



Growing Idea Awards
Nourishing Healthy Concepts to Fruition

Growing Idea Awards

The Manual

The value of thinking outside the box...

"More realistic approach and great capacity to prepare pitch – brings projects to life, generates sharing ideas, more interactive."

"The traditional grants scheme is outdated... Also this peer reviewed method presents opportunities for communities/orgs to speak up + offer collaboration where savings can be made. This is the BEST part of the process!"

"It has been a fantastic process – the grant submission was really straight forward & not stressful. The 'pitch' was a lovely environment where I felt supported, encouraged & valued."

"Excellent learning on different community-based organisations. I have learned the importance of making your information as concise and informative as possible."

"There is lots happening...! We must build on this energy, enthusiasm + commitment."

"Convenient, very informative, engaging; you helped inspire new ways of thinking; I like the concept of having a workshop [as] opposed to simply submitting an online form."

Growing Idea Awards

Manual

Contact

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Except where otherwise indicated, the images in this publication show models and illustrative settings only, and do not necessarily depict actual services, facilities or recipients of services.

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GIA Manual

This Manual provides a brief and practical overview of the GIA process.

A Toolkit is provided, in conjunction with this Manual. The Toolkit contains editable (Microsoft Word) versions of each of the documents outlined in this Manual.

We would love to hear from you about your experience using the GIA format and would welcome feedback.

Please feel free to contact us at any time on haveyoursay@sunburychc.org.au.

Overview

Let's start with an analogy. What does it take to grow a plant? At the very least you need a seed, some good quality soil, regular water, oxygen, sunlight, organic matter and not to mention a little luck. For someone standing alone, with a seed, it can all seem a little daunting.

'Growing Ideas Awards' (GIAs) reward people who've done the hard yards, getting that seed to sprout, by giving that little extra nourishment they need, in the form of small cash awards and an extra pair of hands to see if their seed will produce an abundance of fruit or simply fall back into the ground. Such endeavours provide the vital nourishment that only trying things can provide for future ideas farmers. This idea brings people together, connects and collectively refines ideas, rewards innovation and celebrates reflection and learning. It is a promising 'grants-type' concept with a unique process for testing local, varied and sustainable ideas. These initiatives, supported by partner organisations, align to shared health objectives, while creating capacity, enthusiasm and reach that would not be possible for services, groups, organisations, or individuals alone to achieve. And the broader community is reaping all the benefits of healthier, more connected and empowered neighbourhoods.

Background

Healthy Together Victoria (HTV) promotes a systems-based approach to prevention. This approach recognises behaviour is shaped and constrained by the systems we live in. Systems are made up of a complex web of relationships and connections. Influencing the relationships & connections between people and events, provides us with opportunity to leverage change in behaviour.

Through a HTV Networking Session, our team learned of 'Innovation Grants' developed by Healthy Together Wodonga (HTW). HTW, in conjunction with Be Active, initiated 'Innovation Grants' to engage passionate locals in community participatory decision-making. Three aspects stood out:

- The HTW Innovation Grants aimed to identify and trial innovative approaches to creating better health for the Wodonga community by fostering and encouraging new, expanded or extended ideas for encouraging the community to actively improve health.
- The emphasis was not on ensuring success or avoiding failure, but in experimenting with ideas in small, contained ways to provide learning, connections and support.
- This initiative also modelled an approach to funding community-led healthy ideas that valued the networks, relationships and connections between people in creating healthier environments.

As this concept evolved, it also became clear that it complements HTV Health Champions and other local leadership programs. It has commonalities with Asset-Based Community-Driven Development (ABCD). ABCD provides many other examples of spaces being created for people to gather to, from which they can reimagine and re-engage their communities around passions and gifts. Growing Idea Awards also draws from fields including creative facilitation, rapid-prototyping and was enhanced through the involvement of practitioners including Les Robinson, Enabling Change and David Hood, Doing Something Good.

Pay it forward

Since its beginnings as 'Innovation Grants' in Wodonga, Healthy Together Hume (HTH) has adapted the concept into the 'Growing Idea Awards' (GIAs). In gratitude for Wodonga's generosity in sharing their process and documents, HTH paid the idea forward, inviting interested parties from Healthy Together Wyndham and Knox City Council to participate in the Round 1 Pitch Session and Round 2 respectively. We would encourage others to continue sharing the process in this way.

