Zealand

The Dance-O-Mat is a coin operated dance floor that anyone can use. A coin-operated ex-laundromat washing machine powers 4 speakers which surround a custom-made dance floor.

Gap Filler, a community arts organisation from Christchurch, New Zealand, created this project to respond to the lack of spaces for dance post-earthquake and bring people, life and energy back to the central city. Thousands of people have used the Dance-O-Mat, with dancing ranging from salsa to flamenco, break dance, swing, ceroc, belly dancing, random all-ages discos and the Superhero Dance Squad. Local choreographers and teachers also used the floor to work out in the open with their students.



Image source: Gapfiller, Christchurch

Dance, Play and Recycle in Public Spaces

Valparaiso, Chile

The beautiful seaside city of Valparaiso Chile celebrated music, dance, culture and community with the Festival of the Arts. The centrepiece for the festival was the 'Recycling Plaza' designed by Ciudad Emergente (Emerging City) and commissioned by the National Cultural Art Council. Made of plastic bottles and paint, this creative space transformed an asphalt plaza into a dance hub.

Pavement to Plaza

Santiago, Chile

The streets in Santiago were transformed into public space overnight. Okuplaza on San Diego Street was a collaboration by Ciudad Emergente, Chilean based tactical urbanists. This 'pavement to plaza' turned a major arterial road into a temporary plaza. The road was closed due to the development of new subway lines into the downtown core and once the road was closed, people started using the vacant space as a parking lot. This prompted a collaboration between many stakeholders to reclaim the space for people in the area to sit, stay and enjoy. The result was Okuplaza, born from a mix of upcycled materials, a few coats of paint and a lot of elbow grease.

Read more

www.ciudademergente.org/en/proyectos/okuplaza

www.opencityprojects.com/okuplaza-san-diego

Additional resources

The tactical urbanism guidebooks
www.tacticalurbanismguide.com

The tactical urbanism guidebooks offer a host of case studies about how low-cost place makeovers have transformed neighborhoods in Australia and all over the world.

The Tactical Urbanism book
islandpress.org/tactical-urbanism

The Better Block 'how to' guide
betterblock.org/how-to-build-a-better-block

Rapid Urban Revitalisation Toolkit: CoDesign Studio
codesignstudio.com.au/rapid-urban-revitalisation

Dublin Beta City Projects
dubcitybeta.wordpress.com

Centre for Active Design: Active Design Guidelines
issuu.com/centerforactivedesign/docs/active_design_guidelines

What's on offer?

Your council could share in a total of \$240,000 over the period between June 2015 and June 2016 to plan and pilot approaches to transform and activate a selected space within your community, with a view to it becoming a permanent site for physical activity.

VicHealth will only be funding a **small number** of councils under this program in 2015–16.

Who can apply?

All Victorian councils are eligible to submit applications.

All activity must occur in Victoria.

What would your community activation project need to include?

In simple terms your project would need to:

1. Identify, plan and transform a great public space within your community by September 2015 (approximately). We're interested in quick, simple, small and inexpensive makeovers that can be completed in days or weeks. Although the transformation is temporary, it should be robust enough to be live for up to 6 months.
2. Provide physical activity opportunities in the transformed space that get less active people to the site and moving from September 2015 through to May 2016 (approximately). We'd love to see a whole range of fun and engaging physical activity opportunities that inspire people to get active through dance, circus, sport, walking or any other form of active recreation. It will be the role of council to facilitate physical activity opportunities which can be run by local partners, community groups, sports, arts or active recreation organisations, to name a few.

3. Show your commitment to making the space a permanent site for physical activity and identify ways your council could embed community activation approaches into council policy and planning. Alternatively, you might apply community activation approaches to other sites or connect people who became active in the space to ongoing local physical activity opportunities in the community.
4. Gather data and capture your learnings from your project along the way. VicHealth has a focus on building evidence so this is an important part of the program.

Who from your council needs to be involved?

