

ActiveKIT

Round 2 - Program Guidelines



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The Department of Tourism, Innovation and Sport (the department) will provide and pay for qualified interpreting services for customers who are hearing impaired or have difficulties communicating in English. Please [contact the department](#) if you require interpreting services.

1. Acknowledgment of Country

The department respectfully acknowledge and recognise Aboriginal peoples and Torres Strait Islander peoples as the Traditional Owners and Custodians of the lands, winds and waters where we live, learn and work.

We pay our respects to the Elders past, present and emerging for they hold the memories, the traditions and the cultures of Aboriginal and Torres Strait Islander peoples across the nation.

We will walk together with Aboriginal and Torres Strait Islander peoples, communities and organisations in our journey to enrich lives and strengthen community connection through the power of sport and recreation.

2. What is ActiveKIT (Knowledge | Innovation | Technology)

Activate! Queensland 2019 – 2029 (Activate! Queensland) is the Queensland Government's 10-year physical activity strategy to further enrich the Queensland way of life and build on our strong community foundations to deliver better health and well-being outcomes for all Queenslanders.

Through Activate! Queensland, the Queensland Government is committed to supporting opportunities that encourage lifelong movement and break down the barriers that prevent Queenslanders from achieving a sufficient level of physical activity. The Queensland Government is also committed to strengthening the overall capabilities of the Active Industry to deliver state-wide physical activity opportunities. In turn this will support more Queenslanders to be healthy and promote better connected communities.

The ActiveKIT initiative is a call to action to 'shift the dial' on investment in the active industry to drive physical activity participation in Queensland. ActiveKIT aims to encourage better utilisation of *Knowledge*, harnessing *Innovation* and leveraging *Technology* to enable more Queenslanders to be physically active more often, and to strengthen the capability of organisations in the active industry to provide products and services that get more Queenslanders moving.

The Department of Tourism, Innovation and Sport is delivering this initiative in collaboration with Health and Wellbeing Queensland.

Through co-investment with Health and Wellbeing Queensland, a total funding of \$4 million (GST exclusive) is available through Round 2 of the ActiveKIT initiative.

3. Objective

The objective of ActiveKIT is to support innovative solutions within the active industry to increase physical activity opportunities for Queenslanders and contribute to system-wide capability improvements.

4. Challenge

ActiveKIT will support the active industry, startups or small to medium businesses to trial and implement new and innovative products or services that respond to the challenge; **increase physical activity participation of Queenslanders who are insufficiently active**, by either:

1. Enabling opportunities for inclusive physical activity, or
2. Enabling opportunities for flexible and social physical activity.

Projects could be specifically related to physical activity delivery, or seek to improve capability, systems and processes that enable physical activity opportunities.

Key definitions relevant for ActiveKIT are outlined in Appendix 1.

Category 1: Inclusive physical activity

Under this Category, we are looking for innovative products or services that enable opportunities and reduce barriers to physical activity for identified target cohorts.

Queenslanders love being physically active and taking advantage of our wonderful environment to get out and get active. However, Queensland's participation rate has remained relatively unchanged over the past five years, with certain groups of the population more insufficiently active, facing specific barriers to participation.

Projects addressing this category need to target one cohort only with products and solutions addressing specific participation barriers appropriate to one of the identified target cohorts.

Target cohorts identified for Category 1 and potential associated barriers to participating in physical activity are:

Children and young people (12-17 years old)

- Conflicting priorities
- Cost/affordability
- generation of young people 'lost' to sport due to missing out on sporting opportunities during COVID-19
- Not enough time/too many commitments (children and parents)

Women (18+)

- Time constraints (work and family commitments)
- Knowing how to kickstart new habits
- Parental responsibilities (lack of time available or affordable childcare)
- Lack of motivation
- Cost/affordability

People with a disability

- Welcoming and inclusive environments are lacking e.g transport and built environment, programs tailored for learning difficulties
- Additional participation requirements e.g reliance on support workers/carers or further skills training
- Cost/affordability

Sources: AusPlay 2021 – Participation trends in Australia; Queensland Sport, Exercise and Recreation Survey - Adults 2018; Queensland Sport, Exercise and Recreation Survey – Children 2020; Health and Wellbeing Queensland - Queensland Women in 2020

Category 2: Flexible and social physical activity

Under this category, we are looking for innovative products or services that respond to industry trends and enable flexible and/or social formats, methods and modes to increase physical activity levels and improve social benefits for the broader Queensland population.

The sport and active recreation industry is changing, and the way and why people want to participate in physical activity is shifting. This shift has been accelerated partly due to the impact of COVID-19 as highlighted in [Sport Australia's Emerging Sport Participation Trends 2021](#).

