

Community Engagement grant guidelines

Be Connected is an Australian government initiative committed to increasing the confidence, skills and online safety of older Australians. Be Connected aims to empower everyone to use the internet and everyday technology to thrive in our digital world. Good Things Foundation manages the \$20 million Be Connected Grants program and coordinates the Be Connected Network.

Good Things Foundation funds local Network Partners through Activation grants to get them started in the Be Connected Network, Building Digital Skills grants to expand the reach of their program and Capacity Building grants for outreach projects that help build the Network.

Good Things Foundation is delighted to offer Be Connected Network Partners who have received an Activation, Building Digital Skills or Capacity Building grant a new **\$1,500 Community Engagement grant** to host an event or activity that helps to promote their local Be Connected program.



By giving Network Partners opportunities to engage over 50's in their community, we aim to support the continued success of local Be Connected programs, reach more people in need of digital literacy support, and increase the number of registered learners on the [Be Connected Learning Portal](#).

About the Community Engagement Grants Program

Grant Amount

Organisations can apply for a Community Engagement grant of \$1,500 (+GST if applicable).

Term of grant

Organisations will have three months from the contract start date in which to spend the grant funds.

Eligibility

Applications that do not satisfy the eligibility criteria will not be considered. To be eligible to receive a grant you must:

- Have received, or are in receipt of, an Activation, Building Digital Skills and/or Capacity Building grant.
- If engaging digital mentors, agree to undertake police checks for all digital mentors. Please note, if you are successful you won't be able to accept the terms and conditions of the grant until you have current police checks in place.
- Ensure that your organisation has public liability insurance.
- Have fully accessible premises if staging an event.

What can the grant be used for?

The Community Engagement grant has been designed to assist organisations to promote their Be Connected program. You may wish to have a BBQ or morning tea at your local library or shopping centre, set up a stall at a community event (like the local show or Seniors Week), or take out an advertisement in your local newspaper promoting your activity. Whichever you believe will be the most effective in introducing older Australians to the Be Connected Network and encouraging them to register on the Learning Portal.

Examples of items that can be funded:

- Marketing/promoting your event
- Presenter/staff costs
- Catering
- Room hire
- Printing of learning material
- Placing advertisements in local newspapers

To assist you in your community engagement activity, Good Things Foundation will provide you with support to ensure you are fully prepared to run a successful campaign, such as:

1. Be Connected marketing materials (print and downloadable)
2. Event ideas
3. Tips for running successful community engagement events
4. Be Connected brand guidelines

Please note:

1. Funding **cannot** be used on building materials and capital works.
2. Individuals **cannot** apply for funding.

Application process

Applicants need to log in to the [Be Connected Network Partner site](#) and submit their application online. Below is an example of the application questions. Question 1 will be pre-filled but you should double-check that the information is correct. Question 2 will verify that you qualify for the grant. Question 3 is where you tell us about your promotional activity you have planned.

Application Questions:

1. Your organisation and application details

The following fields will be pre-filled. Please check that your details are correct.

- 1.1 Organisation name
- 1.2 Network Partner number
- 1.3 Centre address
- 1.4 Primary contact
- 1.5 Telephone number
- 1.6 Email address

2. Conditions of grant

Please ensure that you can select yes to all of the qualifying criteria outlined below:

- Have received an Activation, Building Digital Skills or Capacity Building grant.
- If engaging digital mentors, you agree to undertake police checks for all digital mentors. Please note: if you are successful, you will be unable to accept the terms and conditions of the grant until you have current police checks in place.
- Your organisation has public liability insurance.
- If staging an event, you have fully accessible premises.

3. The Project

3.1 Which target audience(s) are you aiming to reach with your promotional activity?

Please ensure that you can select yes to all of the qualifying criteria outlined below:

- Aboriginal and Torres Strait Islanders
- Culturally and linguistically diverse individuals
- Individuals based in outer regional, rural and remote areas
- Older people
- People with chronic/life limiting health conditions
- People with learning disabilities
- People with mental health conditions - mild
- People with mental health conditions - moderate
- People with mental health conditions - severe
- People with sensory impairments
- People with a physical disability

3.2 Please provide us with an overview of your community engagement activity/s (if it is an event, tell us the name of your event/s, where and when it is going to be held, and how many people you expect will participate). (100 words)

3.3 What is the aim of your community engagement activity/s and what activities will you undertake to ensure your objectives are met? (250 words)

3.4 Please provide an **itemised budget** to show how your organisation will use the funds to deliver this project.

3.5 Describe how you will use the Be Connected Learning Portal, Network Partner resources and Be Connected marketing materials in your community engagement activity. (100 words)

3.6 What are your marketing strategies to promote your community engagement event/s or activity? (Such as media releases, social media, promoting on your website or newsletter, paid or free advertisements, mail-outs, event launch etc.) (200 words)

3.7 Tell us about the Be Connected programs you are currently running and how the grant would help you to reach more older Australians. (100 words)

Applicants are required to complete all sections of the application form.

Good Things Foundation will advise you on the outcome of your application via email within three weeks of the closing date. If your application is successful, the full amount of the grant, \$1,500 (+GST if applicable), will be paid once a contract has been accepted and an invoice has been received by Good Things Foundation.

Reporting

Successful applicants will be required to provide a detailed report of how their promotional activity went, including funding expenditure, within one month of the contract ending. In the online report we'll ask:

1. What promotional activity did you undertake?
2. If you conducted an event:
 - When, where and for how long did your event take place?
 - How many people attended?
 - Please include images, quotes and stories
3. How many learners aged 50+ did you engage with?
4. How many of these learners were new to the Be Connected program?
5. How many of these learners registered on the Be Connected Learning Portal?
6. Expenditure (what did you spend the funds on?)
7. You also must supply at least one photo of your community engagement activity
 - For those that wish to provide consent for Good Things Foundation to use and distribute these photo/s, we'll ask you to upload photo consent forms along with your images.

Remember you can contact our Network Team at any time if you have any questions about the application process. They can be contacted on (02) 9051 9292 or connect@goodthingsfoundation.org and are very happy to help.