



Bashford-Nicholls Trust – Massey University Te Kunenga ki Pūrehuroa Premier Research-in-Action Award

APPLICANT GUIDELINES

The Award and its Purpose

Established in 2019, the Bashford-Nicholls Trust – Massey University Te Kunenga ki Pūrehuroa Premier Research-in-Action Award (the Pivot Award) was created as a partnership between the Bashford-Nicholls Trust and Massey University. It provides opportunities to unlock the potential of research to assist the agricultural, horticultural and veterinary sector to achieve positive impact in Taranaki.

The award fosters collaboration between Massey researchers and Taranaki stakeholders to deliver meaningful, real-world impact with region-wide outcomes that enable Taranaki's local businesses, communities, industries and environment to thrive.

\$100,000 is offered annually, to potentially fund up to three projects valued at up to \$35,000 each. This funding supports the application of results from existing research to deliver tangible benefits within a 12-month timeframe.

Who are we?

The Bashford-Nicholls Trust manages the proceeds from the sale of two farms in South Taranaki with the aim of generating surpluses to reinvest in projects and scholarships that advance agriculture and veterinary science study and research back into the region. See: www.baf.org.nz/portfolio/bashford-nicholls-trust-changemaker/. The Bishop's Action Foundation (BAF; www.baf.org.nz) is a charitable organisation that works with this Trust to support the delivery and outcomes of research, scholarships and projects throughout Taranaki.

Massey University Te Kunenga ki Pūrehuroa is internationally recognised for its research in agriculture (including agribusiness, horticulture, plant and animal sciences), food science/safety/innovation, veterinary medicine and environmental sciences. Massey researchers in these areas, and within the fields of resource management, mātauranga Māori and social and health sciences, significantly contribute to New Zealand's social, economic and environmental wellbeing.

Award Outcomes

The Pivot Award supports projects that contribute to one or more of the following outcomes:

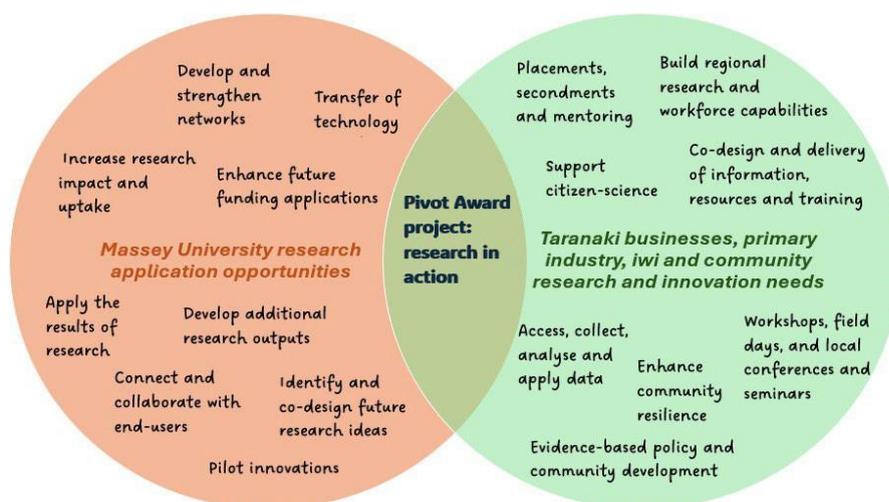
1. Translation or adoption of agriculture, horticulture and/or veterinary-related research for the benefit of the Taranaki region.
2. Demonstration or extension of sustainable agriculture, horticulture or veterinary practices that may not yet be widely adopted in the Taranaki region but have the potential to be of benefit and to scale up. These could include practices that:
 - a) have been recently developed through research
 - b) have been successful in other regions or under different conditions
 - c) will assist with managing changing conditions
 - d) will assist in the improvement of quality of life for those living and working in the Taranaki region
 - e) embrace emerging technologies
 - f) improve the capacity of Taranaki communities, including training and mentoring, and/or

- g) improve collaboration and communication around agriculture, horticulture and/or veterinary research disciplines.
- 3. Improvement of the productivity, economic, environmental or social potential of the agricultural, horticulture or veterinary sector in Taranaki.

