



Active Australia Innovation Challenge



ACTIVE AUSTRALIA
INNOVATION CHALLENGE

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What is the Active Australia Innovation Challenge?

The Heart Foundation is offering multiple grants up to the value of \$50,000 for new, innovative projects that get more people moving in schools, universities or local community groups.

This guide will help give you, and your project idea, the best chance.

We are encouraging community groups, councils, schools (preschools, 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.





Application process

Who can apply?

- Community groups e.g. residents' groups, parents' groups, environmental groups, sporting organisations, Scouts and Girl Guides, community centres, councils, schools (preschools, 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 2024.
- Those with a previously submitted project who were not awarded a grant, who have updated or enhanced their 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 support people:

- identifying as Aboriginal or Torres Strait Islander
- with culturally and linguistically diverse backgrounds
- living with a disability
- living in rural and remote regions.

What we cannot fund

We may have to decline applications that do not meet the eligibility criteria, or where 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.



Projects that have been implemented or completed prior to the application being submitted.



Projects that are not low cost. 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.



Projects that don't have the primary objective of 'increasing physical activity' for the chosen group or community.



Projects that cannot be completed within 12 months of receiving the grant.



Projects that are deemed to be 'business as usual' for the organisation applying.

What we cannot fund



Projects that are outside of Australia.



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 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.

How applications will be scored

Community need

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?

Capacity and Sustainability

Has planning for the future of the project occurred?

Is the project sustainable in similar groups or communities?

Alignment to grant outcomes

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?

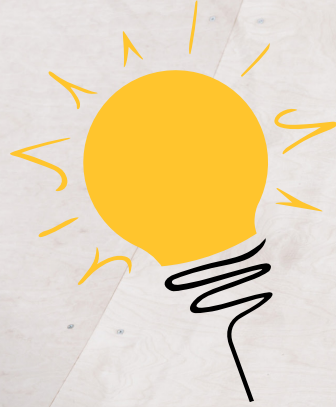
Is a comprehensive process planned to develop and implement the project?

Timeframes and Budget

Have timeframes and budgets been identified?

Consider:

- time constraints
- legislative or regulatory constraints
- technical constraints
- safety concerns (or similar)



What we consider 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.



Timings for your consideration

<p>5 Feb</p> <p>APPLICATIONS OPEN</p> <p>Applications open 9am AEST Monday 5 February 2024.</p>	<p>1 March</p> <p>APPLICATIONS CLOSE</p> <p>Late submissions will not be accepted so please make sure you submit your application on time.</p> <p>Applications close midnight AEST Friday 1 March 2024.</p>	<p>8–29 March</p> <p>ROUND 1 SHORTLISTING</p> <p>Eligible entries will be assessed by the judging panels against the criteria.</p>	<p>3-5 April</p> <p>FINALISTS AND APPLICANTS INFORMED</p> <p>All applicants will be contacted 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.</p>
<p>29 Apr - 1 May</p> <p>FINAL PITCH JUDGING</p> <p>Finalists will have 10 minutes to present their proposal and 5 minutes for questions. The pitch will be run via video link, in front of a judging panel of experts.</p>	<p>6 May</p> <p>WINNERS ADVISED</p> <p>The winners will be contacted via email within 7 business days of judging.</p>	<p>Jun/Jul TBC</p> <p>WINNERS WORKSHOP</p> <p>Successful applicants will be required to participate in a workshop to support the implementation of their project. Successful applicants will receive further communication in regards to the details of the workshop.</p>	

Application question guide

Below are the application questions, and tips on what the judges will be looking for. We suggest keeping this guide on hand and drafting your responses before you commence your online application form. Once you start your online 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. Who is this project for? Who is your target group or community?

Q4. 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

Q3–Q4. 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 this group or community have been described

Q5. 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

Q5. 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

Q6. 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.

Q7. Please provide (Organisation name) ABN

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

Q8. 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.

150 words maximum

Q8. 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.

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. 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 3 of these guidelines in relation to costs, to ensure your project is eligible.

50 words maximum

Q11. Please provide a detailed breakdown of how you intend to spend the grant over the course of the project.

Q10–Q11. The judges will assess:

- Are the timeframes for the project realistic?
- Is the budget for the project realistic and appropriate?
- If there are participant costs, are they reasonable/sustainable

Q12. Describe how the project can be maintained or progressed past the conclusion of the funding period.

100 words maximum

Q12. 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?

**We look forward to receiving
your application.**

