



Application Guidelines

In recognition that projects supporting mental health vary in size and nature, there are two grant types available – funds and advertising space.

Funds Grant

In the funds grant type, there are three categories available to apply for:

- \$5,000
- \$10,000
- \$20,000

The total pool within the funds grant type is \$100,000 (in aggregate, including grants from all three categories).

Advertising Grant

In the advertising grant type, organisations can apply for on-train advertising, valued at \$100,000. The advertising will appear quarterly from 1st July 2025 to 30th June 2026. With approximately 535,000 passenger journeys taken each day, that can be great exposure for any organisation. Further information on advertising grants is available at Appendix A.

Organisations may submit a maximum of one application per organisation per grant type. In the interests of supporting as many projects as possible, organisations can only be awarded a maximum of one grant per round.

Focus areas

Mental health is a complex challenge and can be approached in many ways. Metro Trains are supporting mental health programs in the following areas, and grant applications must be aligned to at least one area:

- Wellness – preventative care to reduce the risk of poor mental health.
- Education – activities that inform and promote awareness of good mental health.
- Support services – assistance like counselling, psychiatric support or crisis care that directly supports people experiencing mental health challenges.

Organisations should clearly demonstrate the need in the community and provide evidence that their project will have a tangible impact in responding to that need.

Projects can be new or build off existing projects/programs. However, Metro's contribution and impact must be clearly distinguishable and applicants must clearly state how any grant funds will be used to support one of these focus areas.

Projects must have commenced by 31 October 2025 and be completed by 30 June 2026.



Eligible organisations

Applicants must be financially viable and be located in, or service, metropolitan Melbourne. For the purposes of the grant, metropolitan Melbourne is defined as a local council area containing a Metro train station. Appendix B contains a list of eligible local government areas.

Applicants may be one of the following organisations.

- Deductible gift recipient (DGR) status organisations.
- Not-for-profit entities including charitable organisations and incorporated associations.
- Schools or universities.

Applications must only be submitted by someone with the authority to do so. Evidence of this authority may be requested by Metro trains as a pre-requisite of funding.

National organisations or organisations based outside Melbourne may apply but must clearly demonstrate that any grant funds will be spent supporting people in or around metropolitan Melbourne. Organisations based outside of Melbourne should provide a letter of support from a local partner with their application.

Organisations that operate under an auspice arrangement that do not meet the abovementioned eligibility criteria (and have a parent organisation that do) should make the application in the name of the parent organisation and clearly state the arrangement in the application.

All applicants are required to nominate a 'local station' closest to the where the project will be delivered.

Organisations that received a Metro community grant in 2023 (listed at Appendix C) will not be eligible for this round of funding.

Selection criteria

Applications will be assessed according to the following criteria:

- The organisation: The applicant has a clear purpose, clearly understands who it is targeting and how it addresses the issue, and has a demonstrated ability to deliver the project as promised.
- Focus area: The project aligns with one of the focus areas (listed above) to improve the mental health of people in metropolitan Melbourne.
- Support
 - Funds grants: The proposal clearly outlines how donated funds will be used and how many people it will assist. The application should include an itemised budget.
 - Advertising grants: The proposal clearly outlines how the advertising will promote the mental health project/organisation, including any 'call to action' for passengers. The application should include a mock up example of the artwork (at least one panel).
- Measures: The applicant can demonstrate activity outcomes with evidence that are measurable, realistic and provides a clear picture of the long-term impact of funding.



Applications must be made via the online form. Attachments of no more than two A4 pages may be added to support an application.

Projects that have already secured any matched funding are welcome but it is not a prerequisite to apply.

Types of activities supported

Mental health is such a complex challenge and tackling it may come in many different forms. Some examples might include:

- Promotional campaigns to raise awareness of mental health and direct people to appropriate support services.
- Activities to encourage healthy eating and positive body image amongst teenagers.
- Support services, such as food vouchers, accommodation or education/training, for those experiencing mental health challenges.
- 'Train the trainer' programs to educate community leaders about dealing with mental health challenges in their communities.

A list of the projects Metro supported last year is available at Appendix C.

Types of activities not support

The Metro Community Grants program will not support:

- Activities that do not meet the selection criteria.
- General fundraising appeals (e.g. appeals from national organisations)*.
- General sponsorships (funding must be for a specific project or program)*.
- Research proposals.
- Applications from individuals.
- Applications from outside Metro Local Government Areas.
- Activities completed before the grant is awarded.
- Programs with a religious, political or sectarian purpose.
- General operational/administration functions not attached to a specific project.
- Conferences

* Project specific applications are preferred for advertising grants, however fundraising campaigns will be considered for this grant type.

