



YOUNG WOMEN'S ACTIVATION FUND

FUNDING GUIDELINES

—
APRIL 2019

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Introduction

Sport NZ is proud to be the kaitiaki (guardian) of our country's sporting system, increasing opportunities for all New Zealanders to participate in play, active recreation and sport.

As one of our commitments to address inequities for women and girls, Sport NZ is investing a total of \$3 million over three years to support projects designed to get more young women physically active through play, active recreation and sport.

In year one, two funds are available for investment specifically targeting young women age 12 to 18:

- The Young Women's Activation Fund (these guidelines are for this fund)
- Innovation Fund for Young Women – see www.sportnz.org.nz/womenandgirls

The funds deliver to the leadership and participation outcomes of the Women and Girls in Sport and Active Recreation Strategy launched by the Government in October 2018. The strategy recognised there are clear inequalities for women and girls when it comes to participation and their wider involvement within sport and active recreation.

The funds will enable new opportunities for young women in the two priority areas of participation and leadership. Following are the guidelines and funding criteria for the Young Women's Activation Fund.

Key Dates

Activity	Date
Young Women's Activation Fund open for application	Thursday 4 April, 2019
Deadline for submitting questions about the Young Women's Activation Fund	4pm, Thursday 9 May 2019 <i>To ensure fairness for all potential applicants, we will update the Frequently Asked Questions on 10 May with our answers to questions received by this date</i>
Deadline for submitting applications for the Young Women's Activation Fund	4pm, Friday 17 May 2019
Notification of Sport NZ decisions (successful and unsuccessful applications)	July 2019

Activity	Date
Successful applicants' induction workshop	September 2019
Commencement of funding	September/October 2019

Important documents

We recommend that you carefully read the Young Women's Activation Fund Application Guidelines (this document) and the following documents before beginning an application.

- Women and Girls in Active Recreation and Sport Strategy is available here - www.sportnz.org.nz/womenandgirls
- Check the [Frequently asked questions](#) (FAQ) section
- For more information about young women see the [Girls and Young Women Profile](#)
- Active NZ Survey 2017 – www.sportnz.org.nz/activenz
- Sport NZ Case studies – www.sportnz.org.nz/casestudies
- Sport NZ's Three Approaches to Community Sport – [Three Approaches overview](#)

Further information and enquires

For questions about this fund or these guidelines please consult the [FAQ](#) document on the website. If this does not answer your query, please email womenandgirls@sportnz.org.nz

Queries about this fund or these guidelines should be emailed (to womenandgirls@sportnz.org.nz) by 4pm, Thursday 9 May 2019. To ensure fairness to all potential applicants, we will update the Frequently asked questions (FAQ) document on Friday 10 May with responses to questions received. We may also update the FAQ document at other times.

For further information see www.sportnz.org.nz/womenandgirls

Young Women's Activation Fund - Overview

About the fund

What types of organisations can apply?

Sport New Zealand is seeking applications from a wide range of organisations to support the participation and leadership outcomes of the Women and Girls in Sport and Active Recreation Strategy. This strategy supports women and girls to realise their potential in and through sport and active recreation in Aotearoa.

The fund has been designed to support organisations to be part of a collective effort to achieve this vision. The focus is on creating opportunities for young women (aged 12-18 years) to increase their time spent being physically active and/or to take up leadership opportunities in play, active recreation and sport.

How much will Sport NZ invest in each project?

Organisations can apply for between \$30,000 and \$300,000 per project, over a maximum three years.

Each investment amount will be determined as part of our process to assess applications and therefore may not be at the level applied for. Sport NZ will allocate investment to make the most effective use of the funds available.

Eligibility criteria

Conditions of eligibility

The Young Women's Activation Fund is open to current Sport NZ partners, as well as organisations we do not currently fund or have a relationship with.

Applicants must be registered for GST in Aotearoa and have been in operation for at least two years.

We are interested in working with a wide range of organisations. This includes:

- National, or large regional, community organisations or associations that can demonstrate an ability to engage young women in play, active recreation or sport
- Iwi
- Charitable organisations that already work with young women
- Local authorities

Who cannot apply?

- Regional Sports Organisations or clubs are welcome to partner with other organisations such as an NSO or RST but cannot apply independently and cannot be the primary applicant.
NOTE – these organisations are eligible for the Innovation Fund for Young Women.
- An individual

- Schools
- Professional sports teams
- Any organisation that is not registered for GST in Aotearoa
- Any organisation that has not been operating for at least two years

Primary applicants

- Applications must be submitted by one eligible organisation (the primary applicant)
- Sport NZ encourages primary applicants to consider partnering with other organisations, (including those not eligible to be a primary applicant), to enhance the delivery of the project.

