

GRANT WRITING GUIDANCE

PLAY OUR WAY PROGRAM



Opening Date: 18 March 2024

Closing Date: 29 April 2024 (2pm AEST)

Method of submission: Submitted via [GrantConnect](#). Site/Account registration is required. Applications are given a unique identifier number, which allows you to view and save the registration form as you go. To locate the application portal:

Head to Grant Connect > Click on 'Grant Opportunity Documents' > Log in or Create an Account > Once in, you will see the files that make up this grant opportunity > Click on the file titled 'GO6763 - Play Our Way - Online Application Form Links' > On this pdf you will see the relevant links

Summary of the grant: The Play Our Way program Grant Opportunity is an open competitive opportunity that will provide funding of up to \$200 million (inclusive of government administration costs) over three years from 2024-25. There are two streams available under this grant program:

- **Facilities - \$50,00 to \$1,500,000 (\$2m for rural/remote)**
For projects that support new and upgraded facilities, playing areas and spaces for sport and physical activity specifically for women and girls. Two Phases:
 - PHASE 1 – Expression of Interest
 - PHASE 2 – Full application (by invitation only)
- **Participation & Equipment - \$50,00 to \$1,000,000**
For projects that support sustainable programs and equipment to promote women and girls' participation in sport, and/or new or upgraded equipment.
Single round/phase only

Maximum project period of three years, all activity must be completed by 30 June 2027.

Grant writing guidance

Football Australia has reviewed the Play Our Way [grant guidelines](#) and have put together the following guidance document to assist football clubs and associations in their application.

Whilst Football Australia hopes that this guidance will assist you in putting together a strong application, Football Australia is **NOT ABLE** to guarantee the success of any application. This is solely up to the Department of Health and Aged Care, who are the administrators of this grant.

All commentary in the following document are simply suggestions, tips and advice to assist you with putting together your grant submission.

Football Australia are not affiliated with the grant in any way, or the grant process, so any advice should be considered as general advice. Ultimately you and your club are responsible for ensuring your application is compliant with the requirements set by the Department of Health and Aged Care.

Football Australia has no influence on the outcome of any of the applications.

INFORMATION/DOCUMENTS TO HAVE READY WHEN COMPLETING YOUR APPLICATION

Treat this as a simple checklist!

- Australian Business Number (ABN)** – you can also look this up via [ABN Lookup](#)
- Incorporated association name and number** (if applicable)
- Registered address:** This will be your club (or association) primary place of business and is ordinarily the address used to register for an ABN and/or as an incorporated association
- Postal address** (optional)
- Proof of your entity type** – you will be required to submit documentation proving your entity type (whether you are a Company, Incorporated association, local government, Co-operative, indigenous corporation or Unincorporated association). If unsure of your entity type, seek professional advice (eg, from your lawyer or accountant).
- Bank Account details:** BSB, Account Number and Account Name. A verification of these account details must also be attached in the application. This is simply a recent bank statement (issued within the last 6 months), which must show that this bank account is in the name of the organisation applying for funding. Transaction details and application details can be hidden, but BSB, account number and account name must be visible.
- Authorised contact person** - This person must have authority to act on behalf of the Applicant in relation to this Application (name, email, position, phone)
- Alternative authorised contact person** – must provide a secondary contact, who is also authorised
- Club Changer Certificate (recommended by FA)** – Football Australia’s Club Changer program is based off the Australian Sports Commission’s Game Plan platform. Attaching your certificate will illustrate your commitment to women and girls in football, organisational capacity and alignment with Football Australia and its Member Federations.
- Link to Legacy '23 & key messaging for football (recommended by FA)** – please refer to below page.
- Data:** Evidence to support your application, this may be quantitative (e.g. participation numbers) or qualitative (e.g. surveys with club members). Other examples include historical data, trends, comparisons, and population analysis. Possible sources of data: [AusPlay](#), [Football Australia Census](#), [Australian Bureau of Statistics](#) and Facilities Audit (please contact your Member Federation for assistance on this).
- Letters of support (optional)** – from your Council, Member Federation and any other organisations who will support your project.

KEY MESSAGING FOR FOOTBALL

The following messaging aims to assist applications and ensure uniformity and unity among all football submissions.

WHAT IS LEGACY '23?

