

CHANGE OUR GAME COMMUNITY ACTIVATION GRANTS

2018/19 Application Guidelines



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Message from the Minister for Sport, John Eren



Sport and recreation is at the heart and soul of our communities. The Victorian Government recognises the important role local sport and recreation organisations play in shaping community values and driving positive change.

The Inquiry into Women and Girls in Sport and Active Recreation (2014) highlighted that many women and girls have the talent and desire to contribute to the sport and active recreation sector, but opportunities to participate and lead were either elusive or non-existent.

The *Change Our Game Community Activation Grants* provides funding that will help clubs and sporting organisations offer more Victorian women and girls the opportunity to participate and lead through sport and recreation.

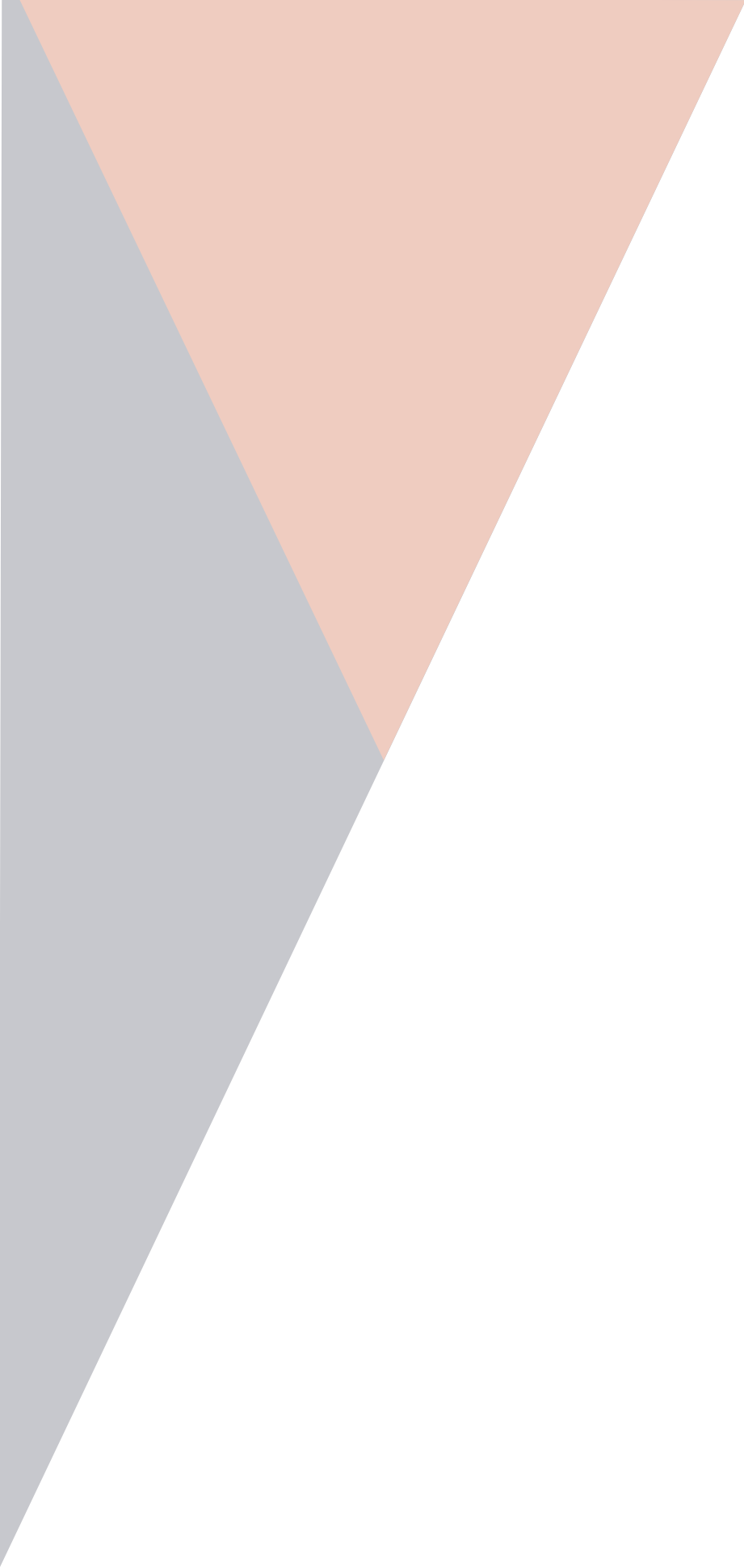
Grants are available for a range of events that celebrate and showcase the important role that women and girls play in all level of sport and recreation.