Value Proposition

This is an opportunity for Massey researchers to work alongside Taranaki-based organisations or individuals to apply the results of existing research in practical and impactful ways for the benefit of Taranaki communities, businesses or primary industries. As indicated in the graphic below, the ideal Pivot Award project will leverage the results of active research and the skills and experience of Taranaki stakeholders for creative solutions and positive action for the benefit of both Massey researchers and the region.

Figure 1. Pivot Awards support timely and beneficial collaborations between Taranaki businesses and community with Massey University’s applied researchers.



Award amount

Up to three projects may be supported by the Pivot Award annually, to a value up to \$35,000 each, with the total funding awarded in any one year being no more than \$100,000. The value of the Award is not subject to GST, inclusive or otherwise. The award comprises equal funding from the Bashford-Nicholls Trust and Massey University Te Kunenga ki Pūrehuroa.

Each project proposal must clearly state the amount of funding sought, what the funding will support, the timeframe in which the project will be completed, and the mitigation planned for any potential risks.

Funds must be spent within a 12-month period (or up to 18 months if the justification is accepted) from the date on which they are awarded. Funds must not provide private benefits to any members of the project team, except in the form of payment for researcher time, travel costs directly associated with the project or student stipend. Further project budget instructions are provided on page 6 of this document.

Application timeline

Table 1. Pivot Award stages and annual timeframes

Pivot Award Stages	Timing
1. The Pivot Award formally opens	25 May
2. Pivot Projects identified and discussed at Workshops and Webinars	June - July
3. Project-team matching (Taranaki stakeholders with Massey researchers)	Late May - July
4. Draft applications developed between Massey Researchers and Taranaki Stakeholders, and submitted for Research Development Advisor (RDA) review	Late May – August (Due no later than 5pm 27 August)
5. Final applications prepared and submitted to the Internal Funding Coordinator for assessment by the Committee.	Due no later than 5pm 10 September (Late applications will not be accepted)
6. Q&A Session for shortlisted applications, followed by the formal announcement of Pivot Awardees.	September - October

1. *The Pivot Award opens*

- Information about the Pivot Award and application process will be shared via Massey’s webpage at: <https://www.massey.ac.nz/research/research-funding-and-scholarships/pivot-enabling-innovation-in-agriculture/>.
- The Pivot Award stages and annual timeframes above will be published in appropriate communication channels with a detailed application timeline once the Pivot Award has opened.

2. *Pivot Projects identified and discussed at Workshops and Webinars*

- Workshops*: Taranaki stakeholders and Massey University staff are invited to attend one of two pre-application *Pivot Workshops*, hosted in New Plymouth and Hawera, in July. The Taranaki workshops are aimed at individuals and/or representatives from community organisations, primary industries, local businesses and rural support networks who are interested in working and engaging with Massey researchers to apply the outcomes of relevant research, or research skills, for the benefit of the region.
- These workshops are primarily designed to encourage Taranaki businesses to share their research needs with Massey University representatives, that will start the process of identifying and potentially “matching” those project ideas with Massey research staff. These workshops also provide opportunities to discuss the application of active and current Massey research skills and methodologies in innovative and practical ways in collaboration with Taranaki businesses, for the benefit of the region.
- Members of the Pivot Award Committee may attend the workshops and/or suggest ‘Critical Friends’ to attend to offer local information or ask questions to prompt discussion. The Taranaki-based Business Development Manager will normally attend and is available to discuss connections with Massey pre- or post-workshops.

**While attendance at the workshops is not mandatory, it is highly recommended for Taranaki stakeholders to understand the application process, and establish a clear and focused proposal concept, with realistic expectations, from the outset.*