How to apply

Applications open: 9am AEST, 17 March 2025

Applications close: 5pm AEST, 17 April 2025

The online application form will be available from www.metrotrains.com.au/community-grants on the open date. Applications must be made via the online form only. Late applications will not be considered.



Successful applicants can expect to be notified by June with funds to be distributed upon signing a funding agreement with Metro Trains. A commemorative event will be held in June to celebrate all grant winners. Further information will be provided to successful applicants following the assessment period.

Reporting requirements

Successful applicants will be required to provide an evaluation report within one month of project completion. Guidance on reporting requirements will be provided by Metro as part of the funding agreement. It will include having to report against impact measures detailed in the grant application. The report will require successful applicants to provide case studies as demonstration of project outcomes.

Projects of six months or more will be required to provide an interim report updating Metro Trains on progress of the project.

Successful applicants may be requested to attend promotional activities as part of the grant program.

Further information

Further information is available in the Terms and Conditions. If you have outstanding questions after reading that document, please contact Metro Trains at community@metrotrains.com.au.



Appendix A

Advertising grants

Organisations can apply for on-train for advertising, valued at \$100,000, The advertising will appear quarterly from 1st July 2025 to 30th June 2026. (see example below).

Advertising specifications

FILE SETUP

Format: MPEG-4. Supplied as a .MP4 file.

Length: 7secs

Dimensions: 1080px(w) x 1920px(h)

Max File Size: 30mb

Encoding: H264

Frame Rate: 25fps

Data Rate: 8mbits/sec or less

Audio: N/A

STATIC CONTENT

Format: JPEG

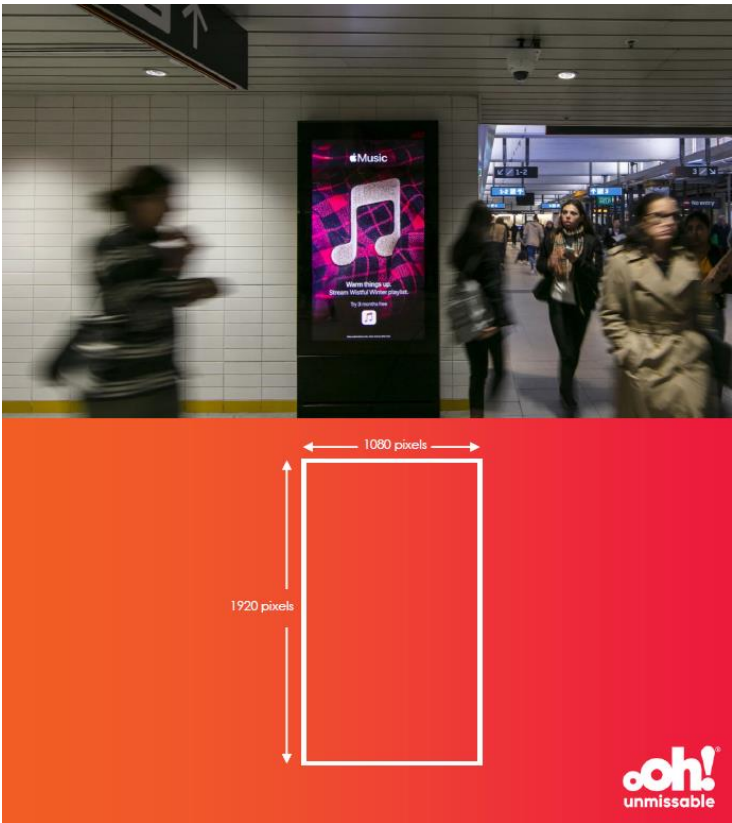
Dimensions: 1080px(w) x 1920px(h)

Max File Size: 30mb

Colour Model: RGB

FILE NAMING CONVENTIONS

Files are to be named in the following format: CLIENTNAME_FILE#OF#_PIXELRATIO.EXT





Content Guidance

Any advertising collateral:

- must comply with all applicable Law;
- must comply with voluntary codes of conduct established by the relevant advertising industry;
- must not:
 - depict any subject matter that is offensive;
 - condone or provoke anti-social behaviour;
 - promote or relate to alcohol or gambling;
 - use sexualised images or gender objectification;
 - portray images or events that may cause distress to children;
 - be used to promote a political party, parties or a political cause;
 - use offensive language;
 - demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability; or
 - disparage or diminish the reputation of public transport or the public transport system in Victoria or be otherwise inconsistent with the marketing component of the Network Services Coordination Plan; and
 - must not resemble, be capable of confusion with, or obstruct directional or informational signs or otherwise compromise wayfinding in any way.