As Australians seek different ways to be physically active, we are looking to support projects that meet the needs of Queenslanders who are seeking flexible and/or social physical activity opportunities. In addition, as the world adjusts to the new normal following the COVID-19 pandemic, projects are required to address the specific motivators of individuals such as the need for social connection.

Organisations may decide to implement different or tiered membership options (in response to cost concerns) or offer modified formats of sport to encourage potential participants who are less interested in competitions than they are in socialising with friends while getting fit.

Participation insights identified for Category 2:

Queenslanders choose to participate in organised and unstructured activity at different rates during their life.

Younger cohorts are more involved in organised sports whether through schools or clubs.

Participation rates in organised sport declines for late teens.

Participation in general physical activity increases with age.

Older generation are steadily increasing participation.

The social benefits that arise from participation have been highlighted through COVID-19.

Source: Ongoing impact of COVID-19 on Sport and Physical Activity Participation, Ausplay 2020

Further information and insights to address the two categories can be found in ActiveKIT [‘The Story behind the Challenge’](#).

5. Important Dates

Date	Activity
21 July 2022	Open for applications
18 August 2022	Program closes for applications at 5pm (AEST)
October 2022	Successful projects announced
October 2022	Projects can commence*
30 November 2023	Projects completed
30 January 2024	Outcome report and final acquittal

*Note - approved projects cannot commence until a funding agreement has been entered into with the Department.

6. Funding Available

Total funding of \$4 million (GST exclusive) is available through Round 2 of ActiveKIT.

Eligible organisations can submit **one application only** under Tier 1 **OR** Tier 2.

Tier	DTIS contribution (GST exclusive)	Organisation contribution		Examples of Funding Breakdown	
Tier 1	Up to \$100,000	20%	A cash co-contribution is required from the applicant that is at least 20%* of the Total Project Cost	Total Project Cost	\$125,000
				Department funding	\$100,000
				Organisation contribution	\$25,000
Tier 2	\$100,001 to \$200,000	50%	A cash co-contribution is required from the applicant that is at least 50%* of the Total Project Cost	Total Project Cost	\$400,000
				Department funding	\$200,000
				Organisation contribution	\$200,000

* Surplus of Total Project Cost to be funded by the organisation. Refer to section 10.5 regarding ineligible items.

6.1 Organisation contribution

As outlined above, cash co-contributions are required. The Department will not fund any ineligible costs as outlined in Section 10.5. In-kind contributions cannot be substituted for the required cash co-contribution.

If a co-contribution is not sufficiently evidenced the organisation will be deemed ineligible.

The following table outlines sufficient evidence based on your organisation type:

Applicant organisation	Co-contribution evidence requirement
<ul style="list-style-type: none"> Startups and Small to Medium Enterprises (SMEs) 	<ul style="list-style-type: none"> Signed letter from a suitably qualified independent party (no more than 3 months old) who is a member of: <ul style="list-style-type: none"> the Institute of <i>Chartered</i> Accountants; or CPA Australia; or the Institute of Public Accountants with a Professional Practice Certificate.
<ul style="list-style-type: none"> Active industry state level organisation or peak organisation; National sporting organisation operating in Queensland under a governance model recognised by Sport Australia; Regional or state-wide not-for-profit organisation; Tertiary or research institution 	<ul style="list-style-type: none"> Signed letter from Chief Finance Officer (CFO) or Chief Executive Officer (CEO), or appropriate delegate (no more than 3 months old), or Signed letter from a suitably qualified independent party (no more than 3 months old) who is a member of: <ul style="list-style-type: none"> the Institute of Chartered Accountants; or CPA Australia; or the Institute of Public Accountants with a Professional Practice Certificate.
<ul style="list-style-type: none"> Local government 	<ul style="list-style-type: none"> Signed letter from CFO or CEO, or appropriate delegate (no more than 3 months old), or Excerpt from confirmed Council budget indicating funds available.

7. Organisation Eligibility

7.1 Who can apply?

Organisations eligible for funding (refer to Appendix 1 for definitions) must be:

- registered with an [ABN](#); and
- based or headquartered in Queensland, unless a national sporting organisation operating in Queensland under a governance model recognised by Sport Australia (based on physical address of the organisation provided in [Grants Registration Portal](#)); and
- at time of program close, must:
 - have no outstanding compliance issues with the Office of Fair Trading
 - have met all obligations for projects currently funded by the department; and
 - have no debt owing to the department.

