

# VicHealth Innovation Challenge: Sport

## Funding Guidelines

### 2016-17: Round 1

VicHealth funding is available to help sporting bodies increase the physical activity levels of inactive or somewhat active Victorians through sport.

Sporting bodies with the most promising ideas will share in \$500,000 of start-up funding to test ideas and make a real impact.

In 2016–17, the VicHealth Innovation Challenge: Sport is calling on sporting bodies to address any one of the three focus areas:

- more flexible and fun sport
- more places to play
- more sport for everyone.

VicHealth also welcomes collaborative partnerships between sporting bodies and change-makers who can bring ideas to life.

Are you ready to rise to the Challenge and lead community sport in a new direction?

### Enquiries

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

### Further information

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

### Important information

#### Key dates

There are four key stages for applicants in 2016–17: Round 1.

Stage 1	Opening date	Monday 05 September 2016
	Closing date	3PM – Friday 21 October 2016
	Notifications	Friday 28 October 2016
Stage 2	Ideation workshop	Friday 04 November 2016
	Proposal submission	Wednesday 16 November 2016
Stage 3	Assessment Panel	Monday 05 December 2016
	Notifications	Friday 23 December 2016
Stage 4	Contracting	December 2016 – January 2017
	Announcements	Week of Monday 23 January 2017
	Funding commences	January 2017

#### Important documents

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

- [Terms and Conditions](#)
- [VicHealth's Privacy Statement](#)
- [VicHealth's Website Terms of Use.](#)

#### Submitting an application

To complete your application, you will need to:

- complete an online registration form
- submit a 90-second video pitch.

## 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 campaigns align with the VicHealth Action Agenda for Health Promotion, which prioritises five areas for our work.

The Action Agenda is our strategic plan to 2023, with 10-year goals and three-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 about VicHealth is available at [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au).

## Innovation Challenge: Sport

VicHealth Innovation Challenge: Sport (The Challenge) aims to encourage regular physical activity through sport, particularly targeting those Victorians who are defined as inactive or somewhat active.

More than two-thirds of Australians don’t get enough physical activity every day. At VicHealth, we know how valuable sport is to get us moving toward better health and wellbeing.

This is why VicHealth is helping sporting bodies in partnership with change-makers and innovators to test new ideas ...concepts ...innovations that tackle obstacles often blocking people from playing sport.

In 2016–17: Round 1, VicHealth is introducing three specific focus areas to promote new thinking amongst our sporting bodies in response to current sector challenges. The Challenge focus areas are:

- **more flexible and fun sport**
- **more places to play**
- **more sport for everyone.**

### **More flexible and fun sport**

It can be tricky fitting sport into our busy lifestyles and not everyone wants to compete at a club. Can sports become more flexible and fun for people?

This focus area aims to support the previous Challenge approach to deliver flexible, social and less structured sport participation. VicHealth recognise that for many people traditional club memberships are less appealing and we need sport participation solutions that are convenient and fit into busy lifestyles.

Some examples of ideas that may be funded include: sport-based fitness activities for the time-poor, club-based participation offerings that provide more flexibility than traditional memberships or social sport structures that cater for participant motivations.

## **More places to play**

Sometimes people want to play but have nowhere to go. Can you find new places to play sport or change the way sporting venues are used in the community?

This focus area aims to create more physical activity opportunities for Victorians by helping sporting bodies to better cater for communities by considering the environments in which people work, live and spend time.

Whilst the VicHealth Innovation Challenge: Sport does not fund the building of sporting facilities or related capital works, VicHealth sees opportunities to create new places to play and apply creative ways to better use facilities that are either at capacity or under-utilised.

Within Victorian local communities there are lots of vacant or open spaces in parks, beaches, lakes and community halls, to name just a few. These places are not traditionally used by sporting organisations however can be re-purposed into pop-up play spaces that allow local people to discover new and more convenient sporting opportunities.

