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# National Women's Alliances - Feedback for applicants

## Feedback for applicants

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### Overview

The objective of the Women's Leadership and Development Program (WLDP) is to improve the outcomes for Australian women in 6 key focus areas: job creation; economic security; workforce participation; leadership; safety; and international engagement.

The National Women's Alliances (Alliances) grant opportunity focused on identifying 6 alliances to advocate for Australian women and collaborate with policymakers to inform Australian Government policies which impact women, across 6 specific themes, including:

- women's safety
- women's economic security and leadership
- Australian women from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander women
- women living in rural, regional and remote areas of Australia
- Australian women living with disability.

A total of \$4,925,392.20 (GST exclusive) from 2021—22 to 2023—24 was available for this grant opportunity.

The application period opened on 8 February 2021 and closed on 5 March 2021. Each Alliance will receive a maximum grant amount of \$820,898.70 (GST exclusive) over the funding period.

This feedback is provided to help grant applicants understand what made a strong application for this grant round, and strengthen future applications.

### Selection Process

An open competitive selection process was used, allowing a range of organisations that met the eligibility criteria to apply.

Applications were assessed against 3 equally weighted assessment criteria. Information on what made a strong response to the criteria is provided below.

Following assessment, a Selection Advisory Panel (the panel) with a mix of relevant policy, program and delivery expertise from the Department of the Prime Minister and Cabinet made final funding recommendations.

61 applications were received, making the selection of successful grant recipients competitive.

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The panel recommended applicants based on the strength of their responses to the selection criteria and their ability to meet the grant requirements outlined in the Grant Opportunity Guidelines. Specifically, the panel recommended applicants which best:

- demonstrated a strong understanding of the role and work of an alliance, including a clear set of objectives and detailed work program
- demonstrated a strong and nuanced understanding of the policy challenges facing women in Australia, and applied a strong intersectional lens
- demonstrated innovation in their approach
- demonstrated the relevant experience and expertise of the organisation to advocate on the behalf of Australian women and meet the intended outcomes of the grant activity
- demonstrated a good understanding of the current political context, policy levers and points of influence
- provided information on relationships with other alliances and other key organisations.

The panel recommended suitable organisations to the delegate for funding. The delegate made the final decision to approve the grant to 6 suitable organisations, including the grant funding amount to be awarded.

Note, applications were also screened for eligibility and compliance against the requirements outlined in the Grant Opportunity Guidelines, including confirming they were an eligible entity type.



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## Criterion 1

**How do the activities of your Alliance align to the objective and intended outcomes of the National Women’s Alliances?**

Strength	Example
<p>Strong applications clearly demonstrated how their Alliance would meet the objectives and intended outcomes of the National Women’s Alliances, including a specific focus on how they would proactively engage policymakers to inform Australian Government policy in their intended policy area or cohort.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ current issues, opportunities and/or challenges for the Alliances and in particular for a diversity of women in their intended area of representation</li><li>▪ opportunities for innovation in policy development, engagement strategies and use of technology platforms</li><li>▪ a detailed plan to engage with policymakers and key organisations on issues impacting their target cohorts</li><li>▪ sophisticated advocacy frameworks</li><li>▪ positive partnerships with key organisations, sectors and stakeholders.</li></ul>
<p>Strong applications clearly demonstrated the women their Alliance would represent, including multi-level engagement strategies to include the voices of young women, older women, women with disability, Aboriginal and Torres Strait Islander women, culturally and linguistically diverse women and LGBTQIA+ people in their advocacy, and a clear rationale for the focus area their Alliance would address.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ the diversity of women that their Alliance would represent and a strong understanding of the focus area their Alliance intends to address</li><li>▪ a demonstrated and nuanced understanding of diversity, inclusion and intersectionality</li><li>▪ sophisticated and representative networks</li><li>▪ structural reform, and capacity building for unrepresented women, including plans to include their voices</li><li>▪ their current footprint, access to relationships within communities and a plan to build on this.</li></ul>



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## Criterion 2

**What impact will your Alliance have on Australian women and how will you measure outcomes?**

Strength	Example
<p>Strong applications clearly demonstrated which key advocacy challenges their Alliance would address, including what success would look like for their Alliance over the funding period, detailing how both women in communities, and the government would benefit from the work of their Alliance.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ in detail how their proposed approach would address one or more of the key priority areas, and outlined how their work would benefit both women in communities and support evidence-based policy development by government</li><li>▪ an understanding of their role with a clear program of work</li><li>▪ tangible plans to embed diversity and intersectionality into their work</li><li>▪ theoretical understanding and demonstrated alignment and awareness of relevant contemporary challenges for Alliances, their cohorts and area of interest.</li></ul>
<p>Strong applications clearly demonstrated how their Alliance intended to build its membership and engage with a breadth of stakeholders to achieve outcomes.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ a detailed stakeholder management plan and engagement strategy to build and engage membership</li><li>▪ existing and intended relationships with key stakeholders to maintain delivery of quality outcomes</li><li>▪ critical gaps and particular policy challenges for their cohort</li><li>▪ challenges and proposed solutions in engaging a broad diversity of members and stakeholders including strategies to manage geographical, cultural, and political differences.</li></ul>



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Strength	Example
<p>Strong applications clearly demonstrated their proposed approach to monitoring project outcomes, evaluation and continuous improvement.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ how they intend to measure and monitor outcomes, and embed continuous improvement throughout the life of the Alliance funding</li><li>▪ clear performance measures, including a detailed evaluation plan</li><li>▪ recognition of current and future challenges including but not limited to, COVID, specific issues impacting their cohort, and the broader socio-economic environment</li><li>▪ robust governance models and quality improvement.</li></ul>



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### Criterion 3

Does your Alliance have the ability and capacity to deliver outcomes?

Strength	Example
<p>Strong applications clearly outlined their project management approach, including governance and planning arrangements to manage resources, finances and risk.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ their proposed project management approach, including realistic and structured planning, design, delivery and evaluation processes</li><li>▪ an appropriate and robust governance structure</li><li>▪ risk frameworks and strategies</li><li>▪ transparent financial arrangements with auspicing organisations.</li></ul>
<p>Strong applications clearly demonstrated how key staff would manage and deliver outcomes for the Alliance including roles, relevant experience, skills and qualifications.</p> <p>Strong responses included a detailed description of an advocacy specialist and a project manager (whose duties will include reporting on activities and outcomes).</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ key staff with relevant experience, board structure and members</li><li>▪ detailed and appropriate advocacy specialist and project manager roles including relevant qualifications, abilities and skills</li><li>▪ a plan to manage human or other risks relating to key staff.</li></ul>
<p>Strong applications clearly demonstrated their organisation's experience in delivering similar projects including the outcomes achieved.</p>	<p>Strong responses clearly described:</p> <ul style="list-style-type: none"><li>▪ their organisation's ability to rapidly commence and complete the delivery of the project on time, including consortia members (where relevant), engagement with existing or new partners and networks</li><li>▪ similar projects and outcomes that the organisation or consortia has successfully delivered within a specified budget.</li></ul>