



AUSTRALIAN MENTAL HEALTH INITIATIVE

REQUEST FOR APPLICATIONS

NOVEMBER 2013

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MOVEMBER'S MENTAL HEALTH STRATEGIC GOALS**PRIORITY AREAS AND DESCRIPTION OF FUNDING OPPORTUNITY**

1 ABOUT MOVEMBER

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces, in Australia and around the world. With their "Mo's", these men raise vital funds and awareness for men's health, specifically male mental health, prostate and testicular cancer initiatives.

On Movember 1st, guys register at www.movember.com with a clean-shaven face. For the rest of the month, these selfless and generous men, known as Mo Bros, groom, trim and wax their way into the annals of fine moustachery. Supported by the women in their lives, Mo Sistas, Mo Bros raise funds by seeking out sponsorship for their Mo-growing efforts.

Mo Bros effectively become walking, talking billboards for the 30 days of November. Through their actions and words, they raise awareness by prompting private and public conversation around the often ignored issue of male health.

Movember seeks innovative proposals to address the challenges of male mental health that are aligned to our strategic goals and priorities areas (outlined below).

2 MOVEMBER'S MENTAL HEALTH STRATEGIC GOALS

Movember seeks applications for mental health programs that will contribute to change at the population level. Movember has identified three strategic goals for our mental health programs and research. These are:

1. Men and boys are mentally healthy and take action to remain so
2. When men and boys experience mental health problems they take action early
3. Men and boys with mental health problems are not treated differently because of that experience.

Movember has a specific focus on prevention, early intervention and stigma reduction.

3 PRIORITY AREAS AND DESCRIPTION OF FUNDING OPPORTUNITY

With this funding announcement, Movember invites applications from Australian organisations to pursue innovation and ideas which are aligned to one or more of the following priority areas:

1. Creating mentally healthy workplaces and workers
2. Strengthening the mental health and wellbeing of men and boys
3. Reducing the number of men and boys who die by suicide
4. Strengthening social and emotional skills in young men and boys.

Using the funds raised through the 2013 Movember campaign, Movember is providing funding of up to \$8 million over 3 years. This is an exceptional opportunity for the Australian mental health community to achieve significant results for boys' and men's mental health.

Movember will fund a minimum of 3 major initiatives:

- minimum value of each project is \$500,000 per year;
- the maximum value of each project is \$1 million per year for 3 years - \$3 million per project.

BACKGROUND AND OBJECTIVES

Anticipated expenditures can exceed the maximum value of \$1 million in a given year but the total over the 3-year term of the grant cannot exceed \$3 million.

This is a two-step application process that includes: 1) submission of a 'pre-proposal' and 2) submission of the full application.

4 BACKGROUND AND OBJECTIVES

Movember seeks to support strategic investments in collaborative efforts that span multiple organisations and regions and serve as a catalyst for innovative, outcomes focused interventions. This funding opportunity recognises that there is tremendous capacity in Australia for the further development and implementation of mental health initiatives aligned to the priorities outlined above, including building on existing work in these areas across the mental health sector and beyond. There is also recognition of the lack of co-ordination and collaboration across initiatives. This current funding opportunity is designed to catalyse and leverage this existing capacity and improve the coordination and support of initiatives designed to improve boys' and men's mental health.

Specific Objectives of this funding opportunity:

1. To stimulate collaborative, national projects and interventions with a focus on male mental health.
2. To support inter-disciplinary, multi-organisational and inter-sectoral groups of talented experts/researchers/practitioners/advocates/administrators etc. For example, a collaborative project may include a mental health NGO, an industry group or private sector business and an expert evaluator.
3. To support high quality projects and interventions designed to address important boys' and men's mental health problems which are best approached through collaborative efforts across multiple organisations.
4. To support the creation, translation and dissemination of new knowledge leading to improved mental health outcomes for men and boys.

It is expected that goals of the anticipated projects and interventions will be complex, and that results will only be achieved more rapidly and efficiently through an inter-disciplinary, collaborative effort as opposed to a series of separate, non-collaborative efforts.