Comparison with usual community grants

This process offers a fast turnaround from promoting the opportunity, to funds being made available and projects completed. Additionally it requires community led decision-making process, democratic voting system, minimal documentation for participants, a 'safe to fail' approach and a flexible approach to paying out funds.

Engaging Participants

Communications & Promotion

A significant contributor to the success of any type of grants process is ensuring that people, groups and organisations know that they are happening. The additional challenge with GIAs, or a similar process, may be that it is new, relative to the many existing Council, philanthropic and other grants that may have existed for many years. Take the time to consider how to most effectively get this message out to the people, groups and organisations that are most likely to be interested and have the capacity to participate.

The GIA criteria (below) and process were the most vital aspects to be communicated. These were included on the invitation and on the website. An example overview of the process is provided in Figure 1 below.

Criteria

- Be innovative
- Include as many of the community as possible
- Demonstrate a partnership approach (connections with other people, groups and organisations)
- Demonstrate value for money
- AND lead to one or more of the following:
 - More people being physically active
 - Increased fruit and vegetable consumption
 - Reduction in the harmful effects of smoking
 - Reduction in the effects of harmful alcohol consumption

Process

1. Come to the Innovation Session				
Innovation Session	COME WITH YOUR IDEA to this FREE, professional development session.	Tuesday 28 October Either: 9am-12.30pm OR 4pm – 7.30pm	Craigieburn Global Learning Centre, 75-95 Central Park Ave, Craigieburn VIC 3064.	RSVP by Thursday 23 October 2014 9am – 12.30pm https://gia-innovation-am-session-hth.eventbrite.com.au OR 4pm – 7.30pm https://gia-innovation-pm-session-hth.eventbrite.com.au <i>Free event with a limit of two tickets per organisation or network.</i>
2. Submit your Expression of Interest form				
EOI due	Brief outline of the idea, its aims and proposed partners	Wednesday 12 November	Healthy Together Hume, PO Box 119, Dallas VIC 3047 Or Email: healthytogether@hume.vic.gov.au	
3. Pitch your idea				
The Pitch	Where applicants 'pitch' their ideas to HTH, community leaders & other applicants	Friday 28 November 9am-5pm	Craigieburn Global Learning Centre, 75-95 Central Park Ave, Craigieburn VIC 3064.	RSVP by Tuesday 25 November 2014

Figure 1 Example of how the GIA process can look

Marketing channels

Community contacts and networks, in addition to partnerships with prominent organisations, such as Councils and Community Health Centres, are a great advantage. Depending on your overall purpose, you may wish to engage the broader community too, which may require using additional communication channels such as:

- Face-to-face conversations
- Networks
- Partner organisation websites
- Partner organisation customer service points
- Facebook (organisation, individual & community group pages)
- Twitter
- Other media e.g. Eventbrite, community newspapers or radio editorial

Key documents

The following documents were posted online, along with an overview of the GIA process and timelines (see Toolkit for templates and examples). Key details were also included on a double-sided invitation that was disseminated in person and via email.

- Invitation
- Applicant Guidelines
- Mentor Agreement
- EOI Template
- Budget Template

EventBrite was utilised for the Innovation Session registrations.

Key learnings

Conversations with people or contacts in groups or organisations yielded the most participants in this process. Newspaper advertising had little return. Having conversations with people we knew in organisations or via existing opportunities e.g. Health Champs or other local 'champions'-type programs, was where the vast majority of participants came from.

Keep messaging simple and use local knowledge to identify the most effective channels.

Innovation Session

Format

The Innovation Session (IS), compared with the Pitch Session, presents the most demanding facilitation role. It is a highly interactive format that incorporates innovative process techniques and activities that generate an atmosphere of creativity. Consider any timing or experience constraints you may have, as hiring an external facilitator may be appropriate. This is a high energy format that aims to maximise:

- i. Exploration and expansion of ideas;
- ii. Positive interaction between participants and linking of ideas; and
- iii. Preparation towards an effective pitch.

Other benefits identified by participants were that it helped them to:

- Crystallise their concept and consider how they could make it more inclusive
- Discover and link up with additional partners; and
- Provided excellent contextual information and motivation to continue.