Additionally, organisations are required to be one of the following organisation types:

Organisation Type
Active industry state level organisation or peak organisation incorporated under the: <ul style="list-style-type: none"> <i>Associations Incorporation Act 1981</i> (Qld) <i>Corporations Act 2001</i> (Cwlth) <i>Co-operatives National Law Act 2020</i> (Qld); or <i>Corporations (Aboriginal and Torres Strait Islander) Act 2006</i> (Cwlth);
National sporting organisation operating in Queensland under a governance model recognised by Sport Australia;
Regional or state-wide not-for-profit organisation (excluding regional sport and recreation organisations) incorporated under the: <ul style="list-style-type: none"> <i>Associations Incorporation Act 1981</i> (Qld)

<ul style="list-style-type: none"> ▪ <i>Corporations Act 2001</i> (Cwlth) ▪ <i>Co-operatives National Law Act 2020</i> (Qld); or ▪ <i>Corporations (Aboriginal and Torres Strait Islander) Act 2006</i> (Cwlth);
Local Governments constituted under the: <ul style="list-style-type: none"> ▪ <i>Local Government Act 2009</i> (Qld) ▪ <i>City of Brisbane Act 2010</i> (Qld) ▪ <i>Commonwealth Aluminium Corporation Pty Ltd Agreement Act 1957</i>
Queensland tertiary or research institutions;
Startup or Small to Medium Enterprises (SME): <ul style="list-style-type: none"> ▪ with no more than 50 full-time equivalent employees; and ▪ have been registered with the Australian Securities and Investments Commission (ASIC) prior to 1 July 2020.

If you are unsure of the organisation's eligibility, please contact the nearest [Sport and Recreation office](#) or email SportRecPartnership@dtis.qld.gov.au before applying. If you are an incorporated association you should contact the Office of Fair Trading or telephone 13 QGOV (13 74 68) to determine whether your organisation has any outstanding compliance issues.

7.2 Who cannot apply?

Examples of who is NOT eligible to apply are:

- individuals
- local sport, recreation and community club or association
- regional sport and recreation associations (including those affiliated with state level organisations)
- national sporting organisations where there is a state level organisation in Queensland
- Federal and State Government Departments
- TAFE colleges
- schools and Parents and Citizens Associations
- startups / SMEs with more than 50 full-time-equivalent employees (including any contractors)
- trusts
- religious organisations and charities.

8. Regulatory Requirements

Organisations must consider relevant regulatory requirements and ensure compliance if applicable, including but not limited to;

- working with children; and child and youth risk management strategy requirements as outlined by [Blue Card Services](#)
- disability worker screening and related requirements as outlined by the [Department of Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships](#).

9. Partnerships

Eligible projects that demonstrate collaboration between two or more organisations are encouraged in Round 2. Collaboration is a way for organisations to leverage networks, broaden the reach and amplify the outcomes of the project and will be prioritised by the department.

Collaboration on the project may include (but is not limited to):

- providing specific skills, qualifications or experience required to implement the project; and
- supporting the delivery of the project including through resourcing, or contributions to the project.

If your organisation is considering delivery in partnership, you will be required to provide evidence of collaborative partner organisations in the application.

Ineligible organisations can be a collaborative partner organisation on a project with an eligible lead organisation. Note that the Department will only enter into a funding agreement with the eligible lead organisation, and all funds will be paid to the lead organisation. It is the responsibility of the eligible lead organisation to manage any transactional dealings with any additional partners involved in the project; and will also be solely responsible for reporting requirements to the Queensland Government.

10. Project Eligibility

10.1 Eligible projects

- Technology based and non-technology-based solutions that respond to the challenge and **one** of the following categories:
 1. Enabling opportunities for inclusive physical activity, or
 2. Enabling opportunities for flexible and social physical activity.
- Solutions that are Minimum Viable Product (MVP) and beyond (that is a product or service which is beyond the initial proof of concept/prototype stage).

Examples of projects funded under Round 1 can be viewed by clicking [here](#). These are examples of solutions only and are not an indication of future funding.

10.2 What will not be funded

The following are ineligible for funding:

- Projects submitted which do not contain all the Mandatory Application Requirements (as outlined in Section 10.3)
- Projects that are not Minimum Viable Product (MVP) or beyond (i.e., at concept or prototype stage)
- Projects previously funded by Sport and Recreation
- Projects which will commence and/or be completed outside of the program period
- Projects where more than 50% of the project costs are deemed ineligible.

