Request for Proposal Information Pack

Research project opportunity:

Supporting strategic advocacy for better mental health and wellbeing outcomes in South Australian communities

Fay Fuller Foundation

Request for Proposals

The Fay Fuller Foundation is commissioning research to better understand mental health and wellbeing needs in South Australian communities, alongside strategies to promote community-led solutions.

We are currently seeking proposals to deliver research across one (or both) of the below topics:

#1 Rethinking Evidence: Elevating Community Knowledge in Mental Health Advocacy
Budget guide: $100,000 (excl. GST)
Timeframe guide: Nov 2025 – May 2026

#2 Transforming Community Wellbeing: A Cultural Shift Towards Prevention
Budget guide: $115,000.00 (excl. GST)
Timeframe guide: Nov 2025 – May 2026

Key Dates

Proposals can be submitted over the four weeks between the open and close dates:

OPEN: 22 September 2025

CLOSE: 17 October 2025 @ 5.00pm

About this Information Pack

This pack guides preparation of your proposal, and outlines next steps. It has been distributed directly to those who submitted an Expression of Interest (EOI) for the opportunity, and is publicly available for anyone who is interested in submitting a full proposal.

The EOI stage was publicly advertised on 8 September 2025. You can read the EOI Information Pack as a supplement to this guide.

More About Us

To learn more about us, you can read about the Foundation on our website – including Our Focus Areas and Our Approach to Mental Health and Wellbeing.

Questions?

If you have any questions or would like more information, you are welcome to call, email or arrange a meeting.

Alicia Smith
Strategic Impact and Learning
alicia@fayfullerfoundation.com.au
0408 335 006

More about the Project

We have developed the project scope in consultation with our partners, and colleagues working across the mental health and wellbeing sector.
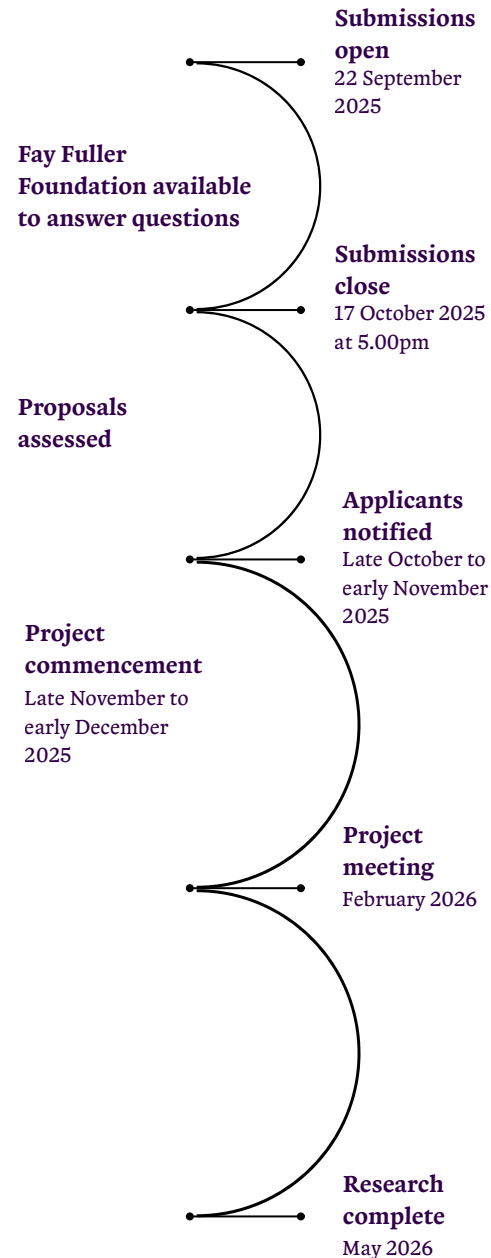
It recognises the need to further embed community knowledges, approaches and evidence within the mental health and wellbeing ecosystem, with the goal of expanding access to community-led solutions that strengthen wellbeing and support people to be mentally healthy.

It aims to support individuals and organisations with information about the current state of mental health supports available and responses in South Australia, and proactive advocacy strategies to ensure a greater focus on preventative and community-led solutions.

During the Project

While the project is separated into different research topics, the work will involve collaboration between researchers across the different areas.

The research teams will also have engagement with a Steering Committee – providing strategic guidance to support project outcomes and maximise the impact and reach of the project for both communities and relevant sectors.