Innovation

The process incorporated into the IS exudes the innovation that it also seeks to inspire. This is a critical aspect. You want people to have an experience where they learn something new in a new way, meet someone, gain confidence and grow their idea into something that is equally innovative as it is achievable. Demonstrating innovative processes also gives scope to advertise these events as professional development. Post-event questionnaires indicated that participants found these sessions to be invaluable for professional development.

Facilitation

The activities and resources incorporated into the session allow participants to take away with them detailed idea outlines and important contextual information to assist with their Pitch preparation. A detailed agenda incorporating facilitator notes is available in the Toolkit. Co-facilitation offers many benefits and is a useful, though not compulsory, approach for both the Innovation and Pitch Sessions. One person can present, while the other observes and supports. It can help to both conserve and maintain energy levels of the presenters and room. Content can also be broken down and shared between the two facilitators, based on their particular strengths.

Many of the ideas and processes utilised in the GIAs are referenced in this document, to acknowledge the amazing work of others. It also contains links to useful resources such as relevant YouTube clips. Adapt the agenda provided by incorporating the most current ideas and resources available, or create your own.

Graphic recording

An option is to incorporate the skills of a graphic recorder or graphic facilitator, into the day. This not only provides a colourful record of the day, but can also creatively demonstrate how ideas grow and change throughout the course of the session and entire GIA process. Incorporating the skills of a graphic recorder works best where participants come along to the IS with only a very rough concept and leave with a much more honed idea. The drawings are another tangible output of the day that participants can take with them, to keep them motivated, add to and incorporate into their Pitch presentations.



Figure 2 Example quote, GIA and Idea posters.

Room layout & Personnel

Ideally, a group of minimum 20 and maximum 40 participants works well. Less than 20 can limit the opportunity for networking and cross-sharing of ideas. 40 is a suitable number, without being overly intimidating. The table configuration can be organised based on the number of participants. Tables of five to eight people is suitable, plus a table facilitator from the organising team on each, who can listen to ideas and keep tables on track.

Evaluation

Evaluation of the IS took two different forms. Participants were provided with a brief survey (see Toolkit). These questions provided useful feedback, describing aspects participants valued and ways the process could be improved. The second form of evaluation of these sessions was the team completing a simple Keep Change Chuck Add (KCCA) matrix. The organising team also completed a KCCA debrief following each event (see Toolkit).

Keep Change Chuck Add (KCCA) Matrix

GIA Innovation Workplace Monday August 4th 2014

Keep-Change-Chuck-Add

Keep Change Chuck Add

<p>Keep</p> <ul style="list-style-type: none"> Sold out event!! (great effort in promotion/interest/pre-conversations) Buddies were a great help and moved around to support other ideas Quality facilitation added a 'value/PD' element Everyone stayed until the end, and beyond! Positive energy in room, collaborative Attendees really enjoyed session Practical idea development/support 	<p>Change</p> <ul style="list-style-type: none"> Is \$5000 for 6 months enough? (lot of work for \$5K) Many other grants around at the moment, due at similar times - consider timing Needed to mention/workshop – how to ensure your idea is realistic/achievable Book room for an extra hour of 'homework club' for support & pitch development on the day (for those that want it) Consider targeting mentors prior to the Innovation Session, matching them to 'ideas' & inviting them to attend the Innovation Session as buddies Would have been good to know more about the role of the buddies prior to event. Which would have enabled us to ensure HTH buddies from each SLA were present Consider 'announcing ideas' later in the day when there are a bit more worked up Spend more facilitated time on linking the ideas in the room up Could 'we' co-facilitate if there's a Round 2?
<p>Chuck</p>	<p>Add</p> <ul style="list-style-type: none"> Invite Community Liaison contacts to attend Innovation Session (maybe?) e.g. local businesses? Maybe more 'buddies' More time spent linking up – consider posting all ideas on wall. Over lunch group ideas – then create open space sessions / stations to develop joint ideas Fruit at morning tea

General reflections/ other

- Facilitation made everyone comfortable
- Could we run a shorter innovation session (perhaps on a Saturday?). Could we run a pitch on a Saturday?
- Consider moving people to sit with 'like ideas'
- Consideration for next round - How do we get people to think 'beyond growing gardens'?
- Is a full day out of the office too much (2 days – with innovation and pitch)

Figure 3 Example completed Keep Change Chuck Add Matrix.