- Webinars: One 1-hr internal Massey information session webinar will be held. This webinar will take place in June, ahead of the Taranaki workshops, to provide information about the Pivot Award to Massey researchers with the aim to encourage project ideas for inclusion at the Taranaki workshops. This webinar will be advertised in Massey News and through college information channels (via email), and all researchers with existing research that could potentially result in practical and impactful ways to benefit Taranaki communities, businesses or primary industries are encouraged to attend.
3. *Project-team matching (Taranaki stakeholders with Massey researchers)*
- Following the workshops and webinar, the potential Pivot projects will be collated, and Taranaki stakeholders and Massey Researchers will be matched according to the skills, experience and time availability of the Massey researchers per project. This activity will be led by Massey's Business Development Manager, with assistance provided by Massey's Internal Funding Coordinator and Research Development Advisor (RDA).
 - Both Taranaki stakeholders and Massey University staff may contribute to more than one project application in each funding round. However, if the projects overlap or contribute in some way to each other, this should be explained in the proposal. For a project to be eligible, it must demonstrate that it is a stand-alone project that does not rely on an extension of funding, or extension of time, to achieve the proposed output and outcomes.
4. *Draft applications developed between Massey Researchers and Taranaki Stakeholders, and submitted for RDA review*
- Applications must be completed on the Pivot Award application template available on the Massey Webpage at <https://www.massey.ac.nz/research/research-funding-and-scholarships/pivot-enabling-innovation-in-agriculture/> and submitted to the Internal Funding Coordinator at researchsystems@massey.ac.nz before the due date and time.
 - The Taranaki stakeholder and Massey Researcher are expected to collaborate equally on this application to ensure it reflects the expectations of both parties, not just one party.
 - Every application must submit content under Part 1 (project description) and Part 3 (Massey University CVs) of the project proposal form. Part 2 is optional, for applicants to include a one-page (A4) image. The Part 1 maximum page limit of 5 pages must be strictly adhered to, because the assessors will not review additional pages beyond the 5-page limit (Part 1).
 - Every draft Pivot application must be reviewed by a Massey RDA who has been specifically allocated to this task, before the final Pivot application is submitted for assessment. The RDA will review the content of each project proposal and provide feedback to the applicants. If an application has not been reviewed by an RDA, Massey University reserves the right to recommend the proposal does not progress to the Pivot Award Committee for consideration. Please contact Massey University's Internal Funding Coordinator (also called the Award Secretary) at researchsystems@massey.ac.nz for further information.
5. *Final applications prepared and submitted for assessment by the Committee*
- All applicants are expected to understand and respond to the recommendations provided by the RDA to their draft Pivot application, and if necessary, ask questions to ensure the advice is fully understood.
 - Applicants must ensure they have set aside sufficient time to consider and make applicable recommended changes to their final Pivot application prior to submitting their application for assessment to the Internal Funding Coordinator by the due date.
 - Late applications are not eligible, unless previously negotiated and approved by email from the Internal Funding Coordinator no less than 48 hours prior to the closing time/date.
 - Final Pivot applications should be submitted to researchsystems@massey.ac.nz before 5pm on the due date.
6. *Q&A Session of shortlisted applications and winners announced*
- The Pivot Award Committee will consider all applications against 1) the eligibility criteria and 2) the award outcomes – as set out in these guidelines.
 - The Committee will create a shortlist of proposals that most closely align with these criteria, and those short-listed applicants will be invited to attend an online Q&A session with the Committee Members to present their applications, discuss the details of their projects and to answer pre-defined questions.
 - Final decisions will be announced after the Q&A, with funding made available from January the following year.

The Pivot Award Committee

The Pivot Award Committee will consider all eligible applications and make final decisions on those applications to receive a Pivot Award.

The Committee is chaired by the Chair of the Bashford-Nicholls Trust Board, and comprises:

- Provost, Massey University (or nominee);
- One representative nominated by the Bishop’s Action Foundation;
- One member of the Bashford-Nicholls Trust Board (in addition to, and appointed by, the Chair of the Trust Board);
- Up to two Massey University representatives, appointed by the Provost, Massey University, and
- A Māori representative nominated by the Chair, in consultation with Massey University.

Committee’s secretarial support will be provided by Massey University’s Research Operations team.

Conflict of Interest

Where a member of the Award Committee considers they have a material connection to an applicant and/or considers they may have a potential conflict of interest in relation to an applicant, or that there is a high risk of the possibility of a perceived conflict, that conflict is to be notified to the Secretary of the Committee prior to the assessment of applications. Where an applicant considers there is a high risk of the possibility of a perceived conflict of interest, this must be notified to the Secretary. In the event of a material and actual conflict of interest, the relevant Committee members will be required to be absent from the discussion of that application.

Eligibility criteria

This award is for:

- Massey University researchers who wish to undertake projects to apply their research knowledge and expertise, in partnership with an organisation, industry group, community group or individual in the Taranaki region where there is a clear ‘regional fit’ and value for Taranaki; and
- Organisations or individuals seeking to work with Massey University researchers, to develop economic, social or environmental benefits for the Taranaki region.