All advertising collateral is subject to approval by Metro Trains (in its absolute discretion).



Appendix B

Eligible Council Areas

1. Banyule City Council
2. Bayside City Council
3. Boroondara City Council
4. Brimbank City Council
5. Cardinia Shire Council
6. Casey City Council
7. Darebin City Council
8. Frankston City Council
9. Glen Eira City Council
10. Greater Dandenong City Council
11. Hobsons Bay City Council
12. Hume City Council
13. Kingston City Council
14. Knox City Council
15. Maribyrnong City Council
16. Maroondah City Council
17. Melbourne City Council
18. Melton City Council
19. Merri-bek City Council
20. Monash City Council
21. Moonee Valley City Council
22. Mornington Peninsula Shire
23. Nillumbik Shire Council
24. Port Phillip City Council
25. Stonnington City Council
26. Whitehorse City Council
27. Whittlesea City Council
28. Wyndham City
29. Yarra City
30. Yarra Ranges Shire



Appendix C

2024 Community Grant Recipients

Organisation	Project Name	Project Description
Blind Sports & Recreation Victoria	People with vision loss on the fast track to improved mental health	<p>According to Vision Australia, studies show that 25-45% of people with vision impairment experience feelings of isolation and depression. Vision loss often includes compounded losses: when you're unable to see you can't drive, you can't communicate with others non-verbally through eye contact; and you may not be able to continue in your job. All this can lead to isolation, loneliness and depression.</p> <p>Although there are more than 100,000 people with vision loss living in Victoria, only 1% (1,200) currently participate in BSRV's programs: the majority being in greater Melbourne. There is a clear opportunity to raise awareness of BSRV and engage more people in our programs, where they can improve their mental well-being.</p> <p>This new advertising campaign is aimed at the families, friends, relatives, neighbours and colleagues of people with vision loss, calling on them to connect and link those they know and love with BSRV, and the potential for a whole new world of support and friendship.</p>
Inner Eastern Local Learning and Employment Network	Safer Families Project	<p>IELLEN has a MOU with Victoria Police whereby Vic Pol members refer young people (who have perpetrated violence) and their families to us, so that we can link them to community support/services. IELLEN has identified mental health issues (leading to violence) as requiring intervention, and the SFP will provide referral of young people/families for relevant supports/services. SFP will provide individually tailored responses, with each offered support from service providers, many of which will be project partners. (Support includes family counselling, alcohol and other drug, and education re-engagement). SFP will be outcome-focused, addressing the need for achieving sustainable life changes for families. We will ensure families will get priority access to the right supports and access to services in to achieve positive outcomes. A staff member will be located within St Kilda / Prahran Police Stations upon request, facilitating referrals and information sharing</p>



