

1. TOO MANY CANBERRANS REMAIN INACTIVE – WE NEED TO MOVE!

Canberra has long-trumpeted how active our community is. A sports loving city, with great facilities, open spaces and a history of so many athletes and teams achieving great things on the national and international stage.

Acknowledging the positive aspects of active participation in our city, there are some statistics that we need to heed. Some simple facts¹ are:

- While 93.6% of Canberrans aged 15 and over record as being active once per year (!), only 65.4% are active 3 or more times per week;
- Women are more likely to be physically active 3 or more times a week than men (66.2% compared to 64.6%), however female participation is heavily biased towards less structured (non-sport) options;
- For both men and women, participation (3 or more times per week) dips between the ages of 25 and 44 before increasing beyond age 45; and
- Frequent participation (3 or more times a week) is notably reduced if you are less educated, have a disability, have children under 15 or speak a language other than English at home.

The results of our physical *inactivity* – be this not participating at all, not participating enough or not participating with sufficient intensity – when combined with other lifestyle issues, is clear. The 2018 ACT Health Chief Health Officer's report notes that 63.5% of adults in the ACT (2014-15) were classified as either overweight or obese, with more than 70% aged 45-54 in this category. One-quarter of ACT males and one-fifth of females record a waist circumference that has them at an increased risk of developing chronic diseases.

2. OUR SPORTING AND RECREATION SECTOR DOES A GREAT JOB!

The ACT has a wonderful sport and recreation community – we have great competitions, facilities and opportunities for people to engage in a diversity of community sport. Organised sport does play a big role in keeping Canberrans active, particularly for males and children (14 and under). The most recent AusPlay data reveals that 67.2% of ACT children are reported as active outside of school hours at least once a week.

In saying this, we know that the vast majority of females over 15 do not engage in physical activity through organised sport, that many segments of our community are under-represented in participation (both in physical activity and sport) and ultimately, that *13.5% of Canberrans over 15 fail to be physically active at least once a week!*

There may be multiple barriers and just as many excuses for why people are not physically active – lack of time, cost of participation, location for access, cultural barriers or family commitments are well documented. However, it may be also that many people just make a choice to not participate because they just don't like what's on offer.

Over many years, the sports industry has sought to respond to these barriers and our changing world – new formats, new technologies, more flexibility, more individualisation. Where leisure time is a premium, screen time is absorbing our attention and it is so easy just to be a spectator, it's hard to say that we are winning the battle to engage more people in sport and physical activity.

¹ AusPlay survey results (ACT) July 2017 – June 2018

3. THE OPPORTUNITY

The challenges cannot be shied away from. It's too easy to just give up on those members in our community that are not participating or not participating enough. While recognising that there can be barriers, as a Government and a sector we want our community to be physically active and share in all the health and social benefits that participation can provide.

In 2019 Sport and Recreation has earmarked \$200,000 in support for up to four initiatives (\$50,000 each) that will specifically target Canberrans that are not engaged in physically activity. Through this Request for Proposal (RFP) we are seeking pilot projects, for implementation in 2019, that will:

- Engage communities through localised delivery;
- Specifically target people from a population group that is under-represented in physical activity participation, including but not limited to people from Culturally Diverse backgrounds (particularly women), people with disabilities, parents with young children and the Indigenous community;
- Identify and deliver creative physical activity opportunities, not necessarily confined to "sport", that respond directly to community needs;
- Consider how personalised approaches and modifications might be applied that will limit barriers to non-engagement; and
- Explore opportunities for how any pilot could be "scaled up" for broader delivery beyond the initial pilot.

Pilot projects do not necessarily have to be "new", but if pre-existing you will be required to demonstrate how Government funding will enable program reach and delivery to be improved.

4. WHO CAN APPLY?

To respond to the RFP you must firstly have a great idea and share the passion for getting more Canberrans active more often. Beyond this, any individual or organisation must:

- ➔ *be a not for profit organisation incorporated under the Associations Incorporation Act 1991 or a company registered under the Corporations Act 2001 (Commonwealth) or a sole trader with an Australian Business Number (ABN);*
- ➔ deliver, or have the ability to deliver programs and activities within the ACT;
- ➔ have current Public Liability Insurance coverage to a minimum level of \$10,000,000;
- ➔ be registered for the Goods and Services Tax (GST) if applicable (if turnover is greater than \$150,000 per annum); and
- ➔ where relevant, **have satisfactorily acquitted all previous grants** provided by Sport and Recreation or any other ACT Government agency grant.



PHYSICAL ACTIVITY AND SPORT
PARTICIPATION INNOVATION FUND

5. HOW TO RESPOND TO THIS REQUEST FOR PROPOSAL

There is no template for you to fill in or any online application. Rather, your Request for Proposal can take on any format that you wish, provided it can be electronically submitted to Sport and Recreation. In saying this, your response should consider:

- Project title
- Target audience and location (eg Culturally Diverse communities in West Belconnen)
- Program/activity detail
- Supporting evidence (what evidence has shaped your proposal – eg consultation, statistics, previous activities)
- Communications and marketing strategy
- Partner organisations (if relevant)
- Timeframe (start/end date for project)
- Key objectives and targets (eg number of people engaged)
- Budget considerations (noting up to \$50,000 available through this RFP)
- What does success look like?
- Project reports (what will be reported)
- Any attachments or other things you might need us to know?

Responses to the Request for Proposal are due by COB on **3 May 2019** and can be emailed to wayne.lacey@act.gov.au

6. QUESTIONS??

If you have any questions or want to talk through your ideas we'd really encourage you to talk with us prior to finalising your RFP.

If you have any questions or would like a face-to-face meeting, please contact wayne.lacey@act.gov.au or phone 6207 2080.

7. ACQUITTAL REQUIREMENTS

As part of your RFP the nature of the evaluation for the project will be important to detail, including the reporting format. Key areas of interest from Sport and Recreation include how many people were engaged, any participant feedback, what worked (and didn't work) and how/where monies were spent.

You will be required to keep a project budget and provide invoices (or audited statement) that demonstrates how funding was provided.

It would be strongly recommended that you also consider future delivery options. Could the program be delivered again? Would it need to be modified based on feedback or expanded? What support from Government might be required to help you further build this project/product? How might it continue to evolve towards a self-sustaining model?