10.3 Mandatory application requirements

For the project to be eligible, the following items must be submitted with the application:

- Completed Project Cost Sheet in the template provided by the Department. Note, there are two tabs in the Project Cost Sheet that need to be completed; 1. ActiveKIT Rd 2 Project Costs and 2. Project Timeline; and
- Sufficient evidence confirming the required cash co-contribution as outlined in Section 6 Funding Available.

- The last two financial years (2019/20 and 2020/21) financial statements consisting of a Profit and Loss statement and a Balance Sheet. Where the organisation has audited financials, these should also be submitted, along with the auditor report.

10.4 Eligible costs

Applicants are encouraged to utilise local suppliers, enabling Queensland job creation. It is expected that all ActiveKIT funding will be expended in Queensland, unless it can be demonstrated that expenditure outside Queensland is essential to ensure successful delivery of the project. Project costs must be deemed appropriate for the project and reasonable in nature by the Department.

Eligible costs
<ul style="list-style-type: none"> • items / services which can be reasonably attributed to the project • salaries of project staff (including salary-related on-costs) • services provided by external parties • consumable materials and equipment • development and/or installation of technology • domestic travel and accommodation • project evaluations

10.5 Ineligible costs

Ineligible costs
<ul style="list-style-type: none"> • contingency costs • Food and Drug Administration (FDA), Therapeutic Goods Agency (TGA) or other regulatory approval costs • food, catering and alcohol • entertainment, functions and conferences • capital works, expenditure and/or physical infrastructure including any buildings • employee allowances, bonuses and fringe benefits • international air travel • domestic air travel other than economy class • conference fees • entertainment costs • feasibility studies and research (excluding project evaluations) • ongoing compliance fees and licenses in complying with a regulatory framework • costs associated with trademarking • inventory and warehousing costs • costs associated with securing (grant writers) and/or managing the grant funding • business as usual or general operational activities and associated expenses • distribution other than to send samples for market / customer acceptance testing • distribution, purchase or import of existing products or technologies without significant adaptation • costs incurred prior to entering into a funding agreement.

Any costs deemed ineligible, that are critical to the delivery of the project will need to be covered by the organisation.

11. What is the application process?

To apply for funding under this program, the organisation must be registered in the [Sport and Recreation Grant Registration Portal](#) (GRP). GRP registration should be commenced as early as possible prior to applying.

Please note, the online applicant portal is not compatible with mobile devices. If further assistance is required to complete the online application, email srsgrportal@dtis.qld.gov.au or call 13 QGOV (13 74 68).

Applicants should review all supporting documentation provided on the department website prior to submitting an application (www.qld.gov.au/recreation/sports/funding/activekit)

Applicants are encouraged to submit a short video (no longer than three minutes) as part of the application, explaining the project and alignment to the objectives. The application form will only allow for a URL link, please ensure the video is published on a platform (e.g. YouTube or Google Drive) that can be accessed by the department.

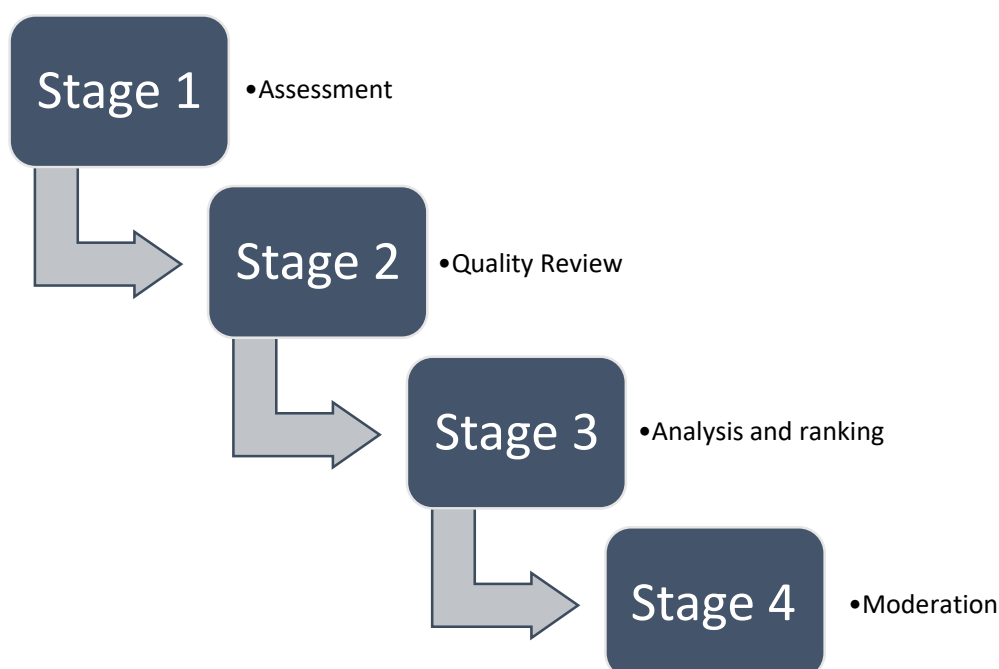
Applicants are urged to familiarise themselves with the online application form and questions (as outlined in Appendix 2) and commence the application process well before the program closing date.