<p>Launch Housing</p>	<p>On The Frontline: saving lives, ending homelessness</p>	<p>Mental health and homelessness are intrinsically linked. Ill health leads people into homelessness, keeps people homeless, and makes it almost impossible to retain housing.</p> <p>To break this cycle, Launch Housing is piloting an onsite nursing clinic at our Southbank crisis accommodation in Melbourne with community healthcare provider Better Health Network.</p> <p>Struggling with the trauma of homelessness and mental health conditions like depression, anxiety, post-traumatic stress disorder and bipolar disorder, people staying at Southbank receive compassionate, vital care from nurses onsite. An internal review of the people who stayed in Launch Housing's crisis accommodation from 2016-2022 showed that 84% had both a mental illness and substance use disorder.</p> <p>From providing initial assessments, referrals to GPs, assisting with medication management, and responding to mental health crises, the On the Frontline nursing clinic saves the lives of some of Victoria's most vulnerable people.</p>
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<p>A Better Life for Foster Kids</p>	<p>Crisis Cases for Emergency Foster Care</p>	<p>Crisis Cases provide basic, essential items in a timely and flexible manner to children who arrive in a new placement in out-of-home-care. Our aim is to provide comfort and reassurance to these children and give them a protective feeling of self-worth. Cases provide children with items of their own during a traumatic transition. Children who arrive at a new out-of-home care placement with a Crisis Case have comfort items such as a teddy and blanket, clothing to wear and a suitcase in which to store their new belongings. Cases include trauma-informed colouring book resources to assist children to process their experiences and share with their carers. Past use of these books provided in Crisis Cases has led to a number of disclosures by children to their carers of instances of abuse and neglect, which child safety officers can then take action on. Crisis Cases play a part in helping children cope in an emergency and has an impact at a critical time, to support their long-term wellbeing.</p>
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<p>Banksia Gardens Association</p>	<p>Girls' Circle Mental Health & Wellness Program</p>	<p>Girls' Circle aims to provide a safe space for girls aged 11-15 years old residing in the suburb of Meadow Heights, one of the most disadvantaged suburbs in Hume. This weekly after-school program broadens learning beyond the curriculum and helps girls navigate challenges faced by migrant and refugee children growing up in a western culture. Facilitated by experienced bilingual female staff, the girls can socialise, participate in a range of activities and excursions, and discuss openly a range of topics that matter to them.</p> <p>Education and Wellness Focus Areas Girls' Circle is the perfect setting in which to engage and educate girls about the importance and benefits of looking after their mental health. Our girls come from families with little or no understanding or discussion about mental health issues. We want to help the girls understand the connection between mental health and wellness so they can make informed choices across different aspects of their lives as they develop.</p>
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<p>Dadfit Community</p>	<p>Dadfit - supporting healthy dads and families</p>	<p>We'll launch the innovative Dadfit program in 3 multicultural community hubs in the City of Wyndham, supporting the mental health of 50 dads and their families.</p> <p>According to Movember Foundation research, 7 in 10 new dads feel increased stress, 1 in 4 are isolated, and 1 in 10 develop post-natal depression. These risks are particularly acute for dads in financially disadvantaged, culturally diverse communities. When dads struggle, children face greater risk of poor mental health.</p> <p>Dadfit is a preventative program combining social connection, physical exercise and group discussions to educate, de-stigmatise and reduce the risk of poor mental health in dads with young children.</p> <p>Participants complete a five-week program as part of a local 'dad team', including:</p> <ul style="list-style-type: none"> - Dad workouts - fun, full-body workouts, suitable for all fitness levels - Dad chats - facilitated discussions about mental health and family health - Dad challenges - fun, practical challenges to put new ideas into practice
<p>Orygen</p>	<p>Orygen Assist: Connecting young people experiencing mental illness and their families to essential items</p>	<p>Orygen Assist plays a critical role in providing direct support for young people aged 15 to 25 experiencing mental illness and their families who face financial hardship. Co-located with Orygen's mental health services at Parkville and 5 headspace centres across Melbourne's northwest, the program provides essential items such as food, clothing and hygiene products in a safe and stigma-free environment.</p> <p>In response to the cost-of-living crisis and growing need within our community, Orygen Assist is seeking funding to enhance its capacity and reach by increasing the volunteer base, increasing the volume and range of essential items available, and being adaptable to the diverse needs of the community. This will allow the program to provide tailored immediate support and reduce financial stress for young people and their families, while fostering trust and long-term engagement with Orygen's mental health services.</p>



<p>The Project Rockit Foundation</p>	<p>Building Kind, Inclusive and Healthy Schools</p>	<p>The initiative aims to prevent social and emotional harm in students and promote positive mental health and resilience. PROJECT ROCKIT will deliver anti-bullying and mental health prevention education into 2 disadvantaged Melbourne schools, who are currently on our waitlist. Our passionate and highly trained young facilitators will deliver a series of face-to-face programs with students before plugging staff and parents into our award-winning digital platform to provide ongoing learning for 12 months. Our workshops not only seek to remove social barriers to mental health such as discrimination, bullying, and internalised stigma, but also cultivate the resilience, social supports, emotional literacy and allyship to enable teens to thrive. It is time that priority support is given to schools facing socio-economic barriers who face significant challenges, such as limited access to support services, and higher rates of bullying and discrimination, leading to mental ill-health.</p>
<p>Second Chance Animal Rescue</p>	<p>Pet Therapy Program</p>	<p>The Second Chance Animal Rescue (SCAR) Pet Therapy Program offers free visits from therapy service dogs to aged care facilities to create connection, break down isolation and promote emotional wellbeing through interactions with senior residents. Countless reports document the loneliness and isolation experienced in these facilities and through regular interactions with loving animals and friendly handlers it is proven we can create a happier more connected community. A pet therapy program visiting aged care facilities will support emotional wellbeing and mental health. Firstly, it promotes inclusivity by providing companionship and emotional support to the elderly residents who may be isolated or lonely. Studies have proven again and again the presence of therapy dogs helps create a sense of belonging and fosters social connection. It also contributes to the resilience of the community by improving the overall well-being and mental health of the elderly population.</p>