Given the nature of this program, think about how you could involve people from across council to support the site transformation and people activation aspects, which may include:

- Planning, place makers and landscape design
- Arts and culture
- Sport and recreation
- Children, youth and family services
- Ageing and disability services
- Community health and development

Do you need partners to support the program?

VicHealth would like to see councils work in partnership with local community providers and groups to help drive physical activity opportunities at the site. Gaining buy-in from local partners will not only be important during the project but will be critical for the project's longer term success beyond the initial activation period. These may include local sporting clubs, cultural groups, arts and dance providers to name a few.

VicHealth is working closely with some key arts organisations over this period and we're keen for them to work with you to further activate your space through physical arts activity.

What are the selection criteria?

VicHealth will only be funding a small number of councils who best match the selection criteria and can deliver on our program objectives.

Your application for the program should:

1. **Clearly identify spaces or places that can be transformed using community activation approaches and outline how this will occur**
 - One or more appropriate and accessible public space or place identified, which are ready to go.
 - A rationale on why the site has been chosen and how it will enable and support a range of physical activity opportunities.
 - Ideas on how the site will be visually and physically transformed quickly and at low cost.

2. Provide a diverse range of physical activity opportunities that will get community members being active in the space, with a focus on engaging those who currently are less active

- A broad range of opportunities including sports, arts (e.g. circus and dance etc.), walking and active recreation.
- A plan of how these physical activity opportunities will be delivered across the September 2015 to May 2016 period.
- An outline of who the less active members of your community are and which specific groups will be a focus for getting more active at the site.
- Approaches to engage and inspire the less active members of your community to come to and get active at the site.

3. Demonstrate capacity and readiness to manage all aspects of a Community Activation Project in line with VicHealth timelines and requirements

- Experience in successfully delivering community activation or similar type projects previously or current activity that aligns with the project.
- A clear plan outlining how the project will be achieved in line with VicHealth timelines.
- Evidence that council processes and policy can support the timeline to transform the site e.g. planning mechanisms etc.
- An appropriate budget breakdown to achieve the project outcomes.
- Evidence of who will lead the project from within council and who across council will be engaged to ensure the successful transformation of the site and delivery of physical activity opportunities.

4. Demonstrate evidence of willingness and capacity to work in partnership to deliver all aspects of the project

- Existing or new partnerships with local community providers and groups to help transform the site and get people active at the site. This may include local sporting clubs, cultural groups, arts and dance providers at local and state level.
- Interest in working with identified VicHealth arts organisations to further activate your space through physical arts activity.

5. Provide evidence of a commitment to community activation in the longer term

- Demonstrate a commitment to making the space a permanent site for physical activity in the longer term.
- Identify ways your council could embed community activation approaches into council policy and planning to support future sites for community activation.
- Supporting people to continue being active in local physical activity opportunities beyond the project timeframe as a result of getting active in the temporary site.
- Strong links to council strategic plans in the longer term e.g. links to Municipal Health and Wellbeing Plan.

Important questions for applicants to consider before applying

Before submitting an application, your council should consider the following questions. If the answer is 'no' to many of these questions, you may not be ready to deliver on all of the objectives of the program.

- Is the site you are considering appealing, safe, accessible and in a location that less active people would like to go to get active?
- Is the site you are considering conducive to providing a broad range of physical activity opportunities?
- Are community activation approaches already well known or tried and tested in your council or is there strong leadership commitment to deliver these approaches currently?
- Does your council planning mechanisms and policy allow and enable quick transformations to public spaces?
- Are the transformations you are planning low cost, simple and able to be done in a matter of days or weeks?
- Could your council successfully transform a site in or soon after September 2015?
- Do you know who is inactive or less active in your community and do you have a plan on how you will engage them?
- Do you have a clear outline of what physical activity opportunities (including dance, circus, walking, sport and active recreation) could take place and be promoted on the site to get people active?
- Do you have partnerships in place with a broad range of community groups and providers who could provide physical activity opportunities at the site?
- Do you already work effectively across council teams on projects e.g. planning team working with the arts and culture team?
- Does this site, activation and program fit in with the council's longer term strategic plans?
- Is it likely the site could become permanent?
- Do you have a vision for how community activation can continue beyond the VicHealth funding?
- Will there be opportunities to strengthen and streamline council policy and processes to further support community activation principles into the future?
- Have you considered how people who get active at the site may continue to be active in your community beyond the activation period?