Organisations seeking guidance regarding eligibility of their organisation and projects may contact the Sport and Recreation Partnerships office via email at SportRecPartnership@dtis.qld.gov.au allowing sufficient time prior to applications closing (minimum of one week prior to closing date).

Applications must be submitted using the online application form by **5pm (AEST), Wednesday 18 August 2022.**

12. How will applications be assessed?

Applications will be assessed by the department against the program eligibility criteria through Stages 1 and 2 for consideration by the Moderation Panel (Stage 4).



Stage 1 – Assessment

Assessment will include verifying if the application:

- is submitted by an eligible organisation (refer to Section 7)
- is for an eligible project (refer to Section 10)
- includes the mandatory application requirements (refer to Section 10.3)
- has any additional considerations following the due diligence check (if applicable)
- includes any ineligible items in the Project Cost Sheet.

Additionally, assessment will include if the application:

- demonstrates alignment to the program objective
- responds to the challenge; increase physical activity participation of Queenslanders who are insufficiently active (aligns to category 1 or category 2)
- outlines how innovative, unique or new the product or service is and how it differs from others available in the market
- details how the product or service can be adopted more broadly across the active industry
- outlines the role of any partners/collaborators and how the partnerships can broaden the reach or amplify the outcomes of the product or service.

Organisations may be contacted at any stage of the assessment process to clarify any information provided in the application and/or to request further information to enable a due diligence and probity assessment (if relevant).

Note that the Queensland Government will undertake diligence checks on organisations which are startups and small to medium enterprises (SME's) via the Government Research and Information Library (GRAIL) service, performed by the State Library of Queensland. Due diligence checks will be considered as part of the assessment process.

Stage 2 – Quality Review

Quality Review will include:

- a review of the Stage 1 Assessment; and
- an assessment on organisational financial viability (for consideration in Stage 4 – Moderation).

Stage 3 – Analysis and Ranking

Eligible applications will be ranked from highest to lowest based on the assessment and quality review.

Stage 4 - Moderation

The Moderation Panel will be responsible for recommending the distribution of funding and will undertake a prioritisation of eligible applications, particularly to inform where there is an over or under subscription of funding requested.

The moderation panel may, at their discretion give further consideration to the assessment priorities outlined in Stage 1 assessment and matters such as the spread of projects across project categories, targets cohorts, risks to the department and if applicants have received funding under ActiveKIT Round 1.

13. Approval Process

The Moderation Panel will make recommendations to the department's delegate on the outcome of the assessment process.

Applicants will receive written notification on the outcome of their application whether the project was approved or not approved.

Approved applicants will be required to enter into a funding agreement with the Queensland Government. The provision of funding is subject to execution of a funding agreement to be provided by the department.

13.1 Application process terms and conditions

Submitting an application does not guarantee that the application will be approved. The department reserves the right (at the department's sole discretion) to refuse an application, not assess an application or not approve funding, for any reason, irrespective of whether the eligibility and assessment criteria have been met. The department's decision in relation to an application or the process is final.

The department reserves the right, at any time, whether before or after, the closing dates for each category of funding, to:

- cancel or vary the assessment process
- close early, suspend, stop or extend the operation of the program or the application process
- amend dates including extending the closing date
- vary the program, including the proposed terms and conditions or funding and/or these guidelines
- consider or reject an application received after the closing date and time
- consider an application submitted other than in accordance with the requirements of the application process, including accepting a non-conforming or incomplete application
- determine whether a project meets the eligibility criteria, project requirements and other requirements set out in these guidelines and should be deemed ineligible
- change the allocation of funding available under the Program, the eligibility criteria or the types of projects that will be considered.

Any action taken to close early, suspend, stop or extend the program will be notified on the program website.

The department may, at its discretion, request information or documents (included but not limited to audited financials) from an organisation or any other person in order to consider and/or verify the accuracy of an application.

The department will retain all documents submitted and will not return these to the organisation. The organisation must ensure that its officers, employees, agents and/or sub-contractors do not make any public announcement or advertisement in any medium in relation to the process or the program without the prior written consent of the department.

