



# Active Australia Innovation Challenge

## Terms, conditions and application guide

The Heart Foundation has up to twenty \$10,000 grants for new, innovative projects that get more people moving in schools, universities or local community groups.

Unfortunately, not all applications that are eligible can be funded, but this guide will help give you, and your project idea, the best chance.

We are encouraging community groups, councils, schools (primary and secondary), tertiary institutions (universities, TAFEs, colleges), and other organisations to come up with an innovative idea to encourage physical activity in a chosen group or community.

Community members/individuals will need to either hold a current Australian Business Number (ABN) or partner with an eligible entity (one that holds a current ABN) for the project to be considered eligible, and to enable a funding agreement to be executed.

If you are working with another organisation, the organisation holding the ABN must submit the application. They will be responsible for receiving and managing the grant and be accountable for the delivery of the project.

### Who can apply?

Community groups e.g. residents' groups, parents' groups, environmental groups, sporting organisations, Scouts and Girl Guides, community centres, councils, schools (primary and secondary), tertiary institutions (universities, TAFEs and colleges), and other organisations;

- Community members/individuals (see requirements below).
- Previous winners of the Active Australia Innovation Challenge will need to demonstrate an enhancement or expansion of the previously awarded project, or a new innovative idea, to be eligible to enter in 2021.
- Projects that were previously submitted and were not awarded a grant, but the project must have been changed from the original idea.

## What projects will we fund?

- This grant is intended to provide funding to kick-start a project or to provide seed funding in support of a larger project. Should the project be for the latter, supporting documentation will need to be provided to confirm funding has already been sought to fulfil the project implementation.
- The Heart Foundation strongly encourages innovative projects that specifically support people not meeting Australia's Physical Activity and Sedentary Behaviour Guidelines, people at risk of chronic disease, and people living in communities with high levels of physical inactivity, including rural and remote regions. This includes people identifying as Aboriginal or Torres Strait Islander and people with culturally and linguistically diverse backgrounds.

## What cannot be funded?

We may have to decline applications that do not meet the eligibility criteria, or we are unable to see a clear alignment to the primary goals of the initiative. The following is a list of projects and applications that are ineligible. Please take the time to read through this list to ensure your project matches what we are looking for.

### We cannot fund:

- ✗ Projects that don't have the primary objective of 'increasing physical activity' for the chosen group or community.
- ✗ Projects that are deemed to be 'business as usual' for the organisation applying.
- ✗ Project that have been implemented or completed prior to the application being submitted.
- ✗ Projects that are outside of Australia.
- ✗ Projects that cannot be implemented within the documented and agreed timeframe (12 months or as agreed in the Funding Agreement), commencing from execution of the Funding Agreement (excluding time required for receipt of any necessary approvals and permissions).
- ✗ Applications that mirror a winning project in previous years of the Active Australia Innovation Challenge.
- ✗ Projects seen to primarily benefit an applicant or business, for example increasing profits, increasing revenue sources and/or covering existing employee salary costs for the duration of the funded project.
- ✗ Where the application is seen to benefit the applicant rather than the group or community identified in the application.
- ✗ Projects that are not low cost and charge fees. Projects that charge a small fee will be eligible if they are:
  - Accessible for the intended group or community; and
  - Can demonstrate that a fee is required for the sustainability of the project.
- ✗ Where the applicant is unable to enter into a Funding Agreement with the Heart Foundation. Community members/individuals will need to either hold a current Australian Business Number (ABN) or collaborate with an eligible entity (one that holds a current ABN) to enable a funding agreement to be executed. In a 'collaboration scenario', the organisation holding the ABN must submit the application. They will be responsible for receiving and managing the grant and be accountable for the delivery of the project.

The Heart Foundation reserves the right to declare an application ineligible if, in the reasonable opinion of the Heart Foundation, the applicant is unable to represent, promote or initiate the idea in a satisfactory manner.

## What applications must address

- Highlight the importance of physical activity; demonstrate a measurable change in rates of physical activity and encourage more Australians to be more active, more often.
- Identify the barriers to being physically active in a chosen group or community.
- Include the rationale or identified need for the project in the chosen group or community.
- Demonstrate how the project is readily accessible and available for the wider community.
- Be able to be implemented within the documented and agreed timeframe.

## How applications will be scored

### Alignment to grant outcomes (30%)

- Is the project reaching or meeting the needs of those not meeting the national physical activity guidelines, people at risk of chronic disease and people living in communities with high levels of physical inactivity?
- Is a comprehensive process planned to develop and implement the project?

### Community need (40%)

- Is there an identified need in the target group or community for the project?
- Have the barriers to being physically active in the chosen group or community been identified?
- Will the community and other stakeholders be effectively utilised to help develop and implement the project?
- Does the applicant describe a creative or new idea for a project, partnership, product and/or process to increase physical activity within the specific group or community?

### Timeframes and Budget (10%)

- Have timeframes and budgets been identified? Consider:
  - time constraints.
  - legislative or regulatory constraints.
  - technical constraints.
  - safety concerns (or similar).

### Capacity and Sustainability (20%)

- Has planning for the future of the project occurred?
- Is the project sustainable in similar groups or communities?

All applications will be assessed against the above assessment criteria and funding will be awarded across a range of projects and locations.