- Football Australia's strategy to harness the growth of women's football and deliver enduring benefits for Australia's largest community sport as a result of co-hosting the FIFA Women's World Cup 2023™.
- The five key pillars are:
 1. **Participation** – Growing Our Game
 2. **Facilities** – Building Our Game
 3. **Leadership & Development** – Leading Our Game
 4. **Tourism & International Engagement** – Expanding Our Game
 5. **High Performance** – Elevating Our Game
- A lasting legacy requires sustained funding and investment at all levels of the game to ensure we can level the playing field of Australia's largest community participation sport.
- Building upon the Legacy '23 strategy, football emerges as a vital catalyst to drive further economic and social change within the sporting ecosystem and Australian society.

THE FIFA WOMEN'S WORLD CUP 2023™ WAS JUST THE BEGINNING

- The FIFA Women's World Cup Australia and New Zealand 2023™ set a new standard, surpassing all previous benchmarks and establishing itself as the most significant and successful edition of the tournament.
- The CommBank Matildas drove transformative societal changes, challenging gender stereotypes and advocating for inclusivity. Importance of harnessing this moment and the momentum to create significant change.
- With football being the largest club-based participation sport in Australia, and with a notable surge in participation following the FIFA Women's World Cup 2023™, there has never been a greater need to secure investment.

GOAL = Reaching 50 / 50 gender parity in participation

- Despite a growth of 30% in female football participation numbers from 2020 – 2023, the percentage of women and girls remains at 24% on average across outdoor, social and futsal formats.
- Female player registrations have continued to lead the way off the back of the Matildas' performance at the FIFA Women's World Cup 2023™, making the 2024 community season the largest to date nationwide.
- It is critical to support the surging participation of women and girls, ensuring that we provide accessible, safe, and inclusive facilities as well as implementing participation retention strategies within the game.

FACILITIES STREAM

Applicants will be able to apply for a minimum of \$50,000 up to a maximum of \$1,500,000 for projects that support new and upgraded facilities, playing areas and spaces for sport and physical activity specifically for women and girls.

For Facility projects in small rural towns, remote communities or very remote communities as defined by the [Modified Monash Model](#) (MMM 5-7), the maximum will be \$2,000,000 to reflect increased costs in rural and remote areas.

The process for the facilities stream of the program includes two stages:

- Stage 1 – Expression of Interest
- Stage 2 – Grant application (only for those who progress past Stage 1)

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BEFORE YOU BEGIN:

Compliance with building codes

Any organisations wishing to apply for the facilities grant must be compliant with all relevant laws and regulations. Specifically, to be eligible, organisations must confirm compliance with the [Australian Building Code](#) and [National Construction Code](#).

Do you currently play on a ground that is shared and owned by the council?

If so, please do reach out to your council to discuss how you may together submit an application.

Do you have agreement from facility or landowner?

You must include a letter of agreement from the facility or landowner to all aspects of your proposal (e.g. support for equity, access, and sustainability measures)

A few pieces of literature that delve into what makes infrastructure female friendly:

Highly recommend viewing and sourcing these materials for:

- [Sport and Recreation Victoria – Female Friendly Sport Infrastructure Guidelines](#)
- [ACT Government - Female Friendly Change Rooms](#)
- [Football NSW and Northern NSW Football - Football Facilities Guide](#)

ELIGIBLE GRANT ACTIVITIES:

- Construction of new and/or modified facilities, playing areas and spaces for sport and physical activity to make them more inclusive, safe, and accessible, and provide equitable and enduring opportunities for women and girls to train and compete.
- Construction of new and/or upgraded amenities (e.g. change rooms, showers, toilets) at facilities for sport and physical activity that improve access, safety and use by women and girls and are financially sustainable.
- Eligible expenditure includes construction-related activities (for example, final design, project management, construction and fit out costs) which occur after the execution of the grant agreement and result in the delivery of the project before 30 June 2027.
- Example: XYZ Club currently has two changerooms which have the following: urinals out in the open, no private stalls or lockable doors. All XYZ Club's women's teams have to use these changerooms for both training and games. XYZ club is applying for new facilities which would upgrade both changeroom to be female friendly. This will include removing the urinals, providing lockable toilets with sanitary bins, lockable shower stalls and more.