Fay Fuller Foundation available to answer questions

Proposals assessed

Project commencement
Late November to early December 2025

Submissions open
22 September 2025

Submissions close
17 October 2025 at 5.00pm

Applicants notified
Late October to early November 2025

Project meeting
February 2026

Research complete
May 2026

Submitting a Proposal

To submit your proposal, please send the following to us by email at admin@fayfullerfoundation.com.au:

1. A completed cover letter (template enclosed)
2. A copy of your proposal, in your chosen format.

Submissions are open from 22 September 2025, and close at 5.00pm on 17 October 2025.

Outcome & Feedback

We will contact applicants between late October and early November 2025 to share the outcome of your proposal. For those who are unsuccessful, there will be an opportunity to meet for discussion or feedback.

Eligibility and Assessment

This opportunity is for any individual or organisation type. We also welcome proposals from groups of individuals or organisations who want to work as a collective.

Proposals will be assessed against the criteria on Page 4.

Preparing Your Proposal

The format of your proposal is your choice, to present in a way that best communicates your proposal. This can include multiple formats, such as written, video or visual representations.

As general guidance, we suggest 3 – 4 pages of information, to be presented in your preferred ways.

The proposal is your opportunity to share how you would do the research in a way that:
- Meets the key components of the research, outlined in the project scope
- Is suited to the proposed audience, and for achieving the intended outcomes
- Fits within the budget and timeframe guide.

It is also an opportunity to share about why you are in a good position to do this work.

Further guidance about what to consider in your proposal is on Page 5.

Assessment Criteria

When assessing proposals, we will be considering the below criteria.

#1 Alignment with project scope

How your proposal aligns with intended outcomes, proposed audiences, and key components of the research topic, with consideration to budget and time.

#2 Your strengths in delivering the research

The strengths you would bring to this research, including your relationships, skills, knowledge or experience.

#3 Learning with and from people

How your proposal demonstrates a commitment to engaging with and learning from the voices of community, people with living and lived experience and those working across relevant sectors.

#4 Inclusive approach for diverse communities in South Australia

How your proposal is inclusive of perspectives, circumstances and needs for the diverse communities in South Australia who should benefit from this work – ranging across different geographic, social, ability, economic and cultural backgrounds and circumstances.

#5 A strategic mindset for change

How your proposal demonstrates an understanding of systemic barriers to change, and a strategic mindset about how this research can contribute to change.

Consider telling us …

How you communicate your proposal is up to you – but as a guide, we suggest addressing the below areas, with consideration to the Project Scope and Assessment Criteria.

About You

What is your background, and what has driven you to submit a proposal for this work? What are the relationships, knowledge, understanding, or expertise that you hold that put you in prime position to do this work?

Methodology

What kind of information will you collect and from who/where? Are there particular methods or research techniques you intend to rely on?

Ethical Considerations

Are there any ethical considerations with your proposed methodology? If so, how do you intend to address these considerations?

Alignment with Project Scope

Why is your proposal well suited to the proposed audience for the research, and the intended outcomes?

What You Will Create

How will you communicate the research? For example, do you intend to prepare a written report, visual representations, resource tools, documentary format etc.?

Resourcing

How might the budget support your methodology and the way you will communicate the research?

Project Stages & Timeframe

What are the broad project stages you expect, and how does this fit within the timeframe?

Project Collaboration & Roles

How would different individuals, organisations and communities be involved in the research? What would the roles be, and how would that collaboration support the research?

Project Scope

#1 Rethinking Evidence: Elevating Community Knowledge in Mental Health Advocacy

Summary

This research will address the critical challenge of how different types of evidence, particularly community knowledge and qualitative data, are valued in mental health advocacy. It will explore the tension between the need for "proven" interventions and the reality that many effective community-led approaches lack traditional forms of evidence. The goal is to equip the sector with the tools and arguments needed to advocate for a broader acceptance of diverse forms of evidence.

Key Components

Evidence Hierarchy:
Analysis of how different types of evidence are currently valued, with a focus on the challenges of proving the effectiveness of preventative and community-led approaches.

Community Knowledge:
Case studies that demonstrate the effectiveness of community-driven initiatives, emphasizing their timeliness and contextual relevance.

Strategic Use of Evidence:
Guidance on how to frame and present community knowledge in ways that resonate with policymakers and funders. This includes identifying what evidence is timely, for what purpose, and who can best take it forward to influence change.