Organisations accept the risk, responsibility and liability connected with submitting an application and will not make any claim in connection with a decision by the department to exercise or not to exercise any of its rights in relation to the application process.

The application and participation in the application process does not constitute an offer or an invitation to make an offer under the application process. It also does not indicate an intention by the department to enter into any form of legal relations with any party. The acceptance of an application or any invitation to negotiate will not be effective to constitute a contract or to create any legitimate expectation on an organisation's part unless and until a formal written funding agreement is entered into (as per the process set out in the funding terms and conditions). Nothing

in this application process amounts to any process contract and in making the application available and conducting this application process, the department expressly excludes any process contract arising.

14. Late Applications

An applicant may request to submit a late application in extenuating circumstances. All applicants lodging a late submission, either wholly or in part, must submit a request in writing to SportRecPartnership@dtis.qld.gov.au for department consideration.

The request for submission of a late application, or part thereof, must be made within a maximum of three business days, following program close and is at the discretion of the department.

A late submission may be accepted by the department, in the following circumstances:

- where the client has notified the department or the relevant help desk of difficulties, by phone or email, and the issue has not been resolved prior to the program close
- where there has been a confirmed system failure (e.g. database, departmental, internet service provider)
- where there are extraordinary circumstances, beyond the control of the applicant (e.g. natural disasters, births, deaths in family).

15. Appeals

Departmental staff can provide an applicant that has not been approved with an initial explanation of the rationale for the decision.

If an applicant is not satisfied with a decision, such as an application not being approved for funding, the grant applicant can request a review of the decision. The request must be submitted in writing. Additionally, an appeal can be requested where the applicant believes the decision does not adhere to the program guidelines and/or the department process of the application.

The appeals process does not include applicants challenging the program guidelines or seeking variations or exceptions to the program guidelines.

Appeals will only be considered if received by the department within one month from the date of the applicant's receipt of written notification from the department on the outcome of the organisation's application.

16. Payments

Approved funding payments will be processed as follows:

Tier 1	Tier 2
<ul style="list-style-type: none"> • One-off payment of the total approved funding amount upon execution of the Funding Agreement between the department and the organisations (within 30 days). 	<ul style="list-style-type: none"> • An initial payment of 90% of the approved funding amount upon execution of the Funding Agreement between the department and the organisations (within 30 days). • A final payment of 10% of the approved funding amount upon completion of the outcomes report and final acquittal (within 30 days).

16.1 Goods and Services Tax (GST)

GST is a broad-based tax of 10 per cent on the sale of most goods and services purchased in Australia.

Organisations with current or projected annual turnover for all revenue activities of \$150 000 or more (including this project), must be registered for GST. Compliance with the legislation is a requirement of Federal taxation legislation. For more information, refer to the Australian Taxation Office website or telephone 13 24 78.

The grant funding amounts referenced in this guideline are GST exclusive.

Organisations that are registered for GST will be paid a GST component in addition to the approved funding and will be issued with a Recipient Created Tax Invoice for the funding payment.

Organisations that are not registered for GST can receive funding up to the maximum funding amount with no additional GST component, and the department will issue a remittance advice. Organisations not registered for GST need to be aware funding received will need to cover any GST payable. Any shortfall between the funding provided and the GST inclusive project cost will need to be met by the funding recipient.

16.2 Payment Compliance

At the time of the payment, organisations must be compliant with the following prior to any payment of funds:

- have no outstanding compliance issues with Office of Fair Trading (if applicable)
- have met all obligations for projects currently funded by the department; and
- have no debt owing to the department.

17. Reporting, acquittals and audit requirements

Approved organisations will need to acquit the funding spent to the department. All organisations funded will be required to keep accurate records of expenditure and provide evidence in the acquittal form supplied to support the delivery of the approved project for the required legislative period. These records are to be made available to the department should the organisation be selected for an audit.

Approved organisations must complete reporting on financial and project activities and outcomes throughout and upon completion of the project.

Approved organisations may be subject to an audit from the department. The department will undertake a random audit of approved projects to ensure that projects are delivered as approved.

The Queensland Government must be appropriately [*acknowledged*](#) by approved organisations in any promotion of the approved project. Further guidance will be provided to approved applicants regarding appropriate acknowledgement of Health and Wellbeing Queensland.

18. Appendix 1 – Definitions

Active industry: Refers to the industry that delivers, enables or supports physical activity requiring physical exertion to be undertaken or engaged for the primary purpose of sport, fitness and active recreation participation, and includes but is not limited the following segments:

- **Sport:** A human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition where rules and patterns of behaviour governing the activity exist formally through organisations and is generally recognised as a sport
- **Fitness:** the sector supplying fitness services, including but not limited to consumers, exercise professionals and fitness businesses
- **Active Recreation:** including activities engaged in for the purpose of relaxation, health and wellbeing or enjoyment with the primary activity requiring physical exertion, and the primary focus on human activity.

