



INNOVATIONS FOR YOUNG WOMEN

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 2019, two funds are available for investment specifically targeting young women aged 12 to 18:

- Innovations for Young Women Fund (these guidelines are for this fund)
- Young Women's Activation Fund – 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 Innovations for Young Women fund will enable new opportunities for young women in the priority area of participation.

Key Dates

Activity	Date
Innovations for Young Women Fund launched	Thursday 4 April, 2019
Fund opens	Thursday 18 April, 2019
Deadlines for completed applications - stage 1	Monday 27 May 2019
Successful teams notified	June 2019
Design Challenge weekend Hui ¹	Saturday 20 and Sunday 21 July 2019
Deadline for invited proposals – stage 2	Monday 5 August, 12 noon
Project investment confirmed	August 2019

Important documents

¹ All successful teams must be available to attend Design Challenge weekend –costs covered by Sport NZ

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

- Women and Girls in Active Recreation and Sport Strategy - www.sportnz.org.nz/womenandgirls
- Check the Frequently asked questions (FAQ) link on the [website](#)
- 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

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

1. A call for ideas

The Innovations for Young Women Fund has been designed to encourage and support the development of new and bright ideas. We are looking for passionate and creative people who are ready to bring ideas to life. These ideas could be programmes, products or something new – as long as the outcomes contribute to increased participation in play, active recreation or sport by young women.

We know that making a difference needs a different way of thinking, so this fund encourages experimental and innovative approaches that put young women at the centre.

Background

This fund supports the [Women and Girls in Sport and Active Recreation Strategy](#) which was launched in October 2018. The focus of this fund is to create opportunities for young women (aged 12 to 18) to increase their levels of physically active through play, active recreation and sport, with a particular focus on those who are less active.

We know that young women's participation starts to decline during their teenage years and the main motivations for this age group are fun, fitness and health and hanging out with friends or family/whānau. Time, levels of energy and motivation are identified as the key barriers to spending more time in physical activity. Young women are not all the same and our profile on girls and young women may be helpful in understanding needs and motivations of different groups – [Girls and Young Women Profile](#)

One of the best ways to ensure that an activity meets the needs and motivations of a group of young women is by talking to them and involving them in its design. Some helpful information can be found in Sport NZ's [Three Approaches Guide](#)

What is on offer with this fund?

We are asking organisations or teams (supported by a 'host' organisation) to submit their best idea to encourage young women to be active. We will select up to eight ideas and invite those teams to be part of a design challenge weekend hui ('design challenge'), where teams will share, test, prototype and be supported to improve their ideas and then submit their proposals for funding (up to \$25,000 per project).

This is a two-stage application process. In the first stage, we are inviting applicants to submit their bright ideas which they have discussed within their networks of young women. Applicants that are successful in stage one will participate in a design challenge weekend hui to begin developing their ideas into projects. (See more information in the [design challenge weekend](#) section below).

At the conclusion of stage one, the groups who participated in the design challenge will be invited to develop detailed proposals to implement their ideas. Sport NZ will invest up to \$25,000 in each successful proposal and assign a mentor to help with the next phase of developing each of the successful projects, over the following 12-18 months.

These guidelines are for stage one applications. Only those who are invited to submit proposals for stage two will have access to the application process for that stage.

What is the challenge question your idea needs to address?

How might we test new ways of getting young women (aged 12 to 18 years) participating in quality play, active recreation and sport opportunities that meet their needs?

2. How will it work?

Sport NZ are challenging organisations and teams to help us understand and address the complex needs and environments in which young women live, in order to come up with new ways to engage this target group in movement opportunities that inspire and motivate.

What do you need to apply?

- An idea that can be clearly articulated and which addresses the challenge we are trying to solve. The idea does not need to be fully formed at this stage
- The why – why is it really important we select this idea? Why will it make a difference in the lives of young women? Why have you chosen this idea above any others?
- A design challenge team ('The Team')– at least three people need to be part of a team. Changing the world is hard work! The team can be as big as it needs to be, but only three members can attend the design challenge
- Creativity and a willingness to learn and use design processes
- An organisation or a 'host' organisation that supports the application and meets eligibility criteria. (see the "[What is a 'host' organisation](#)" section)
- Consent of a parent or guardian, if any team member is under 18 years old.

Who can apply?

The Innovations for Young Women Fund is designed for smaller organisations or teams who have a host organisation to support their application for funding.

Organisations (or host organisations) could be:

- Incorporated societies, such as a youth or community organisation or association
- Charitable organisations
- A school or tertiary institution
- A club or society
- A regional sport organisation
- Iwi, hapu
- Companies

Who cannot apply?

