

Change to Walking

Answers to questions about the program

1. Would the program fund walking groups or recreational walking?

No. This program is funding behaviour change interventions to support walking for transport. This includes walking for short trips to work, to the shops, schools and other local destinations.

2. Would the program fund a council-specific workplace project (ie provide funding to deliver an intervention with only council staff)?

No. The intervention cannot be implemented solely within the council itself as a workplace. This program will fund projects that deliver behaviour change interventions within a local community, this could be a precinct, local destination or specific location such as a workplace or school.

3. Do you need existing data to support your concept?

An expression of interest must clearly explain the problem or opportunity that you propose to address with a behaviour change intervention. You will need some justification for this proposal which may include existing data (qualitative or quantitative) that could come from related strategic plans, consultation or related projects. Data to measure a 'baseline' of activity before the intervention is to be collected as part of a funded project.

4. Could concepts consider other forms of active travel eg cycling?

No. This program funding is to support walking for transport. The specific intervention that is funded must focus on walking. This may be a specific action within a broader program that supports and encourages active travel (walking, cycling and public transport). The intervention must be able to measure the outcomes relating to walking for transport.

5. To what extent can you build on existing initiatives? eg school travel plans

You may build on existing initiatives, such as programs or projects already underway. It is recognised that this is likely to be a viable approach to develop and deliver an intervention within the program's timeline. An intervention funded under this program would need to be monitored and evaluated as a discrete component if it formed part of a larger program or activity.

6. Who is the target audience for the concepts?

The program's objectives are to create opportunities to change individuals' travel choice to walking for short trips. Where possible, it aims to increase walking amongst those Victorians who are inactive or somewhat active. If you are considering two project areas for your EOI and you know that one area has higher rates of sedentary people, then that area should be your target.

7. Will the outcomes of the program be available once the projects are complete?

Yes. An important aspect of this program is capacity building within councils and sharing learning across councils of the application of nudge-style interventions to support increases in walking for transport. Funded councils will participate in a community of practice to share experiences in the development and delivery of their projects. Learning from the program's outcomes and process will be shared through Victoria Walks and VicHealth's reporting and communications, such as case studies.

8. In developing a concept, do you start with the people or the issue? (eg traffic congestion)

An expression of interest must clearly explain the problem or opportunity that you propose to address with a behaviour change intervention. As the focus is on increasing walking for transport, often this helps to alleviate local area transport problems. In that way, the focus would first be on the 'problem' or setting and then through specific problem definition then identify a target group of participants for the project.

Alternatively, you may want to focus a behaviour change intervention on a group of people that you are already working with (from a related project or consultation), especially if they are inactive or somewhat active. In this case you will need to consider how the behaviour change intervention will support walking for transport and not just influence recreational walking.

9. What contribution would you expect from Council? 1:1 or could we include in-kind.

There is no minimum contribution from council expected as part of the EOI, cash or in-kind. Council and any project partner contributions will be taken into account as part of the panel's selection of funded projects but it is not an essential requirement of the program funding.

10. What are the guidelines for using funding for incentives and rewards?

There are no guidelines for how much funding can be used for purchasing incentives or rewards within a project. Incentives and rewards need to be used with caution (as discussed in the background paper). The use of incentives and rewards needs to be explained and justified in how they are being used to support nudge-style approaches for behaviour change.