This simple framework allows for an immediate reflection by the team following any event. It both allows a moment of celebration while contributing to the process of planning subsequent events.

Key documents

- Participant Agenda
- Facilitator slides
- Local health statistics summary
- Aha! Journal
- Personas
- Rapid Proto-typing
- Evaluation form

Key learnings

Feedback summary

Feedback from Innovation Sessions to date has indicated a very high level of enjoyment, satisfaction with the format and has identified various positive outcomes.

The IS was valued by participants as a context to grow, link, organise and focus their ideas. Participants also valued the opportunity to create partnerships and be challenged to think outside the square. The time and support provided to prepare for their potential pitches was also considered very useful. Responses identified that participants found the IS to be motivating and encouraged them that their ideas could become realities.

The majority of participants (>70%) responded that following the IS, they planned to make changes to their idea. Potential partnerships were identified as the most common area of intended change. Participants highly valued face-to-face aspects of the GIA process to meet and make connections.

Responses used to describe the event were: good energy, well designed content and delivery, inspiring, interesting and informative, interactive, well organised and facilitated and tiring.

Reflections as captured in the KCCA included that: we should keep face-to-face conversations and invitations with community contacts in the lead up to these events; the table facilitators played a vital role in supporting the development and testing of ideas; the positive and high energy feel. The KCCA also reflected a perception that some participants may have felt two days out of the office for a possible \$5 000 was a significant time and energy commitment, however, this was not evident in the IS feedback from participants. However, for Round Two, the IS format was shortened to three and a half hours plus an optional half an hour for lunch and networking. This format was generally well-received and considered sufficient to achieve the facilitation goals.

Future ideas

Following the second IS feedback was provided outlining how the sessions could be made more appropriate for people from different language backgrounds. Other feedback identified simple ways of tailoring sessions for people with hearing impairments. Suggested modifications included reducing the number of activities included in a session, increasing the time allocated for the completion of activities, slowing down the delivery of spoken content, reducing the number of YouTube clips and using more visual cues to reinforce activities (posters with activity instructions). It was also suggested that where two IS sessions are run in a GIA round, the second could be advertised for people from different language backgrounds and abilities.

Other practical ideas included modifying the format slightly to use less paper handouts and using music or lighting variations to gather participants back after breaks.

Rapid Short-listing Process

Overview

A rapid short-listing process was developed to identify a maximum of 10 ideas to progress to Pitch, from those received in each round. As the GIA process is intended to be relatively short, from the Innovation Session through to Pitch, project commencement, completion and presentation event, the goal of this process was to, in a simple, quantitative and fair manner, assess EOIs and notify successful and unsuccessful ideas, within the shortest timeframe possible.

The EOIs were received COB one day, assessed by the individual panel members using a simple Excel scoring tool and reviewed by the full panel the following day, with participants notified of the outcome, via email, on the next business day.

Where relevant, participants were contacted and asked any additional questions, raised by the panel. Any additional feedback from the panel was also provided to successful participants to further strengthen their Pitches.

Key documents

Expression of Interest template

The EOI component was incorporated when it became evident there may be more than 10 ideas at the IS. If there are 10 or less ideas put forward at the IS, or you have the capacity to take more than 10 through to a pitch-type format, then the EOI may not be necessary.

The EOI template (see Toolkit) was accessible from the same webpage as the Invitation and other key documents outlined above. Participants could choose to start completing it straight away, or complete it in the two weeks between the IS and EOI due date.

The template itself closely reflects the criteria and was adapted from Healthy Together Wodonga's EOI. It is deliberately short (2-pages), with the later addition of a basic budget template. Participants were encouraged to succinctly complete all sections, keeping it to three pages (including the budget template) where possible. The budget template was considered an extremely valuable addition to the EOI template in Round 2. We received some additional feedback that including a brief section on budgeting for community projects in the IS could also be valuable.

Completion of EOIs, beyond just enabling a selection process to occur, became a valuable part of the process, as they provided participants with the opportunity to write out their idea. At the same time, providing the team with variously brief, through to quite detailed, project outlines, early on in the overall process. From this it was evident that participants were still engaged, their ideas were being developed and feedback could be provided.