In parallel we also have sporting venues such as tennis courts, swimming pools, netball courts, bowls greens, football ovals and golf courses that are either under-used or at high capacity in community. This presents another exciting chance to re-purpose venues into places that create improved opportunities to play, by running modified games in divided spaces and allowing people to play multiple sports in what may be traditionally considered a single use venue.

## **More sport for everyone**

It's often our groups experiencing higher levels of disadvantage who find themselves sitting on the sidelines. Can sport become an easy option for them to get them playing?

This focus area aims to strengthen inclusive and equitable participation outcomes for people experiencing disadvantage in our Victorian communities. VicHealth is helping sporting bodies to even the playing field by providing higher levels of support to our under-represented population groups, including but not limited to: women and girls, Indigenous groups, newly arrived groups (particularly those from culturally and linguistically diverse backgrounds), older adults, people with a disability, as well as those Victorians living in neighbourhoods with low socioeconomic status.

Ideas to be funded could include concepts that seek to understand and address participation barriers such as affordability, language and cultural pressures. This may mean engaging new community partners to create more welcoming environments in clubs, which could involve mentor schemes, culturally appropriate marketing, improved equipment access. Or it may mean bringing sport offerings to community to ensure participation is an easy choice for all ages, cultures, genders and abilities.

Sporting bodies with the most promising innovations that address either of the focus areas will share in start-up funding to test ideas and make a real impact.

## What's on offer?

- **Funding** to test and refine your idea over an 18-month project period. To date, funding amounts for Challenge projects have varied between \$30,000 and \$100,000.
- **Expert support** to develop evaluation, business modelling and sustainability strategies. As well as sharing sessions between project groups to build supportive environments.

## Who can apply?

VicHealth is inviting sporting bodies from across the sport sector to rise to the Challenge.

Examples of sporting bodies may include, but are not limited to:

- local sporting clubs
- state and national sporting organisations
- regional sporting assemblies.

We also welcome collaborative partnerships between sporting bodies and change-makers who can bring ideas to life. You're a change-maker if you like challenging the status quo and taking action when you see an opportunity emerge. You might be a social innovator, a community organisation, a private provider or a digital expert.

Please note that VicHealth will only accept submissions from sporting bodies directly. However we will accept submissions from a sporting body working in partnership with a change-maker.

## Selection criteria

The VicHealth Innovation Challenge: Sport will apply the following assessment criteria to all applications throughout the entire process.

### Criteria 1: Alignment

The proposal should demonstrate how strategy alignment will be promoted through the sport sector, to ensure plans are supported by key partners – for example NSOs, SSAs, RSAs, clubs and other organisations as appropriate – with an agreed project leader.	<b>We would expect to see...</b> <ul style="list-style-type: none"><li>• a consultation plan with key sport partners and identified aligned plans – for example: identifying cross-over between current participation plans.</li></ul>
	<b>In addition we would like to see...</b> <ul style="list-style-type: none"><li>• evidence of consultation and collaborative plans – for example: MoU to support partnership approaches.</li></ul>
	<b>Even better still...</b> <ul style="list-style-type: none"><li>• co-investment plans between key partners to enhance funding and support achievement of shared outcomes.</li></ul>

## Criteria 2: Innovation

<p>The proposal should demonstrate the application of innovation (new or creative thinking) to take community sport in a new direction. This may mean testing new ideas, methods or partnerships.</p>	<p><b>We would expect to see...</b></p> <ul style="list-style-type: none"> <li>• a clear description of why the application is innovative</li> <li>• an indication of the organisational capability required to undertake the project</li> <li>• subsequent capability gaps that need addressing through funding.</li> </ul>
	<p><b>In addition we would like to see...</b></p> <ul style="list-style-type: none"> <li>• evidence the innovation application is responsive to market demands – for example, that it uses target audience insights and customer-centred strategy.</li> </ul>
	<p><b>Even better still...</b></p> <ul style="list-style-type: none"> <li>• clear articulation of how the innovation application will accelerate levels of impact over projected timeframes – for example, that it will result in an increase in inactive/somewhat active Victorians moving more, in an expedited timeframe.</li> </ul>

