



VicHealth Community Activation Program

2015–16 Frequently Asked Questions

Eligibility

Who is eligible for the Community Activation Program?

Only Victorian councils are eligible to apply.

Funding

What is the total funding amount?

The VicHealth Community Activation Program has a total pool of funding of \$240,000 over the period from June 2015 to June 2016.

How much money is available for each successful council?

No specific funding amounts have been determined. Only a small number of councils will be funded in this program. It is suggested that councils determine the level of funding they require from VicHealth to successfully deliver a project and identify this in question 13 of the application.

Will VicHealth fund the full amount identified in a council's submitted budget?

VicHealth intends to fund successful councils for the amounts identified in the submitted budget.

What kind of projects will VicHealth fund?

VicHealth will look to fund a range of projects that best meet the objectives of the program within the budget of \$240,000 available.

Is there an expectation for councils to co-invest in the program?

There is no requirement for a council to co-invest in the Community Activation Program. If your council or other partners are planning to co-invest there will be an opportunity to detail this in the budget in question 13 of the application form.

Can councils be funded for multiple sites?

No, VicHealth will only fund one site per successful council.

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 new staffing resources for the project. There is a line in the budget template in question 13 of the application where councils can outline staff costs. Please provide comments against the budget line item to provide explanation of the staffing resources required.

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

The budget you submit as part of your application should align with the scope of your project. The listed line items provide a guide as to the type of expenses your project will likely have. You are able to add line items as needed but please provide comments to support your budget.

Transforming sites

Can we transform and activate a number of sites within the funding period?

No, VicHealth requires successful councils to transform and activate only one site during the funding period. You may identify other sites to activate beyond the funding period as part of your thinking in respect to longer term change. You might want to consider an iterative approach where you could test multiple ideas for a single site, to open up activities and opportunities to different user-groups.

Can we propose a number of sites to transform in the application form?

Yes, but make sure you state your preferred site. If you do nominate multiple sites you will need to provide details about each site, the rationale for choosing each site and ideas for transforming each of the sites you propose. Only one site per successful council will be funded.

Do we have to propose multiple sites?

No, you may choose to nominate just one preferred site in your application.

Can it be an underutilised space or does it have to be disused?

Councils should consider spaces that are ripe for transformation. These may be spaces that aren't well used by the community in their current state or sites that are not currently used at all for physical activity. In different parts of Victoria this may mean different types of spaces depending on what exists in each council area.

Your site could offer a transformation of a space, such as turning a road or car park into a new place for physical activity. Equally, you might want to consider improving or changing the use of an existing public open space which is not used to its full potential.

When considering the space ensure it can be made into an accessible, welcoming space that your community will want to come to. VicHealth would like to see the space become a great destination for community that people will come across and be curious about as they go about their daily lives. A space that is out of the way or in an area that is dimly lit or seen as unsafe is unlikely to suit this purpose.

Can we install equipment at the site?

If your site transformation involves capital works or installing footings you are thinking more permanent than VicHealth requires. The transformation should not involve major infrastructure changes. Think low cost, rapid and short-term changes. As a general guide you might want to consider whether you could return the site to its original state within 48 hours if required.

Depending on the site location, you may need to bolt or fix elements of the site to the ground (such as kerbs or seating etc.) however the site should not need to have complicated footings or drainage installed. The site does need to be safe for users and comply with safety requirements.

Would the development of a walking track be an appropriate site?

No, the site must be a specific space that will support a diverse range of physical activity to take place. The site could be a starting point for walking activity but must also support other physical activity beyond just walking.

Can the site be part of a major infrastructure project?

Yes, but it is important that the site has visibility and traction in its own right and is not absorbed, diluted or delayed by a broader project. It is important that it is not seen as a tack on or a way to add funds to an existing project that does not meet the objectives of the VicHealth program. VicHealth would like councils to be thinking about how the

site connects and aligns with longer term planning and infrastructure improvements in the community.

Can the site be indoors?

VicHealth has a preference for an outdoor space to be transformed. The space needs to be an accessible, welcoming space that people will naturally come across during their daily lives in the local community. An indoor space may present an additional barrier to less active people getting active as it will require an additional level of motivation and confidence for people to find and enter the space. An indoor site may potentially be less visible to the community and therefore engage less people. The weather in the Spring/Summer activation period will support and engage people in outdoor activity during the warmer months. Providing shelter at the site may be part of the transformation.

Does the transformed site need to be in an activity centre?

No, but the site does need to be in an area that is safe, accessible and welcoming, leading to the site becoming a 'destination' point in the community, motivating people to come along and get active. It may be positioned in a location that people come across in their daily lives in the community that inspires curiosity and encourages people to come and join in activity.

Getting people active

What is meant by the use of art in physical activity?