Rapid short-listing spreadsheet

A simple spreadsheet allowed a panel from the organising team to read and score each EOI against the criteria (1 indicating a low score and 5 indicating a high score). The spreadsheet was then saved and forwarded, via email, to the next person on the list. A meeting was convened for the following day, at which the panel reviewed all of the scores and came to a consensus regarding which 10 ideas would progress to the Pitch Session. Any questions raised by the panel were asked of relevant participants over the phone and that information used to finalise which ideas would progress to Pitch.

Notifying participants

Participants were informed via email of their successful or unsuccessful EOI. The successful email included an invitation and RSVP date for the Pitch Session. The unsuccessful email included alternative avenues for ideas.

Pitch Session

Format

The aim of the Pitch Session is to collectively decide on which idea/s should be funded. The Pitch is a gathering of applicants, the organising team and community representatives to listen to pitches and decide who should receive a GIA. Up to 10 applicants can 'pitch' their idea, in a one day pitch session format. The community-led decision-making process at the Pitch is a unique and key part of the GIA format. Those who attend use '[dotmocracy](#)' to vote for the most innovative ideas that best meet the criteria. This is a simple voting process whereby participants are given a small number of dots to allocate to the projects they believe best meet the criteria. The organising team then makes specific decisions regarding how much funding will be dispersed to each of the highest rated ideas. A more detailed overview of the day is provided in the Key Facilitators notes in the Toolkit.

Facilitation

Relative to the Innovation Session, the Pitch Session facilitation role is more of a hosting/ MC function; introducing the day, outlining the process, establishing a supportive environment, introducing each pitch and bearing overall responsibility for keeping the day to time.

Overview

- Five minutes per pitch (we gave participants one bonus minute that we didn't tell them about); the time-keeper held up an orange card indicating four minutes and then held up an 'applause' sign at six minutes
- Up to five minutes for audience questions
- Five to ten minutes for table discussions and completion of individual score sheets (while key facilitators and the participant are outside the room completing a post-pitch interview)
- Facilitators and participant return to room, to receive 'one breath' feedback from each table
- Morning tea, lunch and afternoon tea provided

Graphic Recorder

A graphic recorder can be engaged as part of the Pitch Session to capture pitches, as well as the process elements of the day (i.e. networking, group discussions etc.) The Pitch Session format is even more conducive to the graphic recording than the Innovation Session as more time is allowed for the pitches, post-pitch interview and feedback processes (approx. 25 minutes in total). This allows the graphic recorder to capture the pitch and add in as much detail as possible, leading to a far more complete depiction of the ideas. The graphic recorder should be allowed to set up to the back or side of the room with multiple whiteboards or easels, based on their preferences.



Figure 4 Example completed poster.



Figure 5 GIA participants take away their Idea posters.

The GIA scoring process is simple. The Q&A and table discussion times are crucial elements to help participants consider the criteria, ask questions and formulate their decisions. Following the table discussion, each participant (or team representing a pitch) has five minutes to complete the score sheet. A rating of one to five (one being low and five being high) is allocated against each of the criteria (see sample scoresheet in Toolkit). Each idea represented has only one vote per idea, from each participant (or team representing a pitch). Assuming there are 10 ideas pitched, there will be a total of nine votes given for each idea, given participants do not score their own idea.

Just prior to afternoon tea, the 10 participants (or teams) are asked to review their individual scoresheets and make any changes necessary, since they've now heard all 10 pitches. They are asked to allocate six dots; one to each of the top six ideas. *Note they will not have a score sheet (and therefore cannot vote) for their own idea.*

During the afternoon tea break, the organising team tallies the votes and completes the overall ranking sheet; ranking all 10 ideas one (highest overall number of dots) to 10 (lowest overall). The ideas with the most dots, up to the amount of funding available, are announced as successful. In some cases, organising teams may decide to part-fund some ideas. It is the prerogative of the organising team to decide how much additional information is announced on the day or that is otherwise provided to participants in the week following the Pitch Session.

