

# 2021 Strategic Partnerships Program – Program Overview, Eligibility and Selection Criteria, and Frequently Asked Questions

## **Program overview**

Our Strategic Partnerships Program supports cross-sector collaboration to address system-level challenges focused on child protection and safeguarding. The program seeks to build and support partnerships and connections between diverse organisations and people within the community and across business to enable change.

Achieving strong child protection outcomes requires a collective effort, and stakeholder collaboration has been key in the design of the program. We have worked with child protection focused organisations, peak bodies, law enforcement agencies, human rights organisations and industry sector bodies that form part of our Roundtable and Advisory Group to co-design this program and identify two priority areas:

1. Enhance awareness on child protection, wellbeing and safety within communities experiencing disadvantage and supporting place-based responses to improve child protection outcomes.
2. Drive action on child safeguarding across Australian businesses.

## **Priority 1: Enhance awareness within communities to improve child protection outcomes**

**The challenge:** whilst child protection and wellbeing outcomes need to be improved across Australia as shown through the 122% increase in reports of online sexual exploitation of children (OSEC) in Australia from April-June 2020, some communities tackling systemic problems of place-based disadvantage maybe more vulnerable. These communities or groups may:

- be at higher risk of victimisation
- face greater barriers to access support
- have lower awareness of how to identify someone who may be at-risk
- require support or services due to existing higher levels of child protection needs

Whilst there is work underway to raise awareness at a broader population level, targeted efforts are needed for maximum impact in key groups. This priority area seeks to raise awareness and develop preventative strategies that in turn empower communities, families, and individuals to improve child protection and wellbeing outcomes.

**The opportunity:** to work with and alongside communities to create effective place-based approaches that empower people to design and deliver innovative initiatives that addresses child protection needs at the local level and fosters long-term success.

**Program goals:** To support new ways of working and support communities on this journey, this priority area will focus on the following aspects:

- Working with communities in regional/rural/remote or disadvantaged metropolitan areas.

- Providing support to place-based initiatives in three specific communities or locations.
- Supporting child protection and wellbeing focused prevention, education and evidence-based awareness raising activities that aim to shift attitudes and change behaviour.
- Facilitating processes that bring together local people, diverse local/regional/national organisations, businesses, government, and public services.

The program will encompass two phases involving the selection of a delivery partner and a participatory process to enable communities to self-select based on the identification of child protection and wellbeing needs.

### ***Phase 1 – Selection of a delivery partner***

*Funding - \$350,000 per year over three years for the delivery partner*

The delivery partner will be responsible for:

- Working with the Safer Children Safer Communities team to identify and select the three communities delivering the place-based initiatives.
- Working with the three communities to develop a simple, agreed governance approach, identifying local lead organisation/steering group/champions for the initiative/s, and roles and responsibilities.
- Co-designing with the three communities, a work plan over the three-year period that reflects the evidence on effective community awareness raising.
- Participating in the design of awareness raising activities, delivery, and monitoring of effectiveness and how to adapt to challenges.
- Implementing clear mechanisms and strategies to involve children and young people in the co-design of the community awareness raising activities.

Monitoring, evaluation and continued learning and adaption is critical in the application of any place-based approach to help determine the most suitable approach, how this approach can best be applied, and what conditions are required to enable the place-based approach to flourish. It is expected that the delivery partner would identify and commission the most suitable evaluation partner who could assist in the program design and undertake action-oriented research across the three-year period to maximise learnings and outcomes.

We therefore require the delivery partner to work in partnership with an evaluation partner and the community to:

- Develop a monitoring and evaluation framework, which encourages adaptation during implementation.
- Translate local learnings and outcomes that can be utilised for policy discourse and advocacy.
- Develop a 'community of practice' with the three communities and other experts to share learnings across the communities and undertake sustainability and scalability planning.

### ***Phase 2: Selection of three communities and establishment of place-based initiatives***

We are looking to work with three communities across Australia to participate in a three-year process focused on addressing child protection and wellbeing outcomes within the community. The

delivery partner and Westpac will undertake an Expression of Interest process to identify interested communities and work with those that self-select to shortlist and finalise the three communities for this program.

Applications for Phase 2 will open once a delivery partner has been selected. Funding will also be advised at this stage.