The *Change Our Game Community Activation Grants* are part of the Victorian Government's commitment to ensure that we bridge the gap between the number of men and women in all levels of the sport and recreation sector.

I am confident that by working together we can make sport more accessible, increase local participation and provide opportunities for all Victorians to play a leading role in their local sporting community.

A handwritten signature in black ink that reads "John Eren". The signature is written in a cursive, flowing style.

Hon John Eren MP
Minister for Sport



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1. Program description and objectives

1.1 What are the *Change Our Game Community Activation Grants*?

The *Change Our Game Community Activation Grants* will fund one-off community level events that showcase and celebrate the role of women and girls in sport and active recreation.

Grants of up to \$5,000 are available to increase the capacity of community sport and recreation organisations to deliver events that promote gender equality.

Successful grant recipients will also be required to take part in a pilot of the *Change Our Game Marketing Guidelines for Gender Equality in Sport*, which are being developed in partnership with the Victorian Equal Opportunity and Human Rights Commission (VEOHRC). Refer to 4.1. for further details.

1.2. Why is the Victorian Government funding these grants?

In November 2015, the independent *Inquiry into Women and Girls in Sport and Active Recreation* delivered A Five Year Game Plan report (Game Plan Inquiry) making nine recommendations to the Minister for Sport, aimed at enhancing participation by women and girls in sport and active recreation and increasing engagement in leadership and governance roles. The Victorian Government adopted all nine *Game Plan Inquiry* recommendations.

The *Change Our Game Community Activation Grants*, along with the Marketing Guidelines aim to address recommendations:

- Enhance participation choice and improve how opportunities are marketed
- Build an enabling environment through education and training
- Showcase the pathways and opportunities through role models.

2. Who can apply?

Community level organisations delivering sport and active recreation programs anywhere in Victoria may apply.

State sporting associations, regional sport assemblies, state sport and recreation bodies and local government authorities are ineligible to apply unless in partnership with a community level organisation, who must lead and submit the application.

Applicants must:

- be a non-government, not-for-profit organisation and be registered as an incorporated body at the time of application and for the project duration. If an applicant organisation is not registered as an incorporated body, it must arrange for a legally constituted organisation to manage the grant funds
- possess an Australian Business Number (ABN) or provide a completed Australian Tax Office form (Statement by a supplier) so that no withholding tax is required from the grant payment
- have satisfactorily met reporting requirements on any previous or existing grants received from Sport and Recreation Victoria.

Note:

- school sport and recreation clubs, and university sport clubs that participate in inter-
varsity competitions are ineligible to apply
- organisations who have received a *2017/18 Change Our Game Community Activation Grant* are ineligible to apply again this round.

3. What types of activities might be funded?

The *Change Our Game Community Activation Grants* will fund **one-off** community level initiatives that aim to showcase and celebrate the role of women and girls in sport and recreation. These initiatives may include, but are not limited to:

- Change Our Game women's round for your club
- educational session addressing issues facing women and girls in sport and recreation
- networking event for women and girls
- event that showcases achievements of women and girls in sport and active recreation, or showcase best practice in promoting gender equality
- a 'come and try' day that addresses the barriers to women and girls participating in your sport
- community forum focused on sharing experiences and developing collaborative strategies around gender equality and inclusion.

Activities do not have to be female-only events, but can also include events that are open to the whole community (men and boys as well as women and girls).

Initiatives must be **one-off** activities that will be completed by 31st March, 2019.

Where possible, OWSR will engage a Change Our Game Ambassador to attend successful activations.