- Current Sport NZ investment partners (i.e. any organisation that currently receives funding directly from Sport NZ) cannot be the primary applicant but can be a host organisation for a team, as long as that team does not include employees
- A team that does not have a host organisation to support them

What is a 'host' organisation?

- An organisation that is willing to support the application from a team of individuals who have an idea they want to submit to this process.
- If a design challenge team is successful, Sport NZ will enter into a contract with the host organisation, who would then be responsible for ensuring the team meets the requirements agreed, as part of the funding.
- The host organisation must have been in operation for at least two years
- Sport NZ encourages teams (this includes groups of young people and especially young women) to find an eligible organisation (the host organisation) to support their idea – the host organisation will need to be listed on the application form
- Sport NZ cannot assist teams to find a host organisation.

3. What kind of ideas are we interested in?

Sport NZ wants to support ideas for young women (aged 12 to 18) who are less active to become more active through play, active recreation or sport. That means submissions will show understanding of the motivations and needs of this age group and how to tailor opportunities to meet them.

Teams need to consider how to 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

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 types of initiatives does Sport NZ want to support?

Projects will need to create a strong participation opportunity, as well as having a clear strategy to really connect with, talk to and inspire young women to take the next step into greater participation.

The projects could be:

- A local participation opportunity in a community
- Ideas that are new, or are a fresh take on an existing concept
- Ideas that aim to make a big difference to the lives of young women - think about how it might affect long-term behaviour change
- Participation opportunities in schools (outside of curriculum time), clubs, communities or green spaces

When developing an idea, keep in mind the following:

Young women: “Nothing about us, without us”. Think about a network of young women – they are the ‘users’ i.e. the people the idea is designed for. The idea must resonate with a group of young

women. Is there an opportunity to include young women as leaders and/or contributors in developing an idea?

Diversity of thought and approach: Young women are not a homogenous group, there are many different factors that influence their ability/want to participate or not. Just as young women are diverse, so too are the approaches which could be taken to get them moving – think outside the box!

The future: Wicked problems are hard to solve, and can take many years, many brains, many prototypes and iterations. We don't expect an idea to solve this in one go (although it might!) but we do expect the viability of an idea to be considered as to whether it can be sustained (if successful) into the future.

Impactful is best: We want to see ideas that really address some of the core challenges young women face when it comes to participating in play, active recreation and sport. We want young women to feel empowered to make positive choices about being physically active.

Young women don't live in a bubble: At Sport NZ we talk about taking a [physical literacy approach](#); this is about acknowledging the whole person and understanding that in order for an idea to be quality it needs to meet a young women's physical, social and emotional, spiritual and cognitive needs. The challenges and barriers young women in a community face need to be deeply understood in order to design a meaningful solution that has great impact.

What won't we fund?

- An idea which is designed to be delivered in school during curriculum time
- Catering or uniforms
- Competition fees
- Research costs
- Capital costs
- Established projects that are already operating.

4. Design challenge weekend hui

What will it involve?

The design challenge is a critical part of this funding and will also provide a great development opportunity for those involved.

Teams will bring their selected idea to the weekend and will work together with other teams and the facilitators of the weekend to further develop and refine the idea. The environment will be collaborative, creative and fun to help make good ideas even better.

Ideas must be submitted on the application form provided, to be considered for this opportunity. Details are as follows:

- Up to eight ideas will be selected and those teams (three people per team) will be invited to attend a two-day design challenge hui in Auckland or Wellington.
- Sport NZ will select the location that minimises travel time and costs across all attendees and will also arrange and cover the travel costs for participants

- Participants may be asked to do some preparation work in advance, to make the most of the design challenge
- The two-day hui will assist teams to further develop their idea with expert advice and support. We will use a design thinking approach to help teams develop their idea. Take a look [here](#) for more information about what that might include
- Teams will have two weeks to further test their idea, iterate and then submit a project plan with more detail and a supporting budget
- Minimum age of team members is 16. Supervision will be provided by Sport NZ staff and all attendees will be required to obtain parental/guardian permission to attend the hui

5. Selection Criteria

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

All applications must clearly describe how an idea will:

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

We recommend reading the [Important Documents](#) section of these guidelines. These include key insights about young women's activity levels, their motivations, and barriers experienced.

