

What's your

FOOD OR FIBRE CHALLENGE, *Gippsland?*

What's Your Food or Fibre Challenge, Gippsland?

Rise to your food or fibre challenge

Gippsland is one of Australia's leading food and fibre regions, with the industry worth \$7 billion to the Victorian economy.

What's Your Food or Fibre Challenge, Gippsland? (the program) aims to contribute to the growth, prosperity and sustainability of the region, sparking innovation that not only benefits our communities and businesses, but leads the way for the food and fibre industry nationally and globally.

The program provides resources to support a challenge that a food or fibre producer, distributor, retailer or supplier to the sector may be facing that will enable solutions or opportunities to grow their business or productivity.

About the program

What's Your Food or Fibre Challenge, Gippsland? is funded by the Gippsland Regional Partnership and developed by Federation University Australia and Food & Fibre Gippsland, with partnership, support and collaboration provided by Regional Development Victoria, Food Agility CRC, Food Innovation Australia Limited (FIAL), Latrobe Valley Authority, TAFE Gippsland, and Committee for Gippsland.

Entrants are invited to tell us about their challenge and create a compelling pitch to enter the program. Challenges must be related to one of the following categories or, if listed as 'Other', must be accompanied by an explanation:

- New product/service development
- Existing product/service improvement or enhancement
- Talent attraction or cultivation
- Business model, business digitisation improvement
- Market research intelligence/feasibility concept study
- Addressing sustainability/environmental outcomes
- Other.

Finalists will be selected and each successful project will receive a range of resources required to solve their specific challenge. Each challenge will require a different combination of resources to deliver the solution but may include access to research expertise, comprehensive innovation assistance, funding support and/or collaboration from experts and leaders in business, science and the food and fibre industry. The program is supported by funding up to \$200,000 however exclusions may be considered outside this amount.

By entering the What's Your Food or Fibre Challenge, Gippsland? program, taking on those challenges could lead to greater opportunities, unlock huge potential and even revolutionise local businesses and transform the food and fibre industry globally.

The resulting projects will help businesses overcome their challenge in ways that deliver real value for the individual business and have a positive impact on the industry as a whole.



Terms & Conditions, FAQs

1. What types of challenges are eligible for the program?

Eligible applications include challenges, problems or issues that food or fibre producers, distributors, retailers, or suppliers to the sector may be facing. Challenges should enable solutions or opportunities for applicants to grow their business or productivity.

Challenges connected with issues such as waste, food waste, food safety, health and wellbeing, biosecurity, land, water or energy use, authenticating technology are strongly encouraged

The challenge must be classed as one of the following categories:

- New product/service development
- Existing product/service improvement or enhancement
- Talent attraction or cultivation
- Business model, business digitisation improvement
- Market research intelligence/feasibility concept study
- Addressing sustainability/environmental outcomes
- Other (description required).

2. When can I apply?

Applicants are required to register their interest via the What's Your Food or Fibre Challenge, Gippsland? Expression of Interest (EOI) form by 16 April 2021. Entrants are strongly encouraged to attend a Challenge Bootcamp session to be held on 20 April 2021 at the Morwell Innovation Centre (8:45am- 4:00pm).

Subsequent to the Bootcamp, applicants will be required to complete a longer, more formal application to be submitted by 14 May 2021.

3. Who is eligible to apply?

Applicants must be:

- a food or fibre producer, distributor, retailer, or supplier/service provider to the food and agribusiness supply chain (e.g. packaging, ingredients, stock agent, transport, etc.)
- not a Rural Development Corporation or subsidiary or any other government-funded agency.

Applications from consortiums of more than one business are welcomed but only one project will be supported per application.

To be eligible, an applicant must be an Australian-based business and have a registered ABN/ACN.

4. As a start-up without any trading history, am I able to apply?

Yes, but start-up companies who are not in the market and do not have a history of one year of continuous commercial sales must be within a consortium with another eligible businesses to be eligible for funding. The program can help connect applicants to another business or consortium.

5. Can I submit two applications for projects that are being carried out at the same time?

No, only one project per business or consortium will be supported.