3.1. Change Our Game Ambassadors

The Change Our Game Ambassador program is focused on connecting influential women with the broader sport and active recreation industry, in order to inspire and advocate gender equality. 'You can't be what you can't see', and enlisting high profile ambassadors is one way of maximising the reach of the program's messaging through official appearances and social media activity.

As part of securing an Activation grant, where possible the Office for Women in Sport and Recreation will engage one of our 12 Ambassadors to attend your event and provide expertise, inspiration and advice.

You can read more about each of our Ambassadors on the **Change Our Game** website.

3.2. What will not be funded?

The *Change Our Game Community Activation Grants* will not fund:

- community sporting events or competitions
- uniforms or equipment (including IT and software)
- ongoing or recurrent costs of an organisation (for example, salaries for ongoing positions, rent, electricity and other utilities)
- fixed playing surfaces and structures (for example, synthetic pitch, goal posts)
- capital expenditure including the purchase of land (for example, permanent shade structures, permanent fencing, fixed lighting, permanent practice wickets, ramps and other permanent structures)
- repair of equipment, structures and playing surfaces (for example, golf course, turf wicket pitch)
- non-playing/participation equipment (for example, public address systems, banners, trophies, videos, gazebos, carpet, clubroom items, wicket covers, scoreboards, GPS, computers and IT equipment)
- canteen items (for example, microwave ovens, soft drink, food, alcohol, cooking utensils).

4. What are the funding details?

The *Change Our Game Community Activation Grants* provide funding of up to \$5,000 to successful applicants.

A proposed activity date must be entered as part of the online application, and activities must be completed by 31 March, 2019. Any unspent funds at and after this date must be returned to the Department of Health and Human Services.

4.1. What are the Marketing Guidelines?

The *Marketing Guidelines for Gender Equality in Sport* (Guidelines) are designed to improve the ability of community-level sports organisations to promote and diversify the representation of women in marketing materials.

The guidelines will cover the core values and approaches to marketing sport to women including; use of imagery, promoting healthy inclusive messages, use of language and content, appropriate means of delivery and how to best collaborate with communities.

Successful recipients of an Activation Grant will be required to take part in a Pilot Program that will test the efficacy of the Guidelines. As part of organising your activity, you may be asked to trial and assess:

- a communications plan template
- a photography style guide for marketing materials
- creating positive case studies of women reflected in marketing
- tips on what to avoid when marketing, marketing strategies to actively market to attract and retain diverse women in sports and recreation.

Organisations will be guided through this process by representatives from VEOHRC and the Office for Women in Sport and Recreation (OWSR).

Feedback and data received from organisations will be used to address gaps, confirm strengths and produce a final product that can be used in more sport and recreation settings.

5. What is the application process?

Applications will open on 13 August 2018 and will close at 5.00pm on 4 September 2018.

Step 1: Check your eligibility

Check the detailed information contained in this guide (see section 2. 'Who can apply') to see if your organisation and your proposed activity is eligible.

Step 2: Apply online

Apply online on the **Sport and Recreation Victoria** website. Make sure you have the information you need on hand including required documents, and click on 'Start new application' to submit your application through Grants Online. You will receive an Application Number when you submit an application online. Please quote your Application Number in all correspondence relating to your application.

Advantages of applying online

Submitting your application online through Grants Online ensures it is received by Sport and Recreation Victoria immediately and can be processed in the most efficient way. If you need assistance with applying online, please call the Grants Information Line on 1300 366 356 between 8.30am and 5pm, Monday to Friday.

Attaching required information

You can attach documents to your online application as long as they are in an acceptable file type (e.g. Word, Excel, PDF, or JPEG) and don't exceed the maximum file size. Attached files must not be larger than 5MB in size .

Applications must be submitted by 5:00pm on 4 September 2018.

6. How will applications be assessed?

Eligible applications will be assessed based on responses provided in the application form. Applications will be assessed against the criteria listed in section 6.2 below.

Eligibility does not guarantee the requested amount will be granted. It is expected that more applications will be received than can be funded.

A *Change Our Game Community Activation Grants* assessment panel will be convened to assess the applications. The panel will include representatives from Sport and Recreation Victoria, the Office for Women in Sport and Recreation and Vicsport.