Policy and Advocacy Recommendations:
Concrete strategies for integrating community knowledge into broader mental health advocacy efforts, with the aim of shifting funding and policy priorities towards more holistic, community-centred approaches

Proposed audience

Researchers, academic institutions, policymakers, mental health advocates, and community organizations. This research will also be useful for funders who are interested in supporting innovative, community-led mental health initiatives.

Intended Outcomes

Sector Building:
By promoting a more inclusive understanding of evidence, this research will help to unify the sector around the value of community knowledge.

Advocacy:
The findings will provide the basis for advocating for changes in how evidence is used to justify funding and policy decisions, ensuring that community voices are heard.

Awareness:
The research will raise awareness about the limitations of current evidence standards and the need for more inclusive approaches.

Cross-Collaboration:
Encouraging different sectors to collaborate based on shared, holistic understandings of evidence and impact.

Budget Guide

$100,000.00 (excluding GST)

Timeframe Guide

6 months, commencing between late November to early December 2025

Project Scope

#2 Transforming Community Wellbeing: A Cultural Shift Towards Prevention

Summary	This research will focus on the cultural and systemic shifts needed to support a more community-centric approach to mental health and wellbeing. It will examine the broader social, economic, and community conditions that impact wellbeing and propose strategies for empowering communities to take the lead in prevention efforts. The research will also address the systemic barriers that prevent the health system from being responsive to diverse community needs.
Key Components	**Cultural Shifts:** Exploration of societal attitudes towards mental health and the need to move from system-based solutions to community-based prevention.
	Systemic Barriers: Identification of the key gaps in the current health system, particularly its inability to meet the needs of diverse populations, and the slow diversification of services.
	Community Empowerment: Strategies for enabling communities to take charge of their own wellbeing, including the development of prevention roadmaps tailored to specific community needs.
	Strategic Opportunities: Identification of opportunities for stakeholders (e.g., councils, GPs, funders) to contribute to holistic system change, with a focus on cross-sector collaboration and consistent messaging that resonates with communities.

Proposed audience	Community organizations, local and state government bodies, health practitioners, and cultural leaders. This research will also be valuable for policymakers and funders interested in promoting a more integrated and community-led approach to mental health and wellbeing.
Intended Outcomes	**Sector Building:** By fostering a shared understanding of the cultural and systemic changes needed, this research will support collective action towards a more community-centric approach to mental health.
	Advocacy: The findings will empower communities and their advocates to push for systemic changes that better align with community needs.
	Awareness: Raising awareness of the cultural and systemic barriers to effective mental health prevention will help drive public support for change.
	Cross-Collaboration: Encouraging collaboration across sectors to implement prevention strategies that are rooted in community needs and values.
Budget Guide	$115,000.00 (excluding GST)
Timeframe Guide	6 months, commencing between late November to early December 2025

Research Proposal Cover Letter

Supporting strategic advocacy for better mental health and wellbeing outcomes in South Australian communities

Completing this cover letter

Please complete and submit this cover letter, with a copy of your proposal, to admin@fayfullerfoundation.com.au by **5.00pm** on **17 October 2025.**

If you need a copy of this cover letter in another format, or have any questions about completing it or your proposal, please contact:

Alicia Smith
Strategic Impact and Learning
alicia@fayfullerfoundation.com.au
0408 335 006

Contact Details

Name	
Position	
Telephone	
Mobile	
Email	
Postal address	

Organisation Details (if applicable)

Organisation name	
ABN	
Organisation Address	
Email	
Web Address	

Proposal Details

Which project/s are you applying to deliver?	#1 Rethinking Evidence: Elevating Community Knowledge in Mental Health Advocacy
	#2 Transforming Community Wellbeing: A Cultural Shift Towards Prevention

Collaborator Details (if applicable)

Will you be collaborating with other individuals or organisations to deliver the project?	Yes	No	Unsure
If yes, please provide their name/s and organisation/s (if applicable)			

Agreement

	I have provided a copy of my proposal, alongside this cover sheet.
	I/we agree to this proposal being shared and discussed with reviewers external to the Fay Fuller Foundation who have committed to confidentiality as required for assessment and selection
	If my/our proposal is successful, I/we will work with the Fay Fuller Foundation per the Service Agreement

Signature

Date of submission	
Name	
Signature	