All applications will be assessed against these criteria:

a. Innovative approach

- We are looking for ideas that are new, a fresh take on an existing concept or will build on/improve something that already exists.
- We will not fund anything that is already up and running, but will consider ideas for an innovative change to an existing project or programme
- Include what is new or different about an idea or how it will build on/improve something that already exists
- Remember that innovation does not need to be about having out-of-this-world ideas. Innovation can be about looking at a problem in a new way and making a gentle and intelligent nudge. We want to see new approaches which are aiming to create a big impact.

b. Potential to create a significant impact

- We are looking for ideas that aim to make a big difference to the lives of young women. We want to see big improvements, not small, incremental changes. Consider how an idea might lead to long-term behaviour change of young women
- Be clear on which groups of young women an idea is targeting and how the idea can be tailored to the motivations and needs of those groups.
- Clearly articulate the idea and the impact it could make on young women

c. The people on your team

Sport NZ wants to invest in teams that have the following capabilities

- The ability to collaborate
 - The ability to think creatively
 - The ability to lead the testing and development of new ideas
 - The ability to work closely with young women in a community
 - Entrepreneurial spirit
 - A passion for this area of work.
- We won't ask for fully formed plans until teams have been through the design challenge (if selected), but we need teams to demonstrate they have the necessary commitment, time and permission to make an idea really come to life.

d. Engaging with young women

- Teams don't need to be an expert in young women's participation in play, active recreation and sport but we will need to be reassured that there is an understanding of how to best work with young women – understanding what they want and need.
- Teams should take the time to talk to young women and research NZ and global evidence and initiatives that aim to tackle this challenge.
- We are particularly interested in applications from teams that involve young women in the co-design, development and implementation of the initiative.

Evaluation and monitoring expectations

Sport NZ wants to learn from the funded projects and to share that learning with other groups so that more young women benefit. As part of this, we will be looking for a willingness from those who receive funding to share lessons about what works (and what does not work) when trying to engage with young women.

6. How to Apply

Step one - Read the relevant information

Before applying, please carefully read these Guidelines and the [Important documents](#) section listed to make sure all requirements are understood. Other relevant information can be viewed at www.sportnz.org.nz/womenandgirls. The Frequently Asked Questions document will be updated during the application period so check this regularly for new information.

Step two - Complete an application form

There is an online application to complete about your idea – click the link [Innovations for Young women application form](#).

Step three - Submit your video

All applicants need to submit their idea in the form of a short video – maximum 90 seconds. The video is an opportunity to share the idea (note: the content of the idea will be assessed, not the video production.)

Videos need to be uploaded to an online platform and the link shared in the application form. If applicants choose to upload to YouTube the URL must not be password protected and selected as 'unlisted'. This ensures your video is not available to general public and can only be accessed by entering the correct URL directly into a web browser.

Note that by uploading the video, applicants are agreeing they have received consent from all the individuals to appear in the video. Sport NZ may wish to use the video for further promotion as part of the design challenge weekend.

Please see the consent box on the application form.

Notes

All applications must be submitted in the format provided for the Innovations for Young Women Fund, before the deadline for submitting applications (refer to [key dates section](#) of these Guidelines).

We cannot accept additional information or requests to change a submission after the closing date.

For further guidance in the application process, or any technical difficulties when submitting an application before the closing date, please contact: womenandgirls@sportnz.org.nz.

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

7. Application assessment process

Stage one

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 and/or phone the primary contact person whose details are provided in the application.

An overview of the process (for Stage 1) is as follows:

- **Step one** - Sport NZ will review the eligibility of all applications. Those that do not meet eligibility criteria will not be assessed any further
- **Step two** - Sport NZ will assess eligible applications and decide which groups to invite to the design challenge
- **Step three** - We will contact all successful applicants
- **Step four** – Sport NZ will work with teams to ensure travel and accommodation is arranged – Sport NZ will cover these costs. NOTE – attendance at the design challenge is a requirement as part of this process
- **Step five** - We will advise all unsuccessful applicants by email
- **Step six** - Successful applicants will attend the design challenge on 20-21 July 2019.

Stage Two

After the design challenge weekend, all design challenge teams will be invited to submit their final proposal which will be considered for Sport NZ investment (up to \$25,000 per project). This will include a project plan and budget. Further details will be provided to the teams who are invited to participate in the design challenge weekend.

Stage Three

Proposals will be assessed against the selection criteria in these guidelines and organisations will be notified. The organisation or the [‘host’ organisation](#) will enter into a contract for funding with Sport NZ, which states what has been agreed for the delivery of the project. Part of this will include monitoring and evaluation to capture the learning journey to share with others.

Each team will be supported by a mentor over the 12-18 months of this funding.

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

8. 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 Sport NZ 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 false or inaccurate information is provided in an application or at any point in the life of any funding we award and fraud is identified, we will provide details to fraud prevention agencies to prevent fraud and money laundering. For a company this will include the names of the Company Directors at the time of the fraud. Applicants must undertake to inform all Directors, Trustees and Committee members of this notice.