Room layout & Personnel

Between three and five tables of approximately five to eight people works well for this event. Grouping people together whose ideas are based on either the same health priority or geographical location, enables further networking and cross pollination of ideas. Remember this is a highpoint of this process! It is an exciting, though nerve-racking, experience for participants. For the sake of participants, keep the number of people in the room to a minimum by only allowing one additional table for observers. To add atmosphere, incorporate colour and greenery (potted herbs, chilli plants, etc.) into table decorations, put up posters from previous sessions on the wall, etc. Bowls of fresh fruit or vegetables on tables are also friendly and help keep participants' energy levels up.

Participants are required to bring a copy of their presentation on a USB, paper copies of their budget (at least a few per table), any props, etc. Upon arrival, upload presentations onto the system to enable a smooth transition between presentations and to keep to time.

The roles to be allocated to make the Pitch Session run smoothly are facilitation, time-keeping, table facilitators and trouble-shooting. Give them clear instructions and ask them to be focussed and clear with their instructions. The Facilitator Agenda is provided in the Toolkit. Select a time-keeper who is objective to the whole process. Allocate from your organising team, a table facilitator to each table. Preferably this will be someone who has background knowledge of GIAs and specifically the Pitch Session process. Finally, ensure someone is given the tasks of taking photos and/or videos (and potentially tweeting!), adjusting the lighting in the room, attending to the sound system, ensuring catering arrives and other vital aspects of the day.

Key documents

- Facilitator Agenda/Key Facilitator Notes (x no. facilitators)
- Table discussion prompts
- Table Facilitator/organising team Agenda
- Photo/video permission form (x no. in attendance)
- Sign-in sheet (x1)
- Table seating list/s (1 per table + 1 for rego table)
- Table Numbers (1 per table)
- Name tags
- Participant Agenda (with Project outlines printed on reverse) (x no. in attendance)
- Pitch order (1 per table)
- Project budgets (copy of each / presenting person/team)
- Individual score sheets (9 per presenting person/team up to 90)
- Post-pitch interview forms (x no. participants up to 10)
- Pitch session evaluation form (x no. participants up to 10)
- Final room ranking sheet

Sample budget:

Budget breakdown

Expense	Supplier	Cost	Notes
Fender Bender Pro-Smoothie Bike	Foost	\$2695	VCAL can take ownership of the bike and use to take around the community as well as for the breakfast.
Jumbuck 6 Burner Hooded BBQ	Bunnings	\$499	There is no working BBQ, VCAL to maintain
Fruit and Vege Stampers	Foost	\$14.95 each	Children's activities that are attending
Marquee	Bunnings	\$349	Ensure a shaded area for food preparation
take-away containers/cups/forks/spoons	Nisbets	\$300	Starter Kit to sell the smoothies
Perishables		\$1000	Start up fruit, vegetable, milk, yoghurt, ice, egg and baked beans
In-kind contribution	Provider	Value	Notes
Fruit and Vegetables	Second Bite		Donation of fruit and vegetables for 50 meals/week
	Safeway		Donation of 100 pieces of fruit
BBQ equipment and supplies	Bunnings	\$100	Donation of a BBQ kit
Ingredients for Coffee/tea/Esky	MRC Coffee Club	\$500	
Signage, Advertising and creation of booklet for Smoothie Bike Use Food preparation supplies	MRC	\$500	Food Tech will donate to the Morning Meet Up a food preparation kit containing: knives, chopping board, peelers, wash bowl, latex gloves, aprons, dishcloths, cleaning supplies
Estimated total in-kind contribution:\$1100			
Total GIA amount requested:		\$4873	
What is the MINIMUM amount you would need for your idea: \$3095			

Figure 6 Example budget.

Key learnings

Feedback from Pitch Sessions to date has also indicated a very high level of enjoyment, and satisfaction with the format, while identifying a range of benefits for participants. People reported enjoying the challenge of preparing a five minute presentation, networking with other like-minded community members, businesses and community organisations, partnering with other great ideas and the energy, enthusiasm and commitment demonstrated by everyone present. 70% of participants also indicated their preference for a GIA-style funding process, over a traditional grants scheme. Reasons provided were the relative energy and connection provided by the format, inspiration gained from hearing other ideas, the immediate feedback provided at different points in the process and that it is less 'academic' and more engaging. Four comments were made by participants in relation to, if possible, reducing the formal time commitment required for attendance at the Innovation and Pitch Sessions.