VicHealth has an [Active Arts Strategy](#)¹ that aims to encourage physical activity and improve mental wellbeing for the benefit of all Victorians. The Community Activation Program is a great way to get people physically active through art. This may be through dance, circus, physical theatre or any other arts activity that will get people moving on the site.

Is there a list of who is inactive or somewhat active in Victoria? Is there a resource to tell us who the various inactive groups are?

There are many reasons why some people in Victoria aren't active enough, which cuts across different demographics and population groups. There is no one single resource that captures this, more a range of research that can be drawn upon. VicHealth encourages you to consider who is currently part of your community and who could become more physically active. In the application process, consider who the less active members of your community might be that you want to prioritise to get more active.

How do you define 'less active'?

VicHealth defines people who are less active as not meeting the current [Australian Physical Activity Guidelines](#).² For adults, this means being active on most days of the week and accumulating at least two and a half hours of moderate physical activity a week. For further details see the [guidelines](#).

Could we just engage one group of less active people?

Yes, it is fine to primarily target one group of less active people in your community, however it is also important to not exclude the broader community or other groups of

people who may also be less active from the site or the physical activity opportunities available. VicHealth would like to see as many Victorians as possible getting active.

Can we work with the whole community if they are seen to be less active?

Yes, but you will still need to outline a targeted approach to engage different groups within the broad community to maximise their participation. For instance opportunities and approaches employed to engage younger people will be different to those for older adults. VicHealth is particularly interested in getting less active and inactive Victorians moving as a result of this program.

Is a community garden something that could happen in the space?

Plants or garden boxes could be part of the transformation of the space and potentially provide some physical activity for those creating and tending to the garden during the time the site is active. The site would also need to provide for a broader range of physical activity opportunities than what a community garden would enable.

Can we hold a festival on the site?

Yes, if your council has a festival that will occur during the Spring/Summer period it would be great to schedule some of the events on the site, if they are focused on physical activity (e.g. dance). The focus is on getting less active people active on the site so it would be important to consider how people can get moving rather than just being a sedentary audience member. Given that festival events are usually short term (e.g. a day, weekend or week) a festival should only be part of the overall plan for physical activity opportunities at the site. VicHealth would like to see a range of physical activity opportunities occurring on the space over the period of activation.

Can the physical activity opportunities occur in a place that is not the transformed space, e.g. a basketball stadium?

This program is about creating a new and vibrant space within the community and getting people physically active in the space. It is likely that people who have become active in the new space may wish to continue to participate in the activity on an ongoing basis within the local community such as by joining a local club or group. This would be a great longer term outcome for the project.

What is the timeline for the site to be completed and getting people active?

VicHealth wants councils to get have sites transformed and ready for physical activity in approximately September 2015, with activity occurring until May 2016. VicHealth understands that this will not be six months of constant physical activity delivery at the site but the site should be active on many occasions during this period. This means not just a single day or over a festival period but at a range of times over the spring/summer months.

Application and assessment

What are the selection criteria for the program?

Selection criteria can be found in the [Community Activation Program guidelines](#)³. Pages 4 and 5 detail the full selection criteria.

Can we submit multiple applications?

No, only one application per council will be accepted. As described above, you may submit multiple sites within the one application.

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

VicHealth does not require councils to provide letters of support from project partners. However, a range of partners that already have expressed a level of commitment to partner with your council on this project should be identified in your application. VicHealth understands that councils will require a mix of partners throughout the project so ideally this mix should be captured in your application. These partners may be new or existing.

Will the site selection checklist be the selection criteria for the application?

No, the site selection checklist provided at the workshops is just a tool for councils to help determine if the site chosen is a good fit for the program. The selection criteria outlined on pages 4 and 5 of the [Community Activation Program guidelines](#) will be used to assess applications.

Will councils funded under Healthy Together Victoria be disadvantaged?

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

Evaluation

How will VicHealth measure success?

VicHealth will commission a broad evaluation of the program to measure whether the objectives of the program have been achieved. Funded councils are expected to contribute and participate in the program evaluation as directed. It is also expected that councils will measure their own success at a local level, through appropriate measures developed once the project commences, to inform delivery and build local evidence.

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. The level of broader support required by projects will also be considered. 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.

Will VicHealth be able to support projects that aren't successful?

The Community Activation Program is a new investment for VicHealth. As such, the focus for VicHealth at this stage of the program will be to build evidence around Community Activation approaches. At the completion of the program VicHealth will engage with Victorian councils to share learnings, case studies and models of good practice to support community activation approaches to be implemented more broadly across Victoria.

Enquires

For further information regarding the program please email communityactivation@vichealth.vic.gov.au or visit vichealth.vic.gov.au/community-activation-program.

Links

¹ www.vichealth.vic.gov.au/media-and-resources/publications/active-arts-strategy

² www.health.gov.au/internet/main/publishing.nsf/content/pasb

³ www.vichealth.vic.gov.au/community-activation-program



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