Concept / idea development: Concept and idea development takes place in the early stage of new product development. Once an idea is generated and that idea is screened for its quality, then the concept development stage follows. ActiveKIT does not fund this stage of innovation.

Innovation: Implementing new ideas, working in a new or different way, developing unique partnerships, creating dynamic products or improving existing services. Being innovative does not mean inventing; innovation can mean changing how you've done things in the past, adapting to changes in your environment and responding to the needs of your community.

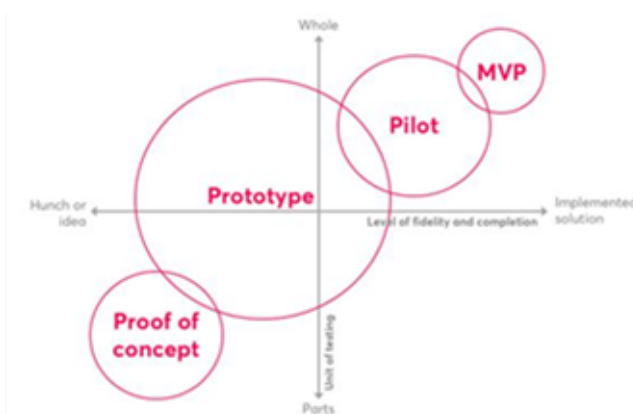
Insufficiently active: Queenslanders who do not meet the recommended minimum of Australia's Physical Activity and Sedentary Behaviour Guidelines (for their life stage) on most days of the week.

Market readiness: The process of being able to take a product or service to the market and obtaining paying customers. The product or service must have achieved minimum viable product (MVP) status prior to application. Activities that occurred prior to bringing the innovation to MVP stage are not considered to be activities for the purpose of the ActiveKIT fund.

Applications should set out a clear plan for taking the innovation to the market or a new market and increasing customer up-take. It should clearly demonstrate that the plan is achievable within the project timeframe.

Minimum viable product (MVP): Minimum viable product is a product or service that is beyond initial proof of concept/prototype stage and has been tested with potential customers.

The diagram below may help you to determine what stage of development your product or service is at in relation to achieving MVP.



Source: <https://www.nesta.org.uk/blog/proof-of-concept-prototype-pilot-mvp-whats-in-a-name/>

National Sporting Organisation: Organisations that develop sport across the continuum, from community participation to high performance levels. NSOs in most cases work closely with their respective State Level Organisations (SLOs) across all Australian state and territory jurisdictions.

Non-technology: not relating to or involving science or technology.

Organisation based or headquarters in Queensland: An organisation based or headquartered in Queensland with a physical address located in Queensland (verified in the Sport and Recreation Grants Registration Portal).

Peak Body: Organisations that represent a segment of the Active Industry and provide leadership, guidance, and strategic direction for that sector.

Regional or state-wide not-for-profit: Organisations that lead or deliver social and community services in order to encourage living healthier and active lifestyles to specific groups or communities (regional or state-wide).

State Level Organisation: Organisations that are responsible for developing their activity as follows:

- sport – have a primary objective of sport in their constitution and are the recognised state affiliated member of the national organisation.
- active recreation – have a primary objective of active recreation in their constitution and are a recognised ordinary / affiliate member of Outdoors Queensland.

Target cohorts: A cohort is a group of people who have similar experiences which have an impact on the values, priorities, and goals that may guide their lives.

Technology: Science or knowledge put into practical use to solve problems or invent useful tools.