Applications must meet the following eligibility criteria.

1. Projects must be led and managed by a Massey University employed researcher (for financial reasons – because Massey is managing the funds) and co-led by a representative of the Taranaki stakeholder(s).
2. Preference will be given to projects where the Massey University project leader demonstrates a genuine connection with the Taranaki region and the ability to deliver positive economic, social or environmental outcomes from the application of their research knowledge.
3. Where the project involves a wider team, Massey University researchers must comprise at least 50% of the team.
4. Massey University researchers must be:
 - permanent employees (including postdoctoral scholars) OR in a fixed term role at 0.5 FTE or greater, who is/are contracted until at least 12 months post conclusion of the proposed timeframe for project completion
 - postgraduate research students enrolled at Massey University at greater than 0.5 EFTS (or greater than half the full-time credit requirement).
5. If a Massey University researcher, or student, is named on more than one Pivot Award proposal in the same year, that must be declared in each relevant application and an explanation provided to demonstrate that they have capacity to deliver if more than one of the projects is funded.
6. To satisfy the requirements of the Bashford-Nicholls Trust Deed, the beneficiaries of the Trust (successful Pivot Applicants) must be either New Zealand citizens or permanent residents of New Zealand, who are residing in New Zealand for the timeframe of this award. This criterion only applies to the project’s co-leads from Massey University and the Taranaki Partner and does not apply to the other team members.

Applications may be aligned with other funding sources or initiatives; however, what is proposed in the application must deliver outcomes specifically attributable to Pivot Award funding.

Disclaimer: Our fund prioritises ethical investing, focusing on sustainability and social responsibility. Consequently, we avoid industries that harm the environment or society, ensuring our investments align with our values and contribute positively to the world. The assessment committee reserves the right to decline funding applications that do not align with these objectives.

Unsuccessful applicants are welcome to reapply for the Pivot Award in subsequent years, on the assumption they submit a significantly amended proposal based on feedback received through the assessment process. Resubmitted applications should address and clearly demonstrate the changes they have made in their revised application according to the Committee's recommendations and advice.

Project budget

A brief, realistic project budget must be included in the application. The total cost of the project, including any in-kind and/or cash contributions to the project, should be clearly stated in the budget. Massey University overheads do NOT apply to the Pivot Award funding so should NOT be included in the project budget.

Funding will NOT be awarded for any of the following:

- Business-as-usual activities for the participants or beneficiaries of the project;
- Student stipend or University fees support;
- Activities that are reasonably considered to be the same as those already underway, or activities that are so closely related that they could not be reasonably considered to be additional to those already available;
- Activities (including purchases of equipment or materials) that could reasonably be considered to be part of a land manager/owner's ordinary responsibility, unless they demonstrate a substantial public benefit that would not occur without the grant, and the private beneficiary's contribution to the cost of the project is at least proportional to the private benefit obtained (note that co-funding, either in cash or in-kind, will be taken into account when considering the private beneficiary's contribution);
- Activities and trials of methods that are already well-established best practice for relevant industries or the region;
- Single-benefit commercial or other activities that do not demonstrate benefits to the Taranaki region beyond those that accrue to the individuals or organisations contributing to the project;
- Overseas travel by project team members;
- Costs incurred in the preparation of an Award application or related documentation, and
- Projects that have been previously funded by this Award.

Successful projects will receive funds from January the following year via a Massey University research project account for internal management purposes.

Assessment criteria

In assessing applications, the Award Committee will consider the following criteria:

Rationale (Maximum 200 words)

Provide a robust demonstration of the demand for the project, by including a description of:

- Why is this project relevant to Taranaki now? Explain in terms of the purpose of the Award, and that would not otherwise occur without the Award.
- How will the proposal complement, or add to, existing knowledge, services and resources within the community, sector or industry.
- How will the existing research be used to achieve the desired outcome/s.
- List any other sources of aligned funding for the proposed project, and/or the relationship between the proposed project and other projects currently underway by named members of the project team. Ensure alignment of this answer with the final question in Part 1 regarding 'dependencies on other projects'.

