



Local Collaboration Grants Round 2

Information and Guidelines

Background

Raising Literacy Australia (RLA) is leading the Words Grow Minds campaign into its second year across South Australia. With up to 85% of brain development occurring in the first three years of life, it's crucial that we interact and engage with children early on. The program provides information to parents of young children about how best to support their child's development in the first three years, and why it's so important.

Words Grow Minds combines a mass media advertising campaign, professional learning and webinars for service providers to reinforce key, consistent messages, and free resource packs for families.

The Words Grow Minds statewide paid advertising campaign seeks to put the neuroscience of early childhood brain development into accessible language for parents and the broader community. Crucially, the aspect which is most powerful about this campaign is the way it can be activated by local service providers on the ground to contextualise information to the families they work with. Local Collaboration Grants offer services the opportunity to support their community with tailored projects that suit their needs.

Grant Information

The total pool of grant funding available from Words Grow Minds is **\$60,000**. Services and organisations can apply for one of **20 grants**, valued at **\$3,000 each** (excl. GST) for projects and events that meet the guiding principles and promote the overarching messages of the Words Grow Minds campaign.

Key Dates

Applications open: **Monday May 12, 2025.**

Applications close: **Friday June 27, 2025.**

Acquittal reports due: **Tuesday June 23, 2026.**

All applicants will be notified if they are successful or not by **Friday 11th July, 2025.**

Guiding Principles

Applications will be considered based on the following guiding principles. The primary target audience for all projects should be children 3 years and under and their families, with an emphasis on those who may not already be engaged with early years services and supports. Successful applications will be those that best align with the principles, showcase the Words Grow Minds messaging and deliver innovative ideas for community engagement.

1. Collaborate with other service providers

Projects should support the common goal of clear and consistent messages across the sector by connecting and collaborating with at least one other early years or community-based service. Collaborations should intentionally try to reach families with young children, in particular families who are not already engaged with local services. The diversity of services listed on an application will also be considered.

2. Activate the local community

Successful applicants will plan and implement free events or programs within the local community to engage families and children, encourage positive early interactions, and promote the Words Grow Minds campaign.

3. Promote Words Grow Minds

All projects should promote the campaign during the program/event on their social media and in their physical space. The project should also serve to build parent capacity and/or relay information about early brain development and positive interactions.

Words Grow Minds assets are available at www.wordsgrowminds.org.au to use in for promotional material.

4. Measure success

Applications should outline how services intend to measure the success and impact of their proposed projects. The use of varied measurements and data will be advantageous. This will provide the basis of the acquittal report required at the end of the program/event.

FAQs

Who can apply?

- Organisations or services that support the early years, young children and their families
- Organisations or services familiar with the Words Grow Minds campaign and key objectives

My service has received a Words Grow Minds grant before, can we apply again?

Yes, services who received a 2024 grant are still eligible to apply for and receive a grant in 2025. However, this will factor into the decision making process. Applications from previously successful services and organisations must show that:

- they are forging new partnerships with other services;
- their proposal is substantially different from what was submitted in Round 1 **OR**
- they are building on or improving the existing/previous program

Innovation and new ideas will be considered ahead of repeat programs.

What can I apply for?

- Outreach opportunities
- Joint projects with local service providers
- Staff costs to plan, implement, and deliver community event(s) or project(s)
- Equipment relevant to the event(s) or project(s)
- Promotion and marketing of event(s) or project(s)
- Guest speakers
- Catering for group collaboration

How do I apply?

Complete the grant application form [here](#).

Acquittal

An acquittal and evaluation report will be required upon the completion of the project.

This will include details of:

- expenses
- co- or in-kind contributions
- collaboration
- attendance and community reach
- shifts in data (for example, an increase in attendance rates, service enquiries, membership, etc.)
- community feedback
- a summary of event/program outcomes and objectives.

All funds must be acquitted by **Tuesday June 23, 2026.**

For further information or inquiries, please contact
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