6. What co-contributions are required?

Applicants are expected to provide a co-contribution of resources to the challenge project. These resources may include staff time to manage the project implementation, time spent on project activities by volunteers and donated goods or services related to the project.

7. What are the minimum and maximum resourcing amounts available?

Applicants can receive access up to \$200,000 in value, including innovation support and collaboration from experts and leaders in business, science and the food and fibre industry to help deliver the solution.

8. Can I apply if I have applied for other federal or state funding?

If an applicant has previously applied and been successful for Commonwealth Government funding, and that funding has finished, the applicant is eligible to apply to the program.

“Co-contributions from the Federal government, philanthropic trusts, local government, sponsorship and fundraising are all acceptable. Contributions from other State agencies may be considered but generally will not be leveraged under this Fund.”

Applicants can make a submission for the same project when they have existing Victorian government funding, provided that:

- the existing State agency funding is disclosed
- a letter, supporting the submission, is provided by the funding State agency the need for further funds is clearly demonstrate

9. Is there a minimum or maximum challenge project length?

There is no minimum project length. The preferred maximum project length is six months from the date the funding agreement is signed or 30 June 2021, whichever occurs first. Ideally, all projects must be completed by 30 January 2022. However, it is accepted that there may be exclusions that require a longer timeframe.

10. When can an eligible project start?

The earliest project start date is the date that the applicant enters into an agreement with the program.

11. How do I apply?

Application can be submitted online through our website: www.foodandfibregippsland.com.au/whats-your-challenge

Comprehensive information on how to apply will be provided at the Challenge Bootcamp to be held on 20 April 2021 and at the website address above. Entrants are strongly recommended to attend the Bootcamp.

12. How will my application be assessed?

A selection panel of industry experts; Federation University, Food & Fibre Gippsland, FIAL, Food Agility CRC staff; and state government food and agribusiness industry professionals will review applications and recommend support based upon selection criteria.

13. How long does the assessment process take?

Applications close 14 May 2021. Following this, shortlisted applicants will be requested to undertake a Pitch Session on 4 June 2021. Entrants will be advised of the outcomes following the Pitch Session*. The selection process timeframe is dependent on a range of factors including the quality of an application and the ability of applicants to provide additional information if required.

*Food Agility CRC may request an additional presentation to their Strategic Investment Council

14. How will I know if my application is successful?

Successful applicants will be notified in writing.

Projects will not commence until applicants have signed an agreement. This must be signed and finalised within 60 days from the day the applicant is notified that their application is successful.

Failure to finalise contracts within 60 days from that date will result in withdrawal of the offer.

15. What are the key selection criteria?

There are four criteria applicants need to respond to:

1. Situation and environment (why is it significant to Gippsland and Australia and why is now the right time to solve this problem?)
2. How the challenge will contribute to growing sector provenance, innovation, talent and sustainability
3. Capacity, capability and resources required to deliver the project
4. Impact of the challenge project.

16. Will my application be treated as confidential?

Yes. The program has appropriate processes in place for commercially sensitive information. All projects will adhere to Federation University policies in regard to Data Security, Privacy and Procurement.

The following materials and discussions in relation to the project are always to be considered and treated as confidential:

- papers provided to applicants in advance of the evaluation meeting
- papers tabled or received at the evaluation meeting
- discussions conducted at the evaluation meeting; discussions amongst panel members in the evaluation meeting need to remain confidential to enable unhindered dialogue
- any other matters identified by the challenge project and communicated to the participant that require confidentiality

17. How are conflicts of interest managed?

Federation University and the program have a conflict of interest processes for all staff members and partners to enable declarations and any form of conflict of interest to be managed.

18. Does Federation University own the intellectual property (IP) generated from the project?

No. Federation University or the challenge partners will not own project IP. Applicants will own the IP arising from the project. If requested, applicants may grant Federation University or the partners permission to use and share the IP (or part of the IP) for the benefit of the industry.

19. Do I have to share any IP with other companies?

No. Although there is a case study report that applicants must complete at the end of the project, applicants do not have to place their IP into the case study. Only a generic overview of the type of challenge, solution, benefits and learnings of the project is shared. Should you be submitting a consortium application with other businesses, we highly recommend you have a signed IP agreement in place between all parties before commencement.