Invited applications

Sport NZ wants to support opportunities for young women, aged 12-18 years, encouraging those who are less active to become more active, and providing leadership opportunities for them in play, active recreation or sport. This means your organisation will understand the motivations and needs of this age group and tailor opportunities to meet them.

Organisations need to consider how they can engage with young women in co-designing solutions and providing opportunities for leadership. There is an expectation that opportunities will be inclusive and accessible.

This includes engaging young women who:

- Have lower levels of physical activity (see the [Main Report: Active NZ Survey 2017](#) for more detail on participation trends for young women)
- Face greater inequities, such as through disability, deprivation, health
- Are less interested in, or are less able to access, existing offerings
- Have limited exposure to, or involvement in, coaching and volunteering

The Sport NZ profile on girls and young women may be helpful in understanding needs and motivations of young women – [Girls and Young Women Profile](#)

What type of initiatives does Sport NZ want to invest in?

Your project will need to create a strong participation or leadership opportunity, as well as having a clear strategy to connect with, talk to and inspire young women to take the next step into greater participation or leadership opportunities. We encourage you to think about how your work might affect long-term behaviour change for young women growing up in Aotearoa.

The projects could be:

- An existing programme that could be piloted or rolled out to a new area or a larger group of young women
- A programme that has been developed for young women and piloted but has not yet been rolled out
- An enhancement to an existing programme to ensure it is specific to the motivations and needs of young women

- Programmes or opportunities that aim to make a big difference to the lives of young women

What won't we fund?

- Campaigns
- Catering or uniforms
- Competition entry fees
- Research projects
- Established projects that are already operating and do not offer increased scope, reach or scale
- High performance sport (including elite and representative sport)
- Purchase of capital assets (e.g. buildings, motor vehicles, furniture, digital technology or app)
- Requests for retrospective funding
- International travel

Selection Criteria

Project desirability criteria

Sport NZ is seeking to invest in projects that will engage or re-engage less-active young women to improve their participation in physical activity and/or leadership opportunities.

All applications must clearly describe how their project will:

Either

- 1.1 Target young women who are less active
- 1.2 Improve the level of physical activity (through play, active recreation and sport) of young women
- 1.3 Improve the levels of confidence and competence young women feel about taking part in activities

And/or

- 1.4 Provide leadership opportunities for young women in play, active recreation, or sport.

We recommend that you read the [Important Documents](#) listed in these guidelines. These include some key insights about the activity levels of young women, their motivations, and barriers experienced.

All applications must:

- Clearly articulate how your project will use the available insights to tailor opportunities to the motivations and needs of young women
- Clearly articulate what your project is and the impact you hope to make for young women

Priority will be given to applications that:

- Involve young women in the co-design, development and implementation of the initiative
- Demonstrate partnership and collaboration across multiple organisations
- Have undertaken some prototyping or piloting of the proposed project or initiative
- Demonstrate Sport NZ's [Three Approaches](#) for community sport in their initiative

Project delivery criteria

Sport NZ would like to collaborate with and invest in organisations that have the experience, capacity and capability to deliver the project. This can include:

- Proven ability to create participation opportunities to engage less-active young women (12-18 years) to become more active through play, active recreation and sport
- Outlining the expected reach of the project including the number of participants who will have the opportunity to participate, the number of locations, and your access to suitable facilities
- Effectively describing the project scope, key deliverables or milestones, costs, risk management and timeframe
- Demonstrating readiness, capacity, expertise and skills to deliver, including the skills and experience of the project team to manage both the project and the funding
- Providing evidence of partnerships with other key stakeholders to enable success (this may include partnering with organisations who have complementary skills and experience)
- Providing a clear rationale for the initiative or project, which strongly aligns with organisational strategy

Project Budget criteria

All applications must provide an appropriate budget. This should include:

- Details of all costs associated with the project
- How much funding the application is requesting
- All other income (both cash and in kind) which will support the project

Sport NZ encourages applicants to also look to obtain funding for this project from other sources and to include this detail within your budget.

Organisational leadership in gender equality criteria

Sport NZ is committed to improving gender equality across the active recreation and sport sector. With this investment we want to collaborate with organisations who also see advancing gender equality as part of everyday business.

Priority will be given to applications that:

- Demonstrate a commitment to increasing female representation in leadership and decision-making roles
- Provide evidence of a commitment to achieve a minimum of 40% female representation on your organisation's Board by December 2021, as per the target in the Women and Girls in Sport and Active Recreation Strategy
- Describe a clear commitment to increase the profile of women and girls and increase positive attitudes towards gender equality in active recreation and sport

Project Legacy and Sustainability criteria

It is expected that your organisation will consider the legacy and/or sustainability of the project, beyond the funding period. All applications should include:

- a brief description of your plans for ongoing sustainability or the legacy you hope to create from this project.