What will not be funded

- major infrastructure changes or capital works improvements
- contributions to an existing redevelopment or capital works program
- purchase of land
- high cost transformations that go beyond the remit of the community activation principles (e.g. low cost, rapid, simple)
- core operational costs
- one-off community events
- event programs that do not also seek to physically transform the space.

Timelines

An outline of key stages and dates for the program are outlined below:

Activity	Date
Community Activation Program applications open	Tuesday 31 March 2015
Community Activation Program workshops*	Thursday 9 April 2015, 1-4 pm Friday 10 April 2015, 10-1 pm Monday 13 April 2015, 1-4 pm
Closing date for applications	2 pm Friday 1 May 2015
Successful councils notified by VicHealth	Late May 2015
Community Activation Program commences	June 2015
Period for activation of site to get people active	September 2015 to May 2016 (approximately)
Community Activation Program concludes	June 2016

*Please note: workshop attendance is very **strongly encouraged** to enable your council to be best equipped to apply for the program.

Please contact communityactivation@vichealth.vic.gov.au if you wish to apply and cannot send a representative to one of the workshops.

How to apply

Step 1 – Attend a Community Activation workshop

Council attendance at one of the workshops is strongly encouraged. The workshop will:

- provide further detail on the critical information for the Community Activation Program
- step you through the application materials and process
- provide insights and tools to help you apply Community Activation approaches in your community
- work with you to progress and refine your ideas
- answer any questions you might have regarding the program.

Workshop dates:

- Thursday 9 April 2015, 1–4 pm
- Friday 10 April 2015, 10–1 pm
- Monday 13 April 2015, 1–4 pm

All workshops will be held in the VicHealth building at 15–31 Pelham St, Carlton.

You must register to attend a workshop by visiting vhcapw.eventbrite.com.au.

Step 2 – Submit a completed Community Activation application form

Along with your completed Community Activation application form you can provide up to 10MB of supporting material, e.g. site photos, simple sketches etc.

If any of your photos contain people please ensure you have written consent for each person in the photo as per clause 40 and 41 in the Terms and Conditions.

The Community Activation application form and Terms and Conditions can be found here: www.vichealth.vic.gov.au/community-activation-program

Email your completed application and supporting material to communityactivation@vichealth.vic.gov.au.

Faxed applications will not be accepted.

How will applications be assessed?

VicHealth will be assessing your application against the selection criteria described in these guidelines.

Stages of assessment

Stage 1 – A shortlisting group will review your application.

Stage 2 – Shortlisted applications will be reviewed by a panel of experts representing the arts, physical activity and health promotion sector.

Stage 3 – Councils will be advised by email of the outcome of their application in late May.

VicHealth will make a final funding decision based on the best mix of applications to deliver on the overall objectives of the program.

Grant conditions

All applicants must accept the Terms and Conditions as part of the application process.

Terms and Conditions can be found here:

www.vichealth.vic.gov.au/community-activation-program

References

Australian Institute of Health and Welfare 2008, *Australia's health: The eleventh biennial health report of the Australian Institute of Health and Welfare*, AIHW, Canberra.

ABS (Australian Bureau of Statistics) 2012, *Australian Health Survey: First results, 2011–12*, cat no. 4364.0.55.001, Australian Bureau of Statistics, Canberra.

VicHealth 2010, *Participation in Physical activity Research summary*, Victorian Health Promotion Foundation, Melbourne.

Cover image source: Gap Filler's coin-operated dance floor, Dance-O-Mat, Christchurch, NZ.



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