20. What are my reporting obligations for the project if successful?

Applicants must provide two one-page case studies of what has been learned through the project: one midway through the challenge project and one two weeks after the project is completed.

A Project Control Group will be established to oversee each project and will determine reporting obligations and project plans appropriate to track the progress of the project.

21. How will the challenge project report(s) be used?

In instances where reports are suitable to be shared publicly (e.g. do not require IP to be protected), they may be uploaded to the What's Your Food or Fibre Challenge, Gippsland? website and used in promotion of the food and fibre sector in Gippsland more widely. *The case studies may be uploaded onto the What's Your Food or Fibre Challenge, Gippsland? website and used in promotion of the food and fibre sector in Gippsland more widely.*

22. Who manages the project once approved?

Relevant to the type and scale of each successful project selected, project management may be directed by the applicant, by one of the program partners, or as a collaboration.

23. Do successful applicants have to pay tax on the resourcing amount provided?

Challenge project funding under the program is typically treated as assessable income for taxation purposes, unless specifically exempted.

Federation University and the program do not provide any advice on tax and recommend that grant recipients seek independent professional advice on this matter.

24. Where can I find more information?

For more information go to: www.foodandfibregippsland.com.au/whats-your-challenge

Application Checklist For Entrants

I am an Australian-based food, beverage or agribusiness company with a registered ABN/ACN	Yes	No
I am not a joint venture	Yes	No
I have more than one year of commercial sales at the time of filing an application	Yes	No
I am not a university, research organisation, Rural Development Corporation or RDC subsidiary	Yes	No
My project demonstrates a clear challenge that is not able to be solved within my organisation	Yes	No
My project will involve collaboration between a food or fibre producer, distributor, retailer or supplier, and either a research or industry expert provider	Yes	No
The research provider is not a subsidiary or partner of my organisation	Yes	No
The project outcomes support at least one of the six challenge categories listed in the guidelines or, if listed as 'Other', are accompanied by an explanation: <ul style="list-style-type: none"> • New product/service development • Existing product/service improvement or enhancement • Talent attraction or cultivation • Business model, business digitisation improvement • Market research intelligence/feasibility concept study • Addressing sustainability/environmental outcomes • Other. 	Yes	No
I am able to co-contribute resources to implement and complete the project.	Yes	No
I am able to commit up to six months (or more) from the time of project approval, depending on the complexity of my challenge, to finalise this project.	Yes	No

Governance Guidelines

1.0 Introduction

- 1.1. The delivery partners executing What's Your Food or Fibre Challenge, Gippsland? (the initiative) have developed these guidelines to assist participating organisations in understanding obligations arising from their involvement with the initiative, as well as the safeguards they can expect from the delivery partners with respect to the following:
 - Information collection and storage
 - Treatment of intellectual property
 - Procurement
 - Financial management
 - Risk management
 - Promotion.
- 1.2. The organisations delivering the initiative (the delivery partners) are: Regional Partnerships Gippsland; Regional Development Victoria; Federation University Australia; Food & Fibre Gippsland; Food Agility CRC; Food Innovation Australia Limited; Latrobe Valley Authority; TAFE Gippsland; and Committee for Gippsland. Rocket Seeder Limited also have an involvement in the initiative, for the delivery of the initiative's "Boot Camp" component.
- 1.3. The initiative's delivery partners agree to act in accordance with government and / or best practice processes relating to listed items under 1.1, as detailed in the balance of this document.