5 ELIGIBILITY

Each application will include:

- A lead organisation and a project leader(s): the project leader must be an established leader with the requisite leadership skills and experience. This leader will assume strategic and administrative responsibility for the funding. It is expected that the project leader(s) will devote a significant and appropriate portion of his/her time to the effort. The lead organisation and project leader must be based in Australia. International collaborations are encouraged.
- Additional project members, who collectively have an extensive record of success and are creative and original in their approach to boys' and men's mental health challenges. The specific contribution of each project member must be described.
- Representation from across Australia (a minimum of 3 states and territories) and from different professional area backgrounds is strongly preferred.
- A robust evaluation plan, ideally done in combination with a specialist who has extensive experience and credentials in program evaluation to ensure knowledge transfer and future project sustainability - sufficient budget should be allocated in recognition of the importance of this component.
- Knowledge translation plan, outlining how the new knowledge produced as a result of the project will be shared with others and disseminated broadly.

In addition, the following special conditions apply:

- The members of the project may pursue other activities in addition to their commitment to this project, but each individual must contribute sufficient time to the project to ensure the achievement of the project's objectives.
- Finally, the area of boys' and men's mental health projects to be pursued via this opportunity must be relevant to at least one of the three Movember strategic goals and at least one of the funding priority areas (listed above in sections 2 and 3).
- The pre-proposal and full application must clearly identify under which of these goals and priority areas the proposed project falls and how the project is relevant to the goal(s) and priority area(s).
- Tobacco, gambling organisations, pharmaceutical or device companies are ineligible to apply.

COMMUNICATION REQUIREMENTS**PERFORMANCE MEASUREMENT**

6 COSTS**6.1 ALLOWABLE COSTS**

The following expenditures will be considered eligible for funding received through this opportunity:

- Project operating costs for the proposed collaborative program/intervention, which must be distinct in its objectives from those for which group members currently receive funding.
- Costs of data collection, database management, database integration and maintenance.
- Costs of local, national or international networking activities, including collaboration, planning, and knowledge exchange activities.
- Salaries of project officers, research assistants, coordinators, technicians, administrative staff, and other personnel who will enhance the collaborative research productivity of the team.
- Costs involved in linkage with, and dissemination of findings to, targeted recipients/end users and to those professionals who will use the knowledge established to improve their own practice.

6.2 INELIGIBLE COSTS

- Institutional overhead costs
- Tuition and professional membership dues
- Capital Costs, including costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
- Secondary grants and awards issued by the award recipient.

7 COMMUNICATION REQUIREMENTS

Funding recipients are required to acknowledge Movember in all communication or publication related to this funding opportunity. In addition, recipients of project funding are also required to adhere to Movember branding requirements as a condition of the project funding. The project name must be used in all communication and promotion related to the Movember funding. A project name must be proposed as part of the application. Recognition guidelines including instructions on Movember logo use, will be provided to successful applicants as part of the approval package.

8 PERFORMANCE MEASUREMENT

Movember is committed to collecting and disseminating information on the impacts of its investments in boys' and men's mental health. This outcome information is an important part of Movember's accountability and transparency with its community (see previously funded program report cards for examples <http://au.movember.com/report-cards>).

The Project Leader(s) will be required to submit annual reports and an end of funding report 6 months following the end of this 3 year funding period. The format of the report will be made available to the successful project lead at the beginning of the funding period and can be updated as the project progresses.

In addition, the project leader(s) must contribute to the monitoring, review and evaluation of their project by participating in requested media events, evaluation studies, surveys, audits, and workshops as required for the purposes of collecting information to assess progress and results.