Similar learnings apply to those from the Innovation Sessions, in relation to the process being heavily reliant on verbal and audio communication. This can present challenges for people with diverse communication needs. Ask participants regarding their preferences for interpreters or other suggestions. Simple adaptations include: written questions for presenters either on sticky notes or on the screen and providing participants with pre-reading so they have ample time to familiarise themselves with the content and other visual cues e.g. clock countdown for timed elements of the sessions, such as the pitch, table discussion, scoring and other processes. Another simple suggestion made to improve the flow of the day was incorporating a creative way of bringing people to end of conversations, e.g. changing music volume, lighting level or using a Tibetan bowl.

Future ideas

The feedback and reflection processes also raised a number of potential process changes for future iterations of GIAs. It was suggested that video pitches and online voting process e.g. Facebook likes, could be considered. However, given the considerable value placed on the face-to-face interactions, this would significantly, and potentially negatively, impact the way participants experience GIAs.

Funding Agreements

Format

The method of disbursement of funds will ideally mirror the overall intention of GIAs to avoid unnecessary administrative process and create an enabling context for participants to get on with testing their ideas. Unlike traditional grants processes, funding agreements can be signed and action commenced within a fortnight of recipients being announced. Following the announcement of successful applicants at the Pitch, funding/mentoring catch-ups are organised for the following week to finalise funding amount and complete paperwork.



Figure 7 The inaugural 'Fitnic' attracted over 600 people just two months after being awarded a GIA

A process for the distribution of GIA funds can be developed according to the needs of the organisers; however, GIAs were originally developed to enable *unincorporated* organisations and individuals to obtain seed funding to test healthy ideas. Traditional grant processes exclude unincorporated groups or individuals from applying. To this end, processes were developed that allowed funds to be disbursed by the organisations, and directly to suppliers. Processes also ensured participants did not need to use their own funds for project-related expenses. An example of this process is:

- i. Participants providing their contact organisation with quotes from suppliers
- ii. Participants contacting their contact organisation when they required specific supplies
- iii. The organisation writing and approving a purchase order
- iv. Tax invoice received and paid by the organisation on behalf of GIA participant.

Personnel

Each successful GIA recipient was allocated to the most geographically relevant partner organisation and a representative held a meeting with the GIA recipient within the two weeks post pitch. Each lead partner organisation has a role in monitoring the projects, through receiving and paying invoices and regular contact with Mentors.

Key documents

The funding agreement template was adapted from the original adapted from Healthy Together Wodonga and should be reviewed by your organisation's risk or legal team. The funding agreement was signed in duplicate, with a signed copy retained by each party.

Key learnings

The most critical part of the funding process is having the Agreement approved by your organisation's risk team, as early as possible, so that it does not hold up the distribution of funds at that critical stage. So get that form to the appropriate team at the commencement of any GIAs process.

Future ideas

Different organisations have different processes, restrictions and capacity in relation to the way money is distributed. One idea considered, but not tested, was pre-purchasing and loading of 'load and go cards' from Australia Post. This may be a suitable way of managing disbursement of funds for some organisations. In other cases, utilising petty cash/reimbursement systems, grants in advance, or other gift cards may be considered.

Monitoring & Mentoring

Format

Another key feature of GIAs is that it is an example of the Healthy Together Victoria principle 'Supported Experimentation'. GIA-awarded projects are small-scale experiments that provide insight into the effectiveness of small-scale community interventions that address at least one determinant of chronic disease. These experiments help to generate evidence and experience that can be shared. Effective initiatives may then be amplified across the system.

In practical terms, monitoring processes are not onerous, but rather occur through regular contact between the mentor and participant, with the mentor providing regular updates to their contact within the leading organisation. These updates can then easily be integrated into ongoing organisational reporting cycles, with any queries or feedback raised with the participant by the mentor.

The key role of a mentor is to provide a sounding board during idea development, implementation and to provide the lead organisation with feedback on how the awarded ideas are progressing. For further information on the mentoring role, please refer to the Mentor Agreement document. Mentors are volunteers who will not receive payment for taking part in the GIAs.

Personnel

Each GIA recipient is required to identify a mentor to support and encourage them in the implementation of their idea. Where required, the lead organisation can assist in identifying an appropriate mentor e.g. a person from a relevant Council department, community health organisation or other process or content experts. Involving potential mentors in the GIAs process as early as possible can be a useful approach.