Project design & Budget (Maximum 300 words)

Provide a clear and detailed description of how the proposed project will be implemented, including evidence of the links between the proposed outcomes/deliverables, benefit to the community, and amount of funding sought, including:

- Alignment with one or more of the Award's outcomes.
- A project design and methodology that accurately reflects the timeline, staffing, output and budget.
- The potential for genuine links between the Massey University researchers and the community, including established relationships with stakeholders, relevant organisations, clients, or other service providers.
- A project team that has the relevant expertise, skills and community connections to complete the project and to deliver the proposed outcomes.
- Assurance of the feasibility to achieve what is being proposed in the timeframe (within 12 to 18 months from the date the funding is awarded) and within available resources.
- Assurance that the proposed work has not already been undertaken in the Taranaki region; however, if similar work has been undertaken, demonstrate the unique differences of this new proposal.
- Risk mitigation planning, especially in the event of delays beyond the control of team members, has been considered and alternative approaches are being prepared. The team is expected to manage the project prudently and professionally to successful completion.
- A clear benefit to Taranaki beyond those that accrue to the individuals or organisations contributing to the project.
- Any plans to apply for future funding, to expand upon the outcomes of the original project, should also be described.

Outcomes (Maximum 200 words)

Describe how the project meets one or more of the following outcomes. Refer to the examples provided on the project proposal form under this section.

- Translation or adoption of agriculture, horticulture and/or veterinary related research to the benefit of the Taranaki region.
- Demonstration or extension of sustainable agriculture, horticulture or veterinary practices that may not yet be widely adopted in the Taranaki region.
- Improvement of the productivity, economic, environmental or social potential of the agricultural, horticulture or veterinary sector in Taranaki.

Impact (Maximum 200 words)

Carefully consider and demonstrate the potential to achieve one or more of the following, within the project's timeline, staffing and budget:

- Work alongside stakeholders to apply the findings of this research to create genuine change for communities, businesses, industries and/or the environment.
- Optimise the impact of the proposal by including a plan for community outreach and/or other knowledge translation activities about the research findings within the Taranaki region.
- Provide opportunities for building research capacity within the region, as demonstrated through support of Māori researchers, inclusion of students or early career researchers, upskilling of local volunteers or 'citizen scientists' and/or encouraging researchers, with a strong connection to Taranaki, to engage more with the region to contribute their knowledge and skills to the region's development.

This Impact section is also where you must describe how success will be measured within 12 months post-project completion. If the project's benefit is likely to take longer than 12 months post-project to achieve, this needs to be explained in the proposal, with a revised impact timeline for clarity.

Every proposal must also describe any likely project risks and how they can be mitigated (maximum 150 words) and any dependencies on other projects or funding (maximum 150 words).

Awardee requirements

Leaders of funded projects will be asked to sign an agreement letter, confirming the amount funded, project start and finish dates and the date their final report is due.

Final reports are due within three months of the project's agreed completion date and should describe the activities and impact/s of the completed project. This report must be submitted by the Massey Project leader to Massey University's Internal Funding Coordinator, using the final report template provided to all awardees.

All funded projects are also expected to provide an update to the Pivot Award Committee approximately 12 months after project completion to communicate the impact achieved-to-date from the project. A representative from Massey University's Research Operations team will contact each project team within 12-18 months of their project's completion, to gather further information about their Pivot project, to better understand and capture the project's longer-term impact achieved within the Taranaki region and research field. The team members are asked to provide approximately 1 hour of their time to be interviewed for this purpose.

Any concerns relating to the project's timing or deliverables should be communicated to the Internal Funding Coordinator as soon as practicable. Describing the issue, its potential impacts, and possible mitigations will help the Internal Funding Coordinator and Committee to comment on suggestions or variations that might be acceptable within the project's scope. The Committee also reserves the right to request a progress update from project leaders' part-way through projects, again with a view to supporting the successful completion of each project.

Successful applicants are expected to acknowledge the support of the Pivot Award, the Bashford-Nicholls Trust and Massey University in any media or publications arising from the project.

Further information and support

Any queries about the process, these guidelines, or if you are seeking support with your application, should be directed to the Massey University Internal Funding Coordinator (email researchsystems@massey.ac.nz).

Anyone looking to provide connections between Massey researchers or interested parties in Taranaki are asked to contact the Massey University Internal Funding Coordinator (researchsystems@massey.ac.nz) or Eve Kawana-Brown the Business Development Manager (Taranaki) (email E.Kawana-Brown@massey.ac.nz).