APPLICATION PROCESS

9 KNOWLEDGE TRANSLATION STRATEGY

The project requires a comprehensive knowledge translation strategy that outlines how the knowledge produced from the project will be shared and disseminated, in alignment with the project's goals. This could take the form of advancements in practice; improvements in program and/or service delivery; and, an acceleration and dissemination of prevention, early intervention and stigma reduction strategies. Recipients of the knowledge generated by the project are required to be identified and engaged in the project's design, early on, in order to optimise the results the project will achieve. Depending on the nature of the project, this may include people with a mental health problem and their families, community members and/or practitioners.

10 APPLICATION PROCESS

A two-step process will be used to review proposals:

Step 1: Submission of pre-proposal

Applicants are asked to submit a pre-proposal in accordance with the guidelines detailed in this document. The pre-proposal must not be more than 7 pages (excluding table of contents and team members' CVs) and should address:

- **Alignment with Movember's strategic goals and priority areas:** (see sections 2 and 3) Describe how the project relates to the Movember strategic goals and the priority areas outlined in this request for proposal.
- **Background and project rationale:** Present the ideas behind the project and the rationale for it. Describe the problem that the program seeks to address.
- **Impact:** Describe the impact on the mental health of boys and men intended to be achieved upon completion of the project.
- **Project approach:** State the project's specific aims, how they integrate together and the approach to achieving them.
- **Project team:** Describe how the team will be greater than the sum of the parts. Briefly describe the composition of the team, the expertise of each team member and their role in the project. Please outline the way in which the applicants will collaborate as one team.

Please include team members' CVs as an appendix (max one page per team member).

Please submit pre-proposals as one document.

REVIEW PROCESS

Step 2: Invitation to submit a full application

Successful pre-proposal applicants will be invited to submit a full application. Full applications should include the following:

- A project proposal – must be no more than 25 pages (excluding table of contents, letters of support, references, CVs of team members and letters of collaboration). The proposal must clearly outline each of the elements below:
 - Project rationale, originality and innovation of the project
 - How it is aligned to Movember's strategic goals and priority areas
 - The proposed methodology
 - The significance and impact of the proposed project, ie. An overview of the intended outcomes/results the project will achieve
 - An evaluation plan
 - An overview of the project team's background and expertise and what role each of them will have during the life of the project
 - The requested budget, the justification for the budget request and supporting documents. Documentation of existing resources and a description of how the new project funds will complement existing project infrastructure/funding are required
 - A knowledge translation plan.
- Letters of Support (mandatory - minimum 2) – signed letters of support are required from all organisations supporting the proposed project (but who are not going to be a recipient of funds). If applicable, their specific contribution must be clearly indicated in the letter.
- Letters of Collaboration – signed letters of collaboration are required from all collaborators on the project, including a statement about which organisation is taking the lead on the project.
- CVs of team members (max four pages per team member).
- A letter confirming details of which organisation will receive and administer the funds is required, along with signature from an authorised representative of that organisation.

11 REVIEW PROCESS

A peer review panel (with national and international expertise, including people with direct experience of mental health problems) will be convened to evaluate the project applications. The panel will be created specifically for this funding opportunity. Panel members will be selected based on their breadth of knowledge and expertise.

12 EVALUATION CRITERIA

12.1 PRE-PROPOSALS

Pre-Proposals will be reviewed against the following evaluation criteria:

1. The degree of alignment with Movember's strategic mental health goals (see Section 2) and priority areas (see Section 3).
2. The degree to which the proposal will, if successful, achieve the objectives of funding (outlined in Section 4).
3. The extent to which the proposal demonstrates an outstanding team where the whole team will be greater than the sum of its parts.
4. Whether the project approach is sound, feasible and appropriately designed to achieve its aims.

12.2 FULL APPLICATION

Successful pre-proposal applicants will be invited to submit a full application.

Full applications will be rated and ranked according to the following evaluation criteria.

1. Alignment and fit with Movember's strategic goals and the priority areas for this funding initiative:

- The goals of the project are clearly described
- The goals fit Movember's strategic goals and priority areas for this funding initiative.

Ratings:

1. The proposed project goals do not fit with any Movember goals and/or priority areas.
2. The proposed project goals somewhat fits with one of the Movember goal and/or priority areas.
3. The proposed project goals somewhat fits with more than one of the Movember goal and/or priority areas.
4. The proposed project goals clearly fit with one of the Movember goal and/or priority areas.