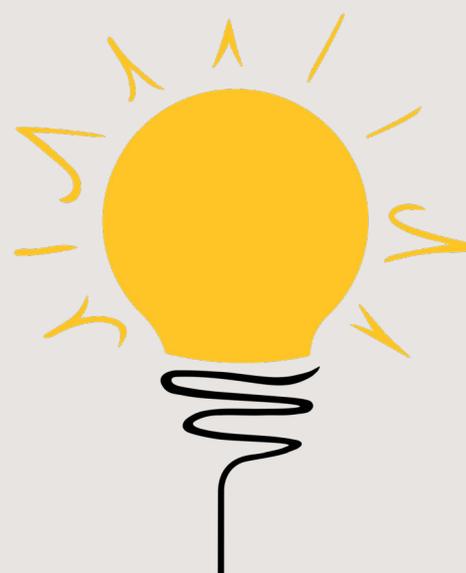
## What we consider as an innovative idea

- A creative or new idea for a project, collaboration, product and/or process to increase physical activity within a specific group or community.
- Innovation may be location specific, that is, what's innovative in one area may not be in another area or setting across Australia.



## Key Dates

Activity	Date	Additional information
Applications open	15 March 2021	
Applications close	26 April 2021	Late submissions will not be accepted so make sure you submit your application on time.
Round 1 shortlisting	27 April 2021 to 2 June 2021  4 June 2021	Eligible entries will be assessed by judging panels against the judging criteria.  The Heart Foundation will contact all applicants via email to confirm the outcome of the shortlisting process. If the application has been selected as a finalist, the applicant will be invited to 'pitch' the idea via video link in front of a National Judging panel of experts.
Final Pitch Day	Week commencing 28 June 2021 (Dates to be confirmed)	Finalists will have 15 minutes to present the proposal.
Grant recipients informed	5 July 2021	The winners will be contacted via email within 7 business days of judging.
Winners Workshop	August 2021 (Dates to be confirmed)	Successful applicants will be invited to attend a virtual workshop to support the implementation of their project.



# Application question guide

Below are the application questions, and tips on what the judges will be looking for. We suggest drafting your responses and having this guide on hand before you commence your online application form, as once you start your application you won't be able to save and come back to it.

## Q1. What is the name of your project?

## Q2. Please provide a brief summary of your project

This summary may be used in media, case studies and for promotional purposes.

*200 words maximum*

## Q3. What is the name of the organisation supporting your idea?

This is the organisation that will enter into a funding agreement with the Heart Foundation and must have a valid ABN.

## Q4. Please provide (Organisation name) ABN

The ABN should be 11 numbers in length (numbers only), with no spaces.

## Q5. Who is this project for? Who is your target group or community?

Consider including in your response:

- Location and key features.
- Population of the chosen group or community, if known.
- A description including common traits such as age, gender, cultural heritage.

*150 words maximum*

## Q6. Why was this group or community chosen?

Consider including in your response:

- Levels of activity for this group or community, if known.
- Reasons why this group or community are not active enough.

*150 words maximum*

### Q5 – Q6. The judges will assess:

- If the target group or community has been clearly articulated. i.e. who, where, how many
- If there is an identified need (sufficient evidence/rationale) in the target group or community for the project.
- If the barriers to being physically active in for this group or community have been described.

#### **Note:**

*Priority should be given to project ideas that aim to reach those not meeting the national physical activity guidelines, people at risk of chronic disease, and people living in communities with high levels of physical inactivity, including rural and remote regions. This includes people identifying as Aboriginal and Torres Strait Islander and people with culturally and linguistically diverse backgrounds.*

*'Evidence' may be as detailed/specific as ABS data or literature review; or based on industry/sector knowledge and experience.*

**Q7. Describe how your idea is innovative in encouraging people to be more physically active.**

Make sure you describe how your project is different or new for your chosen group/community and/or region.

100 words maximum

**Q7. The judges will assess:**

- How innovative/new/creative is this project in encouraging the target group or community to be more physically active.

**Note:**

*The applications may describe an innovative project idea, collaboration, product and/or process. What's innovative in one area may not be in another area or setting across Australia.*

**Q8. What do you hope to achieve with this project?**

Importantly, include how your project will make a difference to the level of physical activity in your chosen group or community.

200 words maximum

**Q8. The judges will assess:**

- How well the objectives of this project have been clearly articulated.
- How this project will make a difference to the sustainable levels of physical activity in a chosen group or community.

**Q9. How are you going to measure the outcomes of the project?**

What evaluation methods will be used? e.g. participant feedback, pre and post survey, attendance rates.

200 words maximum

**Q9. The judges will assess:**

- How well the project outcomes have been described.
- Are evaluation methods described.
- Are they suitable with regards to measuring the main outcomes or achievements of the project.

**Q10. Please provide an indicative timeline for the major milestones for your project.**

Include the planned activity at each point e.g. community consultation forums/meetings, marketing and promotion, evaluation etc.

100 words maximum

**Q11. Are there any participant costs associated with your project? If so, what are they?**

Please describe how they have been determined and what they will be used for. Please include any participant costs in your budget breakdown (next question).

**NB:** Please double check the 'We cannot fund' section on page 2 of these guidelines in relation to costs, to ensure your project is eligible.

50 words maximum

**Q12. Please provide a detailed breakdown of how you intend to spend the \$10,000 grant over the course of the project.**

Any eligible project must be to the value of at least \$10,000. If the project budget is greater than \$10,000, please describe how additional funds will be sourced. Include any in-kind support.

*100 words maximum*

**Q10 – Q12. The judges will assess:**

- Are the timeframes for the project realistic?
- Is the budget for the project realistic and appropriate?

Consider:

- o time constraints,
- o legislative or regulatory constraints,
- o technical constraints,
- o safety concerns or similar.

**Q13. Describe how the project can be maintained or progressed past the conclusion of the funding period.**

Please describe, if relevant, how the implementation and sustainability of your project may be impacted if the current COVID-19 situation continues into 2022.

*100 words maximum*

**Q13. The judges will assess:**

- Has consideration been given to the continuation of this project post AAIC funding?
- Can the project idea be replicated in similar groups or communities?
- Does this project have potential to be implemented on a larger scale, i.e. nation-wide or sector-wide?

