

## Sport & Spark Information Pack Sport & Spark: Sparking conversations about home electrification through sports.

The Sport & Spark initiative provides funds for sports clubs or organisations to organise events or activities for their communities. Organisations are invited to submit a [Expression of Interest](#) by 6 March.

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### Important dates

Open: 9 Feb 2026

Close: 6 March 2026

Notification: week beginning 16 March 2026

### About the initiative

The purpose of the initiative is to help sports clubs and organisations:

- strengthen participation and build social connections
- grow membership and skills
- support fundraising efforts

While also providing households with a fun and accessible way to learn about the benefits and pathways to home electrification and transitioning away from gas, through familiar and trusted sporting environments.

The initiative is led by the Yarra Energy Foundation (YEF), a non-profit organisation seeking to engage communities on home electrification through sports.

The project is supported by the Victorian Government through the Cheaper Home Electric Energy Program (CHEEP).

YEF is seeking to work with approximately 12 sports clubs or organisations to deliver this initiative.

## **What support is available?**

Eligible sports organisations can apply for up to \$5,000 (ex. GST).

Funds can be used for anything reasonably required to plan, promote and deliver an approved event or activity.

Eligible costs may include (but are not limited to):

- Venue hire
- Limited catering or other food costs
- Equipment hire
- Marketing, printing, or signage
- Guest speakers or facilitators
- Staff or volunteer coordination time

*Clubs do not need to own or operate a home venue to be eligible.*

## **What kinds of events/activities can be funded?**

Organisations can use funds for activities such as:

1. Skills clinic / development camp (e.g., with a professional or celebrity player, coach, or team etc.).

2. Member drive (e.g., an exhibition game/performance or club BBQ with new and interested players/members).
3. Fundraising event (e.g., awards day, with tickets or door prizes to raise funds for the organisation).
  - a. *Note that Victorian Government funding cannot be used for the purchase of prizes*
4. Special theme / awareness round (e.g., nominate a round during competition season focusing on household electrification).
5. Cultural celebration days (e.g. Eid celebration)

Organisations may also propose another type of event/activity, provided it is likely to attract and engage a wide audience, including household decision-makers and is approved by YEF.

## **What does the home electrification component involve?**

Organisations do not need to deliver energy information themselves.

YEF will provide all content around transitioning households from the use of gas to the use of electric energy via resources and expertise, including information on:

- Solar
- Efficient heating and cooling
- Electric appliances
- Energy efficiency and household comfort
- Unlocking bill savings
- Government rebates and programs

The home energy upgrade component could include:

- A YEF stall at a club day, training or match, providing parents, guardians and other household decision-makers with information and advice
- YEF providing fact sheets and materials to share through club channels
- A presentation/workshop delivered by YEF as a part of a club event

Organisations are responsible for organising and promoting the activity or event, while YEF will deliver the home energy upgrade component.

## Who should activities engage?

While events and activities may engage all club members, the primary audience for the home electrification component is homeowners, parents, guardians or other household decision-makers.

## Conditions and Obligations

Successful organisations must:

1. **Sign an Activity Delivery Agreement** with YEF outlining the event or activity your organisation would like to deliver.
2. **Deliver communications** about the initiative through normal channels, such as email, social media, and in-person.

Note: We expect these to be like the normal communications organisations usually undertake. For example, include a message in a regular player/member email distribution, Whatsapp group, or social media post. Any content and resources on home electrification will be provided.

3. **Host a flagship activity or event**, such as a skills clinic, member drive, fundraising event, or another event of the organisation's choosing which is approved by YEF.

YEF's team will provide general support for event planning, content and resources. Selected organisation would be responsible to host the event or activity.

## Eligibility

Eligible organisations must:

- Be a sports club, association, or organisation with a demonstrable sports community/member base,
- Have at least 100 members or players in the current or most recent season, and
- Operate in one or more of the following local government areas:

- Brimbank City Council
- Hobsons Bay City Council
- Hume City Council
- Maribyrnong City Council
- Melton City Council
- Whittlesea City Council
- Wyndham City Council

## How to apply

1. Read these guidelines and confirm eligibility.
2. Read the [Activity Delivery Agreement](#).
3. Submit an Expression of Interest (EOI) via [this form](#) by Friday 6<sup>th</sup> March.

## Selection priorities

YEF aims to select a diversity of organisations, sports and geographies, while also considering:

- Audience size / reach (number of households)
- Proposed communications and engagement channels
- How likely the proposed activity/event is to be engaging and attract participants
- Overall alignment with the theme of supporting households with home electrification
- Organisational capability and capacity

YEF is seeking to partner with clubs or associations that have:

- A clear connection to your existing members or community
- An activity that feels natural in your club or organisation setting
- A realistic plan to reach household decision-makers
- Enthusiasm to include simple conversations or prompts about home electrification (content provided)

## What happens next?

- All EOIs will be reviewed by YEF.

- Organisations notified via email week beginning 16 March.
- Successful organisations will go through short onboarding phase and confirm event details.
- Activities will be delivered between May – November 2026.