## Criteria 3: Impact

<p>The proposal should demonstrate how inactive and somewhat active Victorians will be targeted and engaged in more sport more often, as well as providing the following projections:</p> <ul style="list-style-type: none"> <li>• participant numbers</li> <li>• number of participation opportunities created.</li> </ul>	<p><b>We would expect to see...</b></p> <ul style="list-style-type: none"> <li>• a rationale and/or evidence to support projected impact as well as a realistic cost estimation of the key deliverables involved.</li> </ul>
	<p><b>In addition we would like to see...</b></p> <ul style="list-style-type: none"> <li>• a business model canvas that clearly articulates target markets, key partners, key activities, resources, value propositions, customer relationships, communication channels, cost structures (include lean and dream models) and revenue streams.</li> </ul>
	<p><b>Even better still...</b></p> <ul style="list-style-type: none"> <li>• a project sustainability and scalability outline to maintain and/or broaden impact post-funding.</li> </ul>

## Timelines

Date	Activity
Monday 05 September 2016	<ul style="list-style-type: none"> <li>Opening date</li> </ul> <p>Sporting bodies invited to submit their innovative ideas with a 90-second video and online application form accessible via the Challenge website.</p>
3PM – Friday 21 October 2016	<ul style="list-style-type: none"> <li>Closing date</li> </ul> <p>No more idea submissions accepted for 2016–17: Round 1 from this time/date. All submissions sent to a VicHealth Shortlisting Committee for review.</p>
Friday 28 October 2016	<ul style="list-style-type: none"> <li>Notifications</li> </ul> <p>All applicants notified whether or not they have reached finalist stages of the assessment process (including proposal submission and panel interview).</p>
Friday 04 November 2016	<ul style="list-style-type: none"> <li>Ideation workshop</li> </ul> <p>Workshop held at VicHealth to support finalists to develop their proposal submissions.</p>
Wednesday 16 November 2016	<ul style="list-style-type: none"> <li>Proposal submission</li> </ul> <p>Proposal submission due on this day for panel review prior to interview. Note: failure to submit proposals by this date will result in finalist withdrawal.</p>
Monday 05 December 2016	<ul style="list-style-type: none"> <li>Assessment Panel</li> </ul> <p>Finalists will deliver a five-minute presentation to an Assessment Panel followed by 15 minutes of questions.</p>
Sent by 23 December 2016	<ul style="list-style-type: none"> <li>Notifications</li> </ul> <p>All finalists notified whether or not they have won funding in 2016–17: Round 1. If successful, winners will be notified of funding amounts.</p>
December 2016 – January 2017	<ul style="list-style-type: none"> <li>Contracting</li> </ul> <p>VicHealth and winners to finalise outcomes, objectives, workplan milestones and any other details for contracts.</p>
Week of Monday 23 January 2017	<ul style="list-style-type: none"> <li>Announcements</li> </ul> <p>VicHealth will announce winners of 2016–17: Round 1.</p>
January 2017	<ul style="list-style-type: none"> <li>Funding commences</li> </ul> <p>Once contracted, projects will kick-off in January 2017 (exact date to be determined) and span over an 18-month period through to June 2018.</p>

## Submitting an application

You may submit an application for the Challenge between 5 September 2016 and 3pm on 21 October 2016. Late entries will not be accepted.

To participate in the Challenge, you must:

- a) complete the **online registration form** accessed on the Challenge webpage
- b) create a **90-second video pitch** and provide a direct video link (YouTube URL) on the online application form accessed via the Challenge webpage.