Proposals that are rated one or two will not be considered further. Projects that are rated three or four would be assessed against the following evaluation criteria.

2. Significance/Innovation of the Project

- The project has demonstrated it is addressing a significant area of boys' and men's mental health.
- The project is advancing a new way of addressing boys' and men's mental health.

Ratings:

1. The proposed project uses well-known and existing methods to address an insignificant area of boy's and men's mental health.
2. The proposed project uses new methods to address an insignificant area of boys' and men's mental health.

3. The proposed project uses well-known and existing methods to address a significant area of boys' and men's mental health.
4. The proposed project uses new methods to address a significant area of boys' and men's mental health.

3. Project Proposal

- The clarity of the project description.
- The coherence of the activities, milestones, timelines and deliverables.
- The probability of achieving the project objectives in the proposed time frame.
- The appropriateness of the roles and time commitment of the applicants and the project personnel.
- The need for the funds requested and the justification of the line items in the budget sections.
- The plan for collaboration and communications amongst the project participants.
- The plan for consultation with the people who will benefit from the project outputs and outcomes, to ensure alignment to needs and relevance. For example, this may include people with a mental health problem and their families, the wider community, practitioners, businesses or key people from other organisational settings.
- The details of how the team and project will be managed.
- The project evaluation plan.
- The knowledge translation plan.

Ratings

1. Is inadequate in one or more of the elements listed above.
2. Is acceptable with no major weaknesses in any of the elements listed above.
3. Is strong in most of the elements listed above and acceptable in all.
4. Is outstanding (complete, comprehensive and achievable) in all the elements listed above and maximises the use of resources.

5. The Project Team

- The team has proven expertise in boys' and men's mental health.
- The team is inter-disciplinary and multi-organisational.
- Abilities and skills to adequately execute the proposed project.
- Availability of the team and non-overlap of this project with other projects being carried out by the applicants.
- Degree of success in previous projects of the project leader and other applicants.
- Representation from across Australia (at least three states or territories) strongly preferred.
- The project members have identified and justified the contributions and roles of the team members in relation to the project objectives.

Ratings

1. Applicants are new to the targeted area and have not yet demonstrated a history of leadership skills. Insufficient representation across Australia.
2. Applicants have an established proven track record and have the mix of expertise to accomplish the proposed project. Sufficient representation across Australia.
3. Applicants are nationally recognised in men's health and/or the mental health area and have the expertise to accomplish the project and complement one another. Sufficient representation across Australia.
4. Applicants are leaders in the field have a strong track record of productivity, have the expertise to accomplish the project and a past track record of successful partnerships and collaboration. Sufficient Representation across Australia attained.

13 IMPORTANT APPLICATION DATES

| | |
|------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Request for Applications launch date | November 2013 |
| Webinars to explain the application process (sessions will be identical) | 11 & 12 December 2013 |
| Movember office closed | Closes on 23 December 2013 & re-opens on 10 January 2014 |
| Pre-proposals due | 5.00pm AEDT 16 January 2014 |
| Invitation to submit full application | February 2014 |
| Full applications due | 5.00pm AEST 7 April 2014 |
| Application review process | April – May 2014 |
| Anticipated funding announcement (funding contracts will be finalised after announcement date) | June 2014 |

14 SUBMISSION GUIDELINES AND TERMS AND CONDITIONS

14.1 SUBMISSION GUIDELINES

It is critical that all applicants follow the instructions in this section. Applications that do not comply with these instructions may not be accepted for review.

By submitting an application, the applicants are deemed to have accepted the Terms and Conditions set out below.

Both the pre-proposal and the full application must be submitted electronically via Movember RFP system - which can be accessed via <https://amhi.fluidreview.com>. Hardcopy and emailed notices and applications will not be accepted.