## Frequently Asked Questions

### 1. What is it?

The Sport & Spark initiative aims to engage communities on the benefits and pathways to home electrification and transitioning away from gas, through trusted sporting environments, while also supporting local sports communities to strengthen participation, build social connections, grow membership, develop skills, and support fundraising efforts.

Eligible sports clubs, associations or organisations can apply for up to \$5,000 to run activities for their members and/or community, including skills clinics, member drives, fundraisers and more. Activities can be defined by sports clubs and organisations but must include engagement on household electrification with household decision-makers.

YEF will work with selected sports clubs, associations or organisations to develop and deliver activities and will provide household electrification expertise and resources.

### 2. Who is it for?

To be eligible, organisations must:

- Be a sports club, association, or organisation with a demonstrable sports community/member base,
- Have a membership or player base of at least 100 in the current or most recent season, and
- Operate in at least one of the following local government areas:
  - Brimbank City Council
  - Hobsons Bay City Council
  - Hume City Council

- Maribyrnong City Council
- Melton City Council
- Whittlesea City Council
- Wyndham City Council

### **3. What's in it for us?**

This initiative provides the opportunity to boost club, association and community sports activities through additional funding to run events that add value to your members.

Eligible sports clubs, associations or organisations can apply for up to \$5,000 to run activities for their members and/or community, including skills clinics, member drives, fundraisers and more. Clubs, associations and organisations can decide what kind of activities they want to run, but these need to be approved by YEF and meet the following requirements:

- Activities should be likely to attract and engage a wide audience, including household decision-makers.
- Organisations must sign an Activity Delivery Agreement with YEF outlining the event or activity they would like to deliver.
- Organisations must deliver communications about the initiative through normal channels, such as email, social media, and in-person.

### **4. How do we apply?**

Follow these steps to apply:

1. Read these guidelines and confirm eligibility.
2. Read the Activity Delivery Agreement.
3. Submit an Expression of Interest (EOI) via [this form](#) by Friday 6<sup>th</sup> March

### **4. When will we know if we've been selected?**

YEF will notify all successful and unsuccessful applicants in the week beginning 16 March, via email.

### **5. What are our responsibilities?**

Selected sports clubs, associations and organisations will:

- Plan, promote, and host at least one flagship activity or event between May and November 2026.

This may include:

- Confirming event dates and securing venues
- Marketing and promoting the event(s) via local channels
- Tailoring content to suit local needs and demographics
- Collecting attendance data, participant feedback, and other required evaluation data using YEF-provided templates
- Ensure events are inclusive, accessible, and conducted in a safe and professional manner.
- Communicate in a timely and collaborative manner with YEF to ensure agreed tasks and deliverables are met.

## **6. What are YEF's responsibilities?**

YEF will:

- Be the lead coordinator for the project.
- Liaise with and report back to the Department of Energy, Environment and Climate Action (DEECA) on activities carried out under the Funding Agreement.
- Monitor progress, conduct check-ins, and oversee consistent delivery; and
- As applicable, provide:
  - Funding up to \$5,000 ex. GST for eligible expenses
  - Guidance and general support to the selected sports clubs, associations and organisations to deliver activities
  - Processes to ensure consistency and that activities are aligned to the terms in the Funding Agreement
  - Content and collateral for events
  - Templates and checklists for event delivery as required
  - Marketing and promotional support

## **7. When does the activity end?**

All activities will be completed by the end of November 2026.

## **8. Who is funding the activity?**

This initiative is supported by the Victorian Government through the Cheaper Home Electric Energy Program (CHEEP).

The Cheaper Home Electric Energy Program (CHEEP) is providing funding to community-based organisations to support households to make informed decisions about upgrading their homes to efficient electric energy, and access state government rebates and programs to do so, to save money on their energy bills.

CHEEP grants are focussed on communities in metropolitan Melbourne, especially those hit hardest by the cost of living and/or culturally and linguistically diverse communities, who are more likely to benefit from assistance in accessing resources to make informed decisions.

Funding is being provided to assist these households to understand their options to upgrade their homes to efficient, electric appliances to improve their household budgets, increase household comfort and reduce pollution from their homes.

## **9. Who is YEF?**

Yarra Energy Foundation (YEF) is an independent not-for-profit organisation with a huge ambition – accelerate the transition to cleaner energy to address a changing climate.

YEF exists to connect people to better energy. We do it by bringing government, industry, and community together to deliver innovative solutions for energy emissions reductions.

Established by Yarra City Council in 2010, YEF is governed by an independent and highly experienced Board of Directors.

## Documentation

[EOI Form](#)  
[Activity Delivery Agreement.](#)

## Contact

[information@yef.org.au](mailto:information@yef.org.au)  
+61 3 7037 6040

## Timeline

Item	Time
EOI goes live	9 <sup>th</sup> Feb
EOI closes	6 <sup>th</sup> March
EOI assessment	Week of 9 <sup>th</sup> March
EOI notification	Week beginning 16 <sup>th</sup> March
Onboarding and preparation	March – April
Delivery	May – Nov
Wrap up and report	Nov – Dec
YEF submit final project report to DEECA	Dec – Jan