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WHAT THE GRANT MONEY CANNOT BE USED FOR:

- activities that do not have a primary or exclusive focus towards women and girls
- activities or facilities that are provided on a commercial (for-profit) basis
- activities that have already received government funding and are duplicative in nature
- purchase of land or projects on private land
- general maintenance of existing facility that is being modified, or future maintenance costs of new facility
- repair of damage that can be covered by insurance
- upgrading or redeveloping public toilet facilities or the maintenance or construction of car parks
- retrospective costs (where projects have already commenced construction or are completed prior to execution of a grant agreement)
- costs incurred in the preparation of a grant application or related documentation, feasibility studies, business cases and masterplans
- projects that do not meet relevant Australian Standards
- subsidy of general ongoing administration of an organisation such as electricity, phone and rent
- IT equipment including one-off or ongoing fees for use of computer software
- paying ransom for ransomware, cyber-attack or any other type of cybercrime
- wages/salaries
- administration costs with the exception of direct external / independent project management costs, limited to 10 per cent of the grant amount requested

TIPS FOR APPLICATION QUESTIONS:

- Be clear on how the infrastructure upgrade will directly have a positive outcome on women and girls. Think about the players, coaches, referees, volunteers, and spectators who will be impacted.
- How will you measure the impact of the upgrade? E.g. surveys, use of facility by women and girls, participation growth, utilisation of the facility by women (no. of hours/week).
- Ensure you have appropriate data to support your application. Include specific data on the facility as well as projected demand based off population data.

PARTICIPATION & EQUIPMENT STREAM

Applicants will be able to apply for a minimum of \$50,000 up to a maximum of \$1,000,000 for projects that support modifying and/or developing sustainable and enduring programs to promote women and girls' participation in sport and physical activity, and/or new or upgraded equipment, specifically for women and girls.

FURTHER DOCUMENTS REQUIRED FOR THIS STREAM:

- Activity Work Plan (included as part of template pack)
- Indicative Budget (included as part of template pack)
- Risk Management Plan (included as part of template pack)
- Evidence of your organisation's equitable access policy/plan/strategy

EXAMPLE OF ELIGIBLE PARTICIPATION AND EQUIPMENT PROJECTS AND INITIATIVES (RELATED TO FOOTBALL):

- MiniRoos/MiniTillies Programs – funding to deliver programs within clubs that are accessible and appropriate for women and girls (reduction/removal of participation fees, purchasing of new equipment, development of junior coaches through MiniRoos coaching courses)
- Youth Leadership - funding to run a structured development/leadership program for emerging female leaders within clubs (payment of guest speakers, venue hire fees, upskilling courses, end of program networking event/celebration)
- Club Changer Alignment - Initiatives that will support your club to achieve their Club Changer Action Plan targets/focus areas (recruitment of female coaches, introduction of new female junior teams and the costs associated with running these teams, upskilling of referees)
- Community Activations & Engagement – funding to work with marginalised or underrepresented community groups who may not be currently participating in your club (running targeted clinics & come and try sessions, reducing/removing registration fees and uniform costs, developing culturally appropriate/accessible resources, community hub visits, hosting Pride/First Nations'/Multicultural celebration rounds)
- Coach Upskilling & Retention - enrolment of coaches in courses, payment of coaches, introduction of new coaches to the game
- Club Capacity Building - opportunities for club officials to participate in capacity building programs (attendance at sporting conferences/events, finance courses)

ASSESSMENT CRITERIA

1. Alignment with Grant Opportunity Objectives [25%]
2. Organisational capacity and project viability [25%]
3. Inclusion [25%]
4. Strategic alignment and engagement [25%]

TIPS FOR APPLICATION QUESTIONS

CRITERIA 1 - ALIGNMENT WITH GRANT OPPORTUNITY OBJECTIVES

Describe how the grant activity contributes to the objectives and outcomes of the grant opportunity as described in the About the Program Section of the Grant Opportunity Guidelines.

You should demonstrate this through identifying:

- how the activities proposed in your application align with the grant opportunity's objectives and outcomes, supported by available data, such as AusPlay.
- your understanding of local women and girls' unmet need in sport and physical activity
- your meaningful engagement with local women and girls
- how your proposed activities can address and reduce the discrimination, inequality and barriers for women and girls to access, participate and remain engaged in sport and physical activity at a local level, with a focus on priority populations
- how your proposed activities can promote safe, inclusive equitable and sustained access for women and girls to participate in sport and physical activity at a local level, with a focus on priority populations
- how you have understood women and girls' requirements and preferences for sport and physical activity facilities and national standards and guidelines to meet these.
- how your proposed activities demonstrate value for money.