Applicants will need to create an account through the RFP system, which will then allow them to submit the pre-proposal and full application (if successful in the pre-proposal phase).

The applications can be edited any number of times up until the closing date and time. The pre-proposals must be submitted by 5:00 PM (AEDT) on Thursday 16 January 2014.

The full application must be submitted by 5:00 PM (AEST) on Monday 7 April 2014.

Movember is not obliged to consider applications received after the closing time but may do so at its sole discretion.

To be eligible for review, the pre-proposal and full application must adhere to the following instructions for presentation and content.

- Microsoft Word or PDF format preferred.
- One (1) page for the table of contents.
- Arial font (regular), minimum 11-point.
- Single-spaced text.
- 2.54 cms margin on all sides of each page.
- A header on each page with the Leader's name in top left-hand corner, and the page number in the top right-hand corner.

All correspondence and questions relating to this call are to be submitted to programs@movember.com All questions will be answered in a timely manner.

MORE INFORMATION – WEBINARS**CONTACT INFORMATION**

14.2 TERMS AND CONDITIONS

1. Movember does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of project call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
2. Movember reserves the right, at its sole discretion, to initiate another selection process, enter into negotiations with a person or persons who have not been invited to submit a full application or to cancel the project.
3. Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
4. To the extent permitted by law, Movember excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an applicant or any person, arising out of the applicant's participation in the application process.
5. The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the application process or its delivery of the Project other than that is has disclosed in the application.
6. No legal or other obligation arises between an Applicant and Movember in relation to the outcome of the application process, unless and until Movember executes a contract with the applicants.
7. Movember is not obliged to a) accept any pre-proposal and full application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any pre-proposal and full application, or for cancelling the application process. Movember may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
8. The Applicant grants Movember, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.
9. Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitting with or included in, the full application.
10. Should the Applicant find any material discrepancy, error or omission in this call for applications, the applicant must immediately notify Movember in writing of the nature of the discrepancy, error or omission.
11. The Applicant and team members of the project acknowledge that their details, including any personal details may be disclosed to third parties, including peer reviewers, for the purposes of this application process and any related purposes.
12. Movember reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

14.3 VARIATIONS

Movember may vary the requirements set out in this call for full applications and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

14.4 MOVEMBER'S RIGHTS

Movember reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

1. Verifying whether the represented resources and skills are actually available; and
2. Assessing experience and integrity.

MORE INFORMATION – WEBINARS**CONTACT INFORMATION**

Movember, at its sole discretion, reserves the right to depart from any method of evaluation set out in this call for proposals.

14.5 RELIANCE ON INFORMATION

Movember will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to Movember that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that Movember may rely on that information.

14.6 PUBLICITY

Applicants are not to make any public statement in relation to, the pre-proposal or full application process, their response, or their participation in the application process, or contract negotiation process without Movember's prior written consent.

14.7 PRE-PROPOSAL – DUE 5PM (AEDT) THURSDAY 16 JANUARY 2014

All applicants are required to submit electronically via the RFP system (<https://amhi.fluidreview.com>) by 5:00 PM (AEDT) 16 January 2014 a pre-proposal reflecting the requested information outlined earlier in this document.

14.8 INVITED FULL APPLICATION – DUE 5:00 PM (AEST) MONDAY 7 APRIL 2014

By 5pm (AEST) 7 April 2014, invited applicants are required to submit their full applications, including project information and supporting documentation as outlined earlier. Full applications must be submitted electronically via the RFP system (<https://amhi.fluidreview.com>).

15 MORE INFORMATION - WEBINARS

We will be conducting two webinars (containing the same information) on Wednesday 11th December 1.30pm-2.30pm AEDT and Thursday 12th December 10.30am-11.30am AEDT in support of this Request for Applications. The webinars will reiterate the information contained in the RFA, and will allow interested parties to ask questions related to the call.

Registration for the webinars can be made through the online RFP system (<https://amhi.fluidreview.com>).

16 CONTACT INFORMATION

For further information on this project funding opportunity, please contact:
programs@movember.com