## **Priority 2: Drive action on child safeguarding across Australian businesses**

**The challenge:** The Royal Commission highlighted the need for organisations to act and become safe for children, and the National Principles for Child Safe Organisations (National Principles)<sup>1</sup> provide a framework to embed child safe cultures within organisations that engage with children. However, additional work is required to improve organisational culture, practices, and policies especially in ‘at-risk’<sup>2</sup> businesses that have a heightened risk of unintentionally facilitating actions that may cause harm to children and young people.

**The opportunity:** To create a nationally consistent approach that involves a coalition of committed Australian businesses, NGO partners and other experts to develop and implement products and initiatives that drive change across culture, policy, and practice.

**Program goals:** To support a unique public-private partnership model that supports organisations to become child safe.

*Funding: \$1m per year over three years for the delivery partner/s*

The delivery partner/s will be responsible for the following:

- Establishing a coalition of committed Australian businesses, NGOs, and key stakeholders to drive the program of work, initiatives, and activities.
- Working with businesses and sectors at-risk to increase awareness and availability of resources on child safeguarding.
- Providing products and initiatives that enable businesses to build their child safe cultures, policies, and practices.
- Undertaking advocacy for improvements in legislation, codes, and principles for the business sector.
- Working with industry groups and peak bodies to increase awareness of the coalition and create momentum for businesses to participate and use the resources to improve their practices.
- Monitoring, evaluating, and adapting the program to enable strong outcomes.

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<sup>1</sup> You can view the National Principles here <https://childsafes.humanrights.gov.au/national-principles/about-national-principles>

<sup>2</sup> For example, telecommunications, airlines and tourism, financial services, and other technology platforms, particularly social media platforms

## **Funding principles**

The **funding principles** below will guide our investments:

<b>Embed the voice of children and young people</b>	<b>Catalyse new ways of doing things</b>	<b>Build lasting and scalable partnerships</b>	<b>Collaborate to disrupt the system</b>	<b>Build from and create the evidence base</b>
We support partnerships that embed the voice of children and young people in the design of initiatives using a child safe approach	We prioritise partnerships that promote innovation, experimentation, adaptability, and learning as central to the design and development of initiatives	We seek partnerships that will create long-term, sustainable, and scalable partnerships by promoting complementary strengths, a shared commitment, mutual goals, and trusted relationships	We will invest in partnerships that will work across multiple levels of the system and with diverse organisations (including state government agencies, schools, community-based organisations, academics/researchers, and private sector) to scale what works and drive transformative change	We support partnerships that will build from, enhance, and accelerate what already works and build an evidence-based approach that develops initiatives that create meaningful and measurable change

## **Eligibility criteria**

The Strategic Partnerships program has several components each with different eligibility criteria and exclusions.

Eligibility criteria for the Delivery Partner roles for Priority Areas 1 and 2 are listed below. Eligibility criteria to participate in phase 2 of the program will be released when that phase opens for applications.

### **Priority Area 1: Delivery Partner Eligibility Criteria**

All applicants for the Strategic Partnerships Priority 1 Delivery Partner must meet the following criteria:

- Your organisation is registered in Australia as a not-for-profit and endorsed by the ATO as holding Deductible Gift Recipient Item 1 status
- Your organisation is able to demonstrate evidence of managing diverse community-level place-based initiatives or other community focused projects
- Your organisation has a child safeguarding or child protection policy in place (and associated procedures, including data privacy), or is willing to develop a policy
- Your organisation is not applying for funding under any of the other 2021 Safer Children, Safer Communities grants

### Exclusions

Organisations that fall into any of the following categories will **not** be considered for funding:

- Auspicing is not permitted – the organisation applying must be the organisation responsible for running the Delivery Partner function
- Organisations requesting funding for an existing program, or one which will go ahead regardless of our funding
- Organisations that have applied for any of our other 2021 Safer Children, Safer Communities grants

### Eligible organisations

We invite applications for the SCSC Strategic Partnerships Delivery Partner from a range of organisations, including peak bodies, NGOs, civil society organisations and others.