The legacy of your project could include:

- new insights gained through the development and delivery of your project, which you and Sport NZ share with others, to inform the development of other projects
- changes in perceptions or motivations of the young women you reach through the project
- new or strengthened relationships you have with other organisations and groups in the community, as a result of working together on the project
- new or strengthened community-connectedness

The sustainability of your project could include:

- Your plans for continuing the project beyond the requested funding period

Evaluation and monitoring expectations

Evidence of the monitoring and evaluation of your programme will be required as part of your application, to demonstrate your organisation's understanding of how to collect evidence to demonstrate the impact of your work.

All funded partners will also be expected to actively contribute to the Sport NZ-led evaluation programme, which may include:

- Willingness to share all learning from the project, especially lessons about what works (or does not work) when trying to engage with young women
- Attendance at workshops for successful applicants
- Sport NZ conducting interviews or requesting information to support the overall evaluation programme

How to Apply

Before applying, please read these Guidelines and the [Important documents](#) section to ensure you understand all relevant requirements. You can read and view other relevant information at www.sportnz.org.nz/womenandgirls. Please consult the FAQ document for further guidance.

All applications must be submitted by the deadline in the format provided for the Young Women's Activation Fund (refer to key [dates section](#) of these guidelines). Please note:

The application form uses Excel. We strongly recommend that you download the application form to a computer that has Excel, and regularly save the document as you complete the form.

All responses must be provided in the application form. We have intentionally prevented information from being added in the document, other than in the spaces provided for your information.

When you are ready to submit your application, you must include it as an attachment to your email to womenandgirls@sportnz.org.nz

We request some information to be provided in attachments but we may not review additional attachments, and will not accept attachments in place of written responses in the application form.

We cannot accept additional information or requests to change your submission after the [closing date](#).

If you need further guidance in the application process, or experience technical difficulties submitting your application before the closing date, you can contact us at womenandgirls@sportnz.org.nz

If you wish to withdraw a submitted application, you can contact womenandgirls@sportnz.org.nz

Application assessment process

All applications will initially be assessed against the eligibility criteria. All eligible applications will then proceed to the assessment stage.

All relevant information must be provided in the application. However, if Sport NZ decides to seek further clarification, we will email or phone the primary contact person whose details are provided in the application.

An overview of the process is as follows:

- **Step 1** - Sport NZ will review the eligibility of all applications. Those that do not meet eligibility criteria will not be assessed any further.
- **Step 2** - Sport NZ will assess eligible applications against selection criteria for investment.
- **Step 3** – we may contact the primary applicant to seek further information or clarification
- **Step 4** - We will contact all successful applicants to advise on investment level for projects. We will work with successful applicants to agree milestones, reporting requirements and payment dates. These will be included in an Investment Schedule (a

form of contract between applicant and Sport NZ) to be signed by Sport NZ and the primary applicant.

- **Step 5** – Sport NZ will advise all unsuccessful applicants by email.
- **Step 6** – Sport NZ will announce successful applicants
- **Step 7** - Sport NZ will pay the primary applicant of successful applications in instalments against agreed milestones.

Sport NZ reserve the right to offer an investment amount that differs from the amount requested in the application.

See key [dates section](#) to understand assessment timeframes.

Additional information

Protecting your information

Before completing an application, please read the following information regarding Sport NZ's obligations in relation to the information you will provide with your application. You should only proceed if you are happy to comply with these requirements.

Official Information Act 1982

The Official Information Act 1982 (OIA) covers how Sport NZ must handle requests for its official information. Applications for funding are among the documents that can be requested under the OIA. The general expectation, as expressed by the Chief Ombudsman, is for official information to be released (either pro-actively or in response to a request), unless there are clear grounds to withhold it. Personal information provided with your application will not be released.

Privacy Act 1993

The Privacy Act 1993 covers how Sport NZ collects and stores personal information, including Personal information provided with applications for funding, and what procedures are required to protect the security of that information. It also covers how long we can keep personal information, what the personal information can be used for and when it can be disclosed.

We might use personal information provided by you in order to conduct appropriate identity checks.

Accuracy of your information

It is the responsibility of the primary applicant to ensure that all information contained in the application is accurate. If you provide false or inaccurate information in your application or at any point in the life of any funds Sport NZ award you and fraud is identified, we will provide details to fraud prevention agencies to prevent fraud and money laundering. If you are a company this will include the names of the Company Directors at the time of the fraud. You must undertake to inform all Directors, Trustees and Committee members of this notice.