Key documents

The Mentor Agreement form is signed by both the GIA recipient and their mentor, at or following the funding agreement meeting.

A simple template such as the example included below, can be completed by mentors on a monthly basis, with the information used in established reporting processes.

Organisation Project	Organisation Contact & Mentor	Contract Signed (date)	Received		Update		
			Quote/s	Invoice/s	Month	Month	Month

Figure 8 Sample monthly reporting template which is sent by SLA coordinators for mentors to complete.

Key learnings

GIA recipients and mentors are leaders in their circles of influence, their families, work and education settings and in their local communities. The GIAs can complement other community leadership or community development programs. Such programs can offer a context for additional networking, advocacy training, resources, celebration and the sharing and potential amplification of effective approaches. Successful applicants may then be invited and encouraged to become mentors for future applicants.

Presentation Event

Format

GIAs conclude with a Presentation Event, where recipients present the key learning and outcomes of their activities in a 'lightning talk' format (similar to the pitch format). This event focuses on reflective practice, rather than traditional markers of 'success' or 'failure'. If an idea has been developed, tried and results in interest and positive outcomes, the GIA recipient may use the presentation as an opportunity to further 'pitch' to those in the room regarding a possible extension of the idea. To this end, invitations are extended to local businesses with an interest in workplace giving and leaders in social entrepreneurship, who may choose to support ideas and / or GIA recipients into the future. Other ideas presented will have been tried and tested and simply be considered 'pilots' that will not be continued post the initial implementation period.

Depending on your timeframe for the event, you may need to limit the number of presentations. This can simply be done by inviting GIA recipients to express their interest in either presenting on the night, displaying items that help tell the story of their project, contributing photos to a rolling photo display (that can be shown during dinner) or networking and sharing their learning with guests informally.

You may also wish to recognise the work of GIA recipients in a small way e.g. in the form of a framed copy of the drawn image of their idea (from the Innovation or Pitch sessions) or a visual depiction of all of the funded ideas. Talented graphic recorders can be found around the country, the contact details for those we engaged are provided here.

[Jessamy Gee, Think in Colour](#)

[Ray Eckermann: The Art of Listening](#)

[Sarah McConnell](#)

Key documents

A draft invitation for the event is included in the Toolkit, Agenda templates for the Host/Co-host and Guests and an information sheet regarding 'preparing your presentation'.

Facilitation

This is a simple format, with a MC, preferably who has had some presence and involvement throughout the GIAs process. The host will be upbeat and emphasise celebration, sharing/learning and networking between guests.

Why not approach one of the recipients about co-hosting the event? A variety of rapid presentation formats could be utilised at this event, ranging from PechKucha (20 slides x 20 seconds per slide) to even shorter '3-minute thesis' style formats, such as 3 + 1 (3 minutes + 1 slide). A heavy emphasis on visual aspects, photos and other media, best suits this format.

Room layout

As this event will have an exciting, celebratory feel, an early evening event, smart casual attire, in a centrally-located, semi to formal venue may be appropriate. These events are to be in keeping with the healthy outcomes of the GIAs, featuring healthy catering, in accordance with workplace healthy catering and alcohol guidelines, etc. Limited seating is both adequate for those that may prefer to be seated, while encouraging people to mingle and network which is also in keeping with the GIAs format.

Personnel

Invitations may include (but not be limited to):

- Participants
 - Mentors
 - Representatives from lead organisations
 - Local health champions
 - Businesses with an interest in corporate social responsibility
 - Social entrepreneurs
 - Community Leaders including local politicians
 - Representatives from organisations interested in learning about GIAs
 - Media organisations
-

Wrap-Up

The GIA process provides a dynamic and engaging context to up skill and particularly connect diverse community leaders in any number of ways. Leading up to and throughout the process, take notice of who the participants are, engage with them regarding what they know and what they would like to know more about. This process may uncover a need for some skill-building around budgeting for community projects or how to publicise community events using a mix of traditional and social media methods.

Depending on the level of media control required, you may want to provide GIA recipients with media contacts or a Twitter handle. Alternatively, you may simply ask them to take a visual record (photos and short video clips) of their idea being turned into action. This can be forwarded to the lead organisation and utilised as ideas are implemented and incorporated into a presentation or presentations at the final celebration event.