### Priority Area 2: Delivery Partner Eligibility Criteria

All applicants for the Strategic Partnerships Priority 2 Delivery Partner must meet the following criteria:

- Your organisation is registered in Australia as a not-for-profit and endorsed by the ATO as holding Deductible Gift Recipient Item 1 status
- Your organisation/consortium must have national reach and ability to influence outcomes across Australian business
- Your organisation/consortium has a child safeguarding or child protection policy in place (and associated procedures, including data privacy), or is willing to develop a policy
- Your organisation is not applying for funding under any of the other 2021 Safer Children, Safer Communities grants

### Exclusions

Organisations that fall into any of the following categories will **not** be considered for funding:

- Auspicing is not permitted – the organisation applying must be the organisation responsible for running the Delivery Partner function
- Organisations requesting funding for an existing program, or one which will go ahead regardless of our funding
- Organisations that have applied for any of our other 2021 Safer Children, Safer Communities grants

### Eligible organisations

We invite applications for the SCSC Strategic Partnerships Priority Area 2 Delivery Partner from a range of organisations, including peak bodies, NGOs, civil society organisations and others. **We encourage organisations to apply as a consortium however one organisation will need to be the ‘main applicant’**, who will submit the application and enter into a funding agreement with Westpac.

## **Selection criteria**

### **Priority Area 1 Delivery Partner selection criteria**

Applications will be assessed against the following criteria:

<b>Alignment to our funding principles (35% weighting)</b>	<p>How well aligned is the Delivery Partner proposal with our Strategic Partnership funding principles:</p> <ul style="list-style-type: none"><li>• Embed the voice of the child</li><li>• Catalyse new ways of doing things</li><li>• Build lasting and scalable partnerships</li><li>• Collaborate to disrupt the system</li><li>• Build from and create the evidence base</li></ul>
<b>Organisational Expertise (35%)</b>	<ul style="list-style-type: none"><li>• Does the organisation have experience or will bring in expert knowledge relating to child protection, safety, and wellbeing?</li><li>• Does the organisation have experience or expert knowledge of place-based or community focused interventions?</li><li>• Does the organisation have experience or expert knowledge of scaling community interventions?</li><li>• Does the organisation have experience forming and managing complex partnerships, including the assessment of partnership proposals?</li><li>• Does the organisation and/or its partners have experience in designing and/or managing a monitoring and evaluation process?</li><li>•</li></ul>
<b>Reach and Influence (30%)</b>	<ul style="list-style-type: none"><li>• Does the organisation have national reputation and reach to support the three communities across Australia?</li><li>• Is the organisation well governed and financially sound?</li><li>• Does the organisation have strong facilitation, synthesis and communication capabilities and experience to convene the network of practice and share insights?</li><li>• Does the organisation have financial management skills to support budget allocation and management?</li><li>• Does the organisation have experience managing a large-scale national program?</li><li>• Does the organisation operate using appropriate policies and checks to safeguard children and other vulnerable people – for example by following the National Principles for Child Safe Organisations?</li></ul>

### **Priority Area 2 Delivery Partner selection criteria**

Applications will be assessed against the following criteria:

<b>Alignment to our funding principles (35% weighting)</b>	<p>How well aligned is the Delivery Partner proposal with our Strategic Partnership funding principles:</p> <ul style="list-style-type: none"><li>• Embed the voice of the child</li><li>• Catalyse new ways of doing things</li><li>• Build lasting and scalable partnerships</li></ul>
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	<ul style="list-style-type: none"> <li>• Collaborate to disrupt the system</li> <li>• Build from and create the evidence base</li> </ul>
<b>Organisational Expertise (35%)</b> (This relates to the lead organisation and/or its partners)	<ul style="list-style-type: none"> <li>• Does the organisation have experience designing, implementing and/or advocating for child safe policies and practices?</li> <li>• Does the organisation have experience working with and influencing large Australian businesses?</li> <li>• Does the organisation have experience forming partnerships and managing a large-scale national program?</li> </ul>
<b>Reach and Influence (30%)</b>	<ul style="list-style-type: none"> <li>• Is the organisation a known and trusted brand able to generate gravitas and create momentum?</li> <li>• Does the organisation have national reputation and reach to support businesses across Australia?</li> <li>• Is the organisation well governed and financially sound?</li> <li>• Does the organisation have existing strong relationships with the Australian business community?</li> <li>• Does the organisation operate using appropriate policies and checks to safeguard children and other vulnerable people – for example by following the <a href="#">National Principles for Child Safe Organisations</a>?</li> </ul>

## **General questions**

### **Does my organisation need to be a Westpac customer to apply?**

No, all organisations that meet the eligibility criteria can apply.