6.1 Timelines

Milestone	Date
Applications open	13 August 2018
Applications close	5pm, 4 September 2018
Announcement of successful applicants	October 2018
Activities to be completed by	31 March 2019

6.2. Assessment criteria

Applications will be assessed based upon how well the proposal addresses the Change Our Game priorities. In your proposal, please outline:

- how the grant will benefit the club (e.g. outline what receiving the grant would mean to the club and its members)
- how the proposed event supports Change Our Game priorities by increasing participation and/or advancing leadership opportunities for women and girls in sport and active recreation (as outlined in section 1)
- if your proposed event will involve a financial contribution from your organisation or any other funding partners, please provide details about this arrangement.

Applicants must also provide all the relevant supporting documentation to secure grant funding.

7. Conditions that apply to applications and funding

7.1 Funding agreements

Successful applicants must enter into a funding agreement with the Department of Health and Human Services. Funding agreements establish the parties and their commitments and obligations to each other and set out the general terms and conditions of funding. Further details on these funding agreements can be found at <https://providers.dhhs.vic.gov.au/victorian-common-funding-agreement>

Different terms and conditions apply to different types of grants and grant recipients. These terms and conditions are not negotiable. A representative from Sport and Recreation Victoria will be able to discuss the requirements of this funding agreement during the application process.

7.2. Conditions of Funding

The following conditions will apply to organisations that will receive, or benefit from a grant:

- the grant recipient (or funds manager) must enter into a funding agreement with the Department of Health & Human Services which sets out the conditions and reporting requirements
- grant recipients must adhere to the **Fair Play Code** (formerly Victorian Code of Conduct for Community Sport) and comply with the expectations of the **Victorian Anti-doping Policy 2012**. Grant recipients must adhere to these codes during the life of the project and agree to carry out requirements
- the project must be completed by 31 March, 2019. Any unspent funds must be returned to the Department of Health and Human Services
- funds must be spent on the activity as described in the application. Any proposed variation to the approved activity must be submitted to the Department of Health and Human Services for approval prior to implementation

- grant recipients (or fund managers) without an Australian Business Number (ABN) must provide a completed Statement by a supplier form so that no tax is withheld from any grant payments
- grants to recipients (or fund managers) not registered for GST will be made exclusive of GST.

Recipients of Change Our Game Community Activation Grants must:

- Participate in pilot of the Change Our Game Media and Marketing Guidelines
- Advocate Change Our Game campaign initiatives
- Acquittal – pending grant making process.

7.3. Acknowledging the Victorian Government's support and promoting success

Successful applicants need to acknowledge the Victorian Government's support through the provision of a grant from the *Change Our Game Community Activation Grants Program*.

Promotional guidelines form part of the funding agreement and include the requirement that all activities acknowledge Victorian Government support through the *Change Our Game* logo being published on any activity-related publications, media releases and promotional material.

Successful applicants may be required to contribute information on activity outcomes for use in program evaluation reviews and case studies for the department's marketing materials and communication channels.

7.4. Payments

Payments will be paid upfront to the organisation. Activities must be completed by 31 March, 2019, and any unspent funds must be returned to the Department of Health and Human Services within 12 months of receiving funding.

7.5. Privacy

Any personal information about you or a third party in your application will be collected by the department or a body within the department, for the purpose of grant administration. This information may be provided to other Victorian government bodies for the purposes of assessing your application. This information may also be used by the Victorian Government to announce grants funding. If you intend to include personal information about third parties in your application, please ensure that they are aware of the contents of this privacy statement.

Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic) and other applicable laws.

8. Resources and additional information

The department is committed to protecting the privacy of personal information. The Department of Health and Human Services Privacy Statement online can be found at <http://www.dhhs.vic.gov.au/privacy-statement>.

Enquiries about access to information about you held by Department of Health and Human Services should be directed to the department's Freedom of Information unit by phone (03) 9096 8449 or email Freedom of Information at dhsfoi@dhs.vic.gov.au.

Please contact a Sport and Recreation representative for any further enquiries.