2.0 Information collection, storage and intellectual property

- 2.1. The delivery partners acknowledge the requirement for initiative applicants and participants to submit financial and other commercially sensitive information to facilitate eligibility assessment. In every instance, applicants' and participants' information will be collected in accordance with the privacy statement found here:
<https://federation.edu.au/privacy>
- 2.2. Intellectual Property (IP) submitted by applicants and participants will be treated with respect and held as confidential with exception to instances where express permission is approved by the applicant / participant providing the information. Applicants and participants are to understand that IP submitted in the application process may be viewed by appointed representatives of the initiative's delivery partners. IP deemed to be generated as a consequence of participant's involvement in the initiative (activity IP) will be accessible to delivery partners and participants in accordance to the Intellectual Property statement found here:
https://policy.federation.edu.au/research/research_integrity_and_compliance/research_ethics/ch10.php?_ga=2.126068489.566143299.1620085449-1157551349.1593062729

For the purposes of this Agreement:

- a) 'Intellectual Property' includes:
 - i. all copyright (including rights in relation to all documents, reports, charts, drawings, data bases, software, source codes, models, systems, slides, tapes and specifications);
 - ii. all copyright and all rights in relation to inventions (including registered and registrable patents), registered and unregistered trademarks, registered and unregistered designs, circuit layouts, and know-how; and
 - iii. all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.
- b) 'Background Intellectual Property' means the Intellectual Property of a party which was either created:
 - i. before the Start Date; or
 - ii. independently of this Agreement; and
 - iii. all improvements to such Intellectual Property by the party.
- c) 'Activity Intellectual Property' means all Intellectual Property (excluding Background Intellectual Property) developed, created, discovered, brought into existence or otherwise by the Recipient under this Agreement.

- d) 'Licence' means a non-exclusive, world-wide, everlasting, revocable, royalty free licence to exercise all rights in relation to the Intellectual Property it applies to as if the licensee were the owner, including the right to sub-license with written consent of IP owner. A Licence does not include the right to transfer or assign the Intellectual Property, or to seek or enforce remedies for infringements of the Intellectual Property against a third party.
- e) 'Third Party Intellectual Property' means any Intellectual Property owned or created by a third party other than the Recipient or the Department.
- 2.3. IP, contact details and other personally identifiable information submitted during the application process or throughout the course of the initiative will be securely stored on a cloud server accessible only to authorised representatives from the delivery partner team.
- 2.4. All delivery partners and their representatives with access to applicants' / participants' IP and other sensitive information will submit to a mutual confidentiality agreement. This agreement will bind signatories to maintaining the commercial confidentiality of the IP and executed copies will be made accessible to participants upon request. A copy of the NDA template can be found here.

3.0 Project Control Groups

- 3.1. A Project Control Group (PCG) will be established to oversee each project. The role of the PCG is to oversee the governance and the delivery of the project. The PCG will consist of appropriate stakeholders and challenge participants will be required to report back to the PCG on a monthly basis as to how the project is progressing as per the project plan.

4.0 Procurement

- 4.1. Throughout the course of the initiative, PCGs and participants may work to procure goods and services to assist in the development of knowledge and innovation. In these instances, funding and procurement agreements will remain the responsibility of the participant and funding partner.

5.0 Financial and risk management

- 5.1. Initiative delivery partners assume responsibility for the overarching financial management and acquittal to the initiative's funding body as per the services agreement existing between delivery partners and the funding body.
- 5.2. Participants remain responsible for financial management and risk and compliance arising from their participation in the initiative, including any losses incurred as a consequence of their involvement.
- 5.3. Participants agree to indemnify the delivery partners against any financial costs incurred through their involvement in the initiative upon their written agreement to participate in the initiative.
- 5.4. Delivery partners will notify participants of any real or perceived risks or conflicts associated with their involvement in the initiative on a good faith basis, with onus remaining on the participant to respond appropriately to such real or perceived risks or conflicts.

6.0 Promotion

- 6.1. During and after the term of this Agreement, participants acknowledge and agree that delivery partners may use participants' names, images, trade marks (registered or unregistered) and quotes, in promotional materials, including, but not limited to, delivery partners' websites, press releases, presentations, and customer references regarding their participation in the initiative for the purposes of delivering delivery partners' products and/or services, for marketing, publicising, advertising or otherwise promoting the delivery partners.
- 6.2. By formally agreeing to participate in the program, (and in consideration for the assistance and services provided to the participant by the delivery partners) the participant:
 - a) irrevocably consents to the delivery partners using the participant's Data or Works in the manner and for the purposes described in this Agreement;
 - b) waives any right to receive any payment for the licence granted under paragraph 2.2 above.