19. Appendix 2 - Application questions

Section	Question
Organisation Eligibility	<p>Is the organisation:</p> <ul style="list-style-type: none"> • An active industry state level organisations or state level peak organisations • A national sporting organisation operating in Queensland under governance model recognised by Sport Australia • Regional or state-wide not-for-profit organisation • A local government • A tertiary or research institution • A startup or Small to Medium Enterprise
	<p>Under which Act is the organisation incorporated?</p> <ul style="list-style-type: none"> • <i>Associations Incorporation Act 1981 (Qld)</i> • <i>City of Brisbane Act 2010 (Qld)</i> • <i>Corporations Act 2001 (Cwlth)</i> • <i>Corporations Act 2002 (Cwlth)</i> • <i>Corporations (Aboriginal and Torres Strait Islander) Act 2006 (Cwlth)</i> • <i>Local Government Act 2009 (Qld)</i> • <i>Commonwealth Aluminium Corporation Pty Ltd Agreement Act 1957 (Qld).</i> • <i>Cooperatives Act 1997 (Qld)</i> • Not applicable
	<p>If you are a startup or Small to Medium Enterprise, has your organisation been registered with the Australian Securities and Investments Commission (ASIC) prior to 1 July 2020?</p> <ul style="list-style-type: none"> • Yes • No • Not Applicable
	<p>If your organisation is a startup or Small to Medium Enterprise how many employees does your organisation employ (full time-equivalent employees and/or contractors)?</p> <ul style="list-style-type: none"> • Under 5 employees – only FTEs and no contractors • Under 5 employees – including FTEs and contractors • 5 – 50 employees – including FTEs and contractors • 50 or more employees • Not Applicable
Project Details	<p>Outline what your solution (product or service) is and how it works? Think of this as your “elevator pitch” to describe your solution.</p>
	<p>Provide a video presentation (<i>Attach a document that includes a URL / Video Presentation link to showcase your solution.</i>)</p>
	<p>Is your product or service technology or non-technology based?</p> <ul style="list-style-type: none"> • Technology • Non-technology
	<p>How is your product or service is innovative, unique or new?</p>

<p>Which Category is your product or solution addressing?</p> <ul style="list-style-type: none"> • Category 1: Enabling opportunities for inclusive physical activity • Category 2: Enabling opportunities for flexible and social physical activity
<p>If you are addressing Category 1, which identified cohort aligns with your target customer:</p> <ul style="list-style-type: none"> • Children and young people 12-18 • Women 18+ • People with a disability <p>Not applicable - Category 2 application</p>
<p>How does your product or service align or address the selected category?</p>
<p>Who is target customer and how does your product or service address their need?</p>
<p>Please attach supporting evidence to demonstrate the need of the target customer. <i>(e.g. survey results, market research, evidence of consultation etc)</i></p>
<p>How do you intend to market your product or service to your target customer?</p>
<p>Select the most relevant project phase for your project:</p> <ul style="list-style-type: none"> • Concept or prototype - Ineligible • Minimum viable product (MVP) • MVP and tested with potential customers • Beyond MVP
<p>Where will the trial or implementation of your product or service place</p> <ul style="list-style-type: none"> • Online • In a specific location • In multiple locations • State-wide
<p>Select the appropriate response for your organisation regarding intellectual property for the product or service:</p> <ul style="list-style-type: none"> • The organisation owns, or has assigned irrevocable, perpetual rights to any intellectual property necessary to commercialise the solution. • The organisation has appropriate measures in place to protect any intellectual property relating to the solution. • The organisation has not considered intellectual property
<p>How do you foresee your product or service being adopted more broadly across the active industry?</p> <p><i>E.g. different locations, settings, target markets or activity/sports</i></p>
<p>Post departmental funding, what is your plan to ensure continuation and longevity of your product or service?</p>
<p>What experience does your organisation have in delivering your product or service? If your organisation is partnering/collaborating with another organisation outline their experience in delivery.</p>

	<i>E.g. skills and expertise's, contributing to delivery etc.</i>
Partnership Questions	Are you partnering or collaborating with another organisation or entity to deliver your product or service? <ul style="list-style-type: none"> • Yes – there is a partner or collaborator • No – there is no partner or collaborator
	Provide details of any partners or collaborators and outline their role in delivering your product or service.
	Attach documentation that demonstrates a commitment to deliver your product or service in collaboration.
Sport Activity	What is the main sport/recreation activity that will be supported by the project? <i>Choose the most appropriate activity for your solution.</i>
	Are there any other active sport/recreation activities that will be supported by the project?
Project Budget	What tier of funding are you applying for? <ul style="list-style-type: none"> • Tier 1 – up to \$100,000 • Tier 2 - \$100,001 to \$200,000
	Please complete the Project Cost Sheet provided, outlining all of the project tasks, expenditure and timeframes.
	(A) What is the total project cost (GST Exclusive)?
	(B) What is the Co-contribution amount you are providing for this project?
	(C) What is the amount you are requesting from the department (GST Exclusive)?
	Please provide evidence of cash co-contribution (Tier 1 - 20%, Tier 2 - 50%)
	Attach financial statements as outlined in the program guidelines to demonstrate your organisation's financial capability. <i>Provide current financial statements consisting of a Profit and Loss statement and a Balance Sheet for the last two financial years of 2019/20 and 2020/21. Where the organisation has audited financial statements, these should be provided with the auditor's report</i>