### **My organisation received an Impact Grant in 2020. Can we apply for the Strategic Partnerships program?**

Yes, you may apply to be part of the Strategic Partnerships program. Applications from previously funded organisations will however be carefully evaluated to ensure diversity of recipients.

### **Can my organisation submit applications for several of the 2021 Safer Children, Safer Communities grants?**

Only one application per organisation will be considered so we ask that you decide which type of grant is best aligned and apply for one only. This includes our Impact grants (Seed and Scale) and our Strategic Partnerships programs. Organisations can only submit one seed or scale application for the impact grants, please determine which you are most suitable for (multiple applications will not be accepted).

The only exception is our Research grants, where the same organisation (e.g. different lead researchers but submitting from the same university) may submit applications for multiple research projects, however they will be carefully evaluated to ensure diversity of recipients.

### **My organisation operates in more than one State or Territory, can I submit multiple applications?**

Only one application per organisation (ABN) will be considered so please select only one state in which to apply, based on where your head office is located.

### **What other funding opportunities does Westpac Group offer?**

If your organisation is seeking funding for programs and initiatives not covered through the Strategic Partnerships program, you may wish to check your eligibility with other funding opportunities in the Safer Children, Safer Communities portfolio, or with Westpac Group's other philanthropic foundations.

- [2021 Safer Children, Safer Communities grants](#)
- [Westpac Scholars Trust](#)
- [Westpac Foundation](#)
- [St. George Foundation](#)
- [Bank of Melbourne Foundation](#)
- [BankSA Foundation](#)

## **Application process**

### **How does my organisation apply to be part of the Strategic Partnerships program?**

Your application must be submitted online through our grant portal for [Priority 1](#) or [Priority 2](#) to be considered eligible. Before submitting your application please ensure you have prepared and reviewed your answers and supporting documents as applications cannot be amended once submitted. Applications close on Tuesday 15 June, **5pm AEST**.

### **What are the application questions?**

Please refer to the Strategic Partnerships program application forms available on our [website](#).

### **How do I know if Westpac has received my application?**

Upon submitting your application, you will receive an automated email confirming that your application has been received.

### **Do you have deadlines for applications?**

Yes. For 2021, our key dates are as below:

- Applications open: 17 May 2021
- Applications close: 15 June 2021, **5pm AEST**
- Notification of outcome: by end of September 2021
- Applications for Strategic Partnerships Priority 1: Phase 2 will open following the appointment of a delivery partner.

## **Assessment of applications**

### **On what basis will you select an organisation?**

When assessing grant applications, we apply our selection criteria, outlined above. Please note that the selection of an organisation is at Westpac's sole discretion.

### **Do you provide feedback if an application is unsuccessful?**

Yes, a member of our team will contact you to offer feedback. Given we are a small team, this may take a several weeks after outcomes are announced.

### **Can we see some examples of the types of programs you have funded previously?**

This is the first year of our Strategic Partnerships program, so there are no previous recipients. A summary of our 2020 Impact Grant recipients and their programs can be found [here](#).



## **Grant acquittal, and reporting**

### **Are there any obligations if funding is awarded?**

If successful, organisations will need to enter into a funding agreement with Westpac prior to any funding being paid.

### **Are grant recipients required to provide a grant acquittal and reporting?**

Yes, all recipients will be required to provide an acquittal outlining how the grant funds were used along with regular progress reports throughout the period of the funding.

## **Help**

### **Unable to find our emails?**

Once you have accessed the SmartyGrants portal to commence the application, you will be receiving emails from Safer Children, Safer Communities regarding your application and logon details. If our emails are redirected to your SPAM or JUNK folder, please follow these instructions (for GMAIL/OUTLOOK) to ensure future emails are received by your inbox.

### **I am having technical problems with the Application Form, who can I contact?**

Please email [service@smartygrants.com.au](mailto:service@smartygrants.com.au) for assistance.

### **I need more help with my application, who can I contact?**

Please register to attend one of our [three information sessions](#), where you will be able to ask questions about any of our 2021 funding opportunities. Outside of these sessions, we will respond to questions via email where possible.