Further tips and suggestions:

- Think about how this funding will solve a problem(s) for your club. Be descriptive in what the current needs and reasonings are for you and your club, and how this funding will help solve this.
Example needs/reasons for your project:
 - There is a severe lack of participation and/or engagement with females in the X to Y age group
 - Club participants are from a community with high levels of low socio-economic disadvantage (cite data sources)
 - There is low participation and/or engagement with the (CALD, All Abilities, etc) population
 - Club/participants cannot fund uniform/equipment purchases, and as a result wearing old uniform with inadequate sizing
 - There is a lack of participation opportunities due to geography/location
 - There are significant cost barriers to participation
 - There is a demand for informal/social Football outside of traditional competition, with many girls dropping off at age X due to other commitments
- Be clear in alignment to the program objectives, include how will your initiative foster positive experiences, reduce barriers, and address discrimination and inequality
- Highlight how your initiative will increase participation, retention or engagement of the identified priority populations

CRITERIA 2 - ORGANISATIONAL CAPACITY AND PROJECT VIABILITY

Describe your organisation's capability to administer the grant activity.

You should demonstrate this through identifying:

- details of your organisation's relevant experience, skills, adequate infrastructure, and resources to successfully implement and manage proposed grant activities. This may include reference to organisational capability as identified by the Australian Sports Commission's Game Plan platform.
- the viability of the project in terms of long-term impact and commitment to women and girls participation in sport and physical activity.
- how your organisation will sustain the project and its impact on supporting women and girls beyond the funding period.
- how your organisation will measure and evaluate impact during and beyond the funding period.

Along with your response to this criterion you must complete the activity work plan, activity budget and risk management plan (templates on GrantConnect). The activity work plan, activity budget and risk management plan do not count towards the character limit for this criterion.

Further tips and suggestions:

- Club Changer Certificate - Football Australia's Club Changer program is based off the Australian Sports Commission's Game Plan platform. Including reference to your club's participation in the Club Changer Program (and in turn Game Plan) will help illustrate your club's commitment to organisational capability and compliance.
- It can be helpful to work with an external organisation to measure and evaluate the impact of your initiative and if possible, you may want to include some allocation within your budget to support this. If not, think of some tangible ways you can measure and track the success of your program for future improvements and funding opportunities (pre, during and post-program surveys of participants, retention rates compared to previous years)

CRITERIA 3 - INCLUSION

Describe how your organisation, if successful in your grant application, will address discrimination and inequality, and drive gender equality in sport and physical activity at the community level.

In providing your response to this criterion you should include, but are not limited to:

- your organisation's policies, procedures and strategies that reflect:
 - fair and equitable access (e.g. facility schedules that include all training and competition times);
 - commitment to gender equity at all levels of the organisation;
 - inclusion;
 - cultural competency in working with First Nations peoples and communities;
 - member protection;
 - safeguarding;
 - anti-discrimination; and
 - harassment.
- your organisation's (and/or partnership's and/or consortia's) existing connection to, understanding of, and commitment to women and girls.

Further tips and suggestions:

- If you have achieved 1- or 2-star status through Football Australia's Club Changer Program, you may like to submit your current action plan which outlines your commitment to key areas outlined in your application. It would also be beneficial to reference completion of the women's and girls' module, as well as safeguarding (if this has been achieved).
- If you hold membership to or have attended any national sporting inclusion programs sessions (Pride in Sport, Reconciliation Australia), you may like to reference this within this section to further show your club's commitment to inclusive practices.
- If you have examples of how your club has advocated for or supported marginalised/underrepresented communities, you may like to reference this within this section. For example, working with your local council to advocate for equal access to training facilities/pitches for girls/women.
- If there are any current roles within your club that support the inclusion of women and girls you may want to reference these –for example, a mental health and wellbeing officer, head of female coaching and development, list/recruitment managers.

CRITERIA 4 - STRATEGIC ALIGNMENT AND ENGAGEMENT

Describe how your grant activity aligns with local and national policies and programs and how your organisation will engage with key stakeholders.

In providing your response to this criterion you should include, but are not limited to:

- how your organisation/consortium can ensure effective delivery of the grant objectives and outcomes
- your organisation's/consortium's strategies to:
 - work with local government and the community, and
 - identify, engage and collaborate with relevant stakeholders.
- how your proposed activity will complement and/or amplify, and not duplicate, existing local initiatives.
- how your proposed activity aligns with local and other strategic plans, including for instance, measures associated with the National Agreement on Closing the Gap and National Strategy to Achieve Gender Equality

Further tips and suggestions:

- If your initiative looks to further gender parity for women in coaching, playing, refereeing and administration roles you may like to reference alignment with Football Australia's 50:50 gender parity goal through the Legacy '23 initiative.
- The National Closing the Gap Agreement has 19 socio-economic targets across areas that have an impact on life for Aboriginal and Torres Strait Islander Peoples. The 19 targets can be found, [here](#) and you may wish to refer to them and how your initiative will work towards supporting their achievement.