Your video pitch must not exceed 90 seconds in duration and must be uploaded on YouTube. The URL must not be password protected and must be selected as 'unlisted'. This will ensure that the video pitch is not available to the general public by running a search on a search engine and can only be accessed by entering the correct URL directly into a web browser.

- c) complete the **video consent form** to accompany your 90-second video pitch. This form is available for download via the online registration form, whereupon you can upload your completed form as well.

**Please note, VicHealth will not accept entries by email, post, facsimile or any other method that does not involve completing the online registration form.**

### How will my 90-second video be assessed?

VicHealth will be assessing the quality of the idea, not the quality of the video footage. We do not expect you to develop professional quality videos. Make it cheap and cheerful. You can even record yourself talking on your smart phone!

90 seconds is not a long time, so you will need to make it tight and get straight to the point. You've got to be able to communicate your project quickly and clearly. Think of VicHealth as a potential investor. A clear, passionate pitch can get you a kick-start. A poor one can mean you're forgotten.

When scripting your pitch, consider the overall goal of the Challenge, the three focus areas (must address one only), assessment criteria and remember to be compelling.

#### **To consider for your pitch**

##### **Challenge goal**

- How will your idea get inactive or somewhat active Victorians playing more sport more often?

##### **Focus areas (must address one only)**

- How will your idea enable sport to become more fun and flexible for people?
- How will your idea activate new places to play sport or change how sporting venues are used?
- How will your idea support people experiencing higher levels of disadvantage to get off the sidelines?

##### **Assessment criteria**

- How will your idea support sport sector alignment?
- Why would you call your idea innovative? ...how is your idea different from other approaches?
- How are you utilising consumer insights in a clever and creative way?
- Do you have a well-developed, realistic plan to execute your idea and create a sustainable/scalable model?

##### **Be compelling**

- What is the single, clear, compelling message that states why your idea is worth funding?

## What are some examples of funded Challenge projects?

### Alignment in practice

#### Stride & Strike – Tenpin Bowling (Challenge 2015–16: Round 2)

Tenpin Bowling Victoria (TBV) & Tenpin Bowling Australia (TBA) are currently joint-testing 'Stride & Strike' at six Victorian Bowling Centres with a view to national roll-out after project testing. The initiative will test an incentive scheme, whereby bowlers will receive a discount, based on the distance walked to the centres (verified by an app on the participant's smartphone). TBV & TBA confirmed their partnership arrangements and submitted their funding proposal together. They also contracted a TBA Participation Leader to develop 'Stride & Strike' with a view to working collaboratively with TBV to engage local bowling centres as part of concept testing. TBA also increased the level of investment beyond the initial VicHealth grant to support improved organisational capacity to achieve shared outcomes at national, state and community levels.

### Innovation in practice

#### Pop up squash – Squash & Racquetball Victoria (Challenge 2015–16: Round 1)

This project seeks to test a new participation model that converts vacant retail spaces in shopping centres into 'pop-up squash' courts. So far the idea has been trialled at Eastland Shopping Centre under a three-week lease arrangement and has engaged over 1200 active participants with 13 per cent returning to visit with friends. Participation in the Challenge has allowed Squash & Racquetball Victoria to increase sport exposure with new markets in order to gain stronger learnings – specifically: understanding consumer behaviour and how to develop social/recreational offerings for participants that translate into ongoing sport engagement.

### Impact in practice

#### Walking Football – Melbourne City Football Club (Challenge 2015–16: Round 1)

Since kick-starting the project in November 2015, MCFC have piloted 'Walking Football' at 14 locations targeting seniors, predominantly with multi-cultural backgrounds. They have had strong success engaging local councils, community health organisations and aged care services to create 137 new participation opportunities and generate 342 active participants. MCFC are currently developing a training and program package for purchase to support sustainable and scalable outcomes post-funding, as well as exploring opportunities within the health sector to fund 'Walking Football' through Council-led programs.

## Grant conditions

Please read the [Terms and Conditions](#) on the Challenge website.

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