

The Big Difference

Chobani Australia, 18-20 Quality Dr,
Dandenong South VIC 3175

www.chobani.com.au/the-big-difference



Stage 1: The BIG Pitch

Application Form

Applicant Information

Applicant First Name	
Applicant Surname	
Applicant Email Address	
Applicant Mobile Number	
Applicant Job Title / Role within the Organisation	

Organisation Contact Details

Organisation Name			
Organisation Trading Name			
Organisation ABN (must be active). Your details will be reviewed https://abr.business.gov.au/			
Organisation Phone Number			
Organisation Address	Street Address		
	Suburb	State	Postcode
Project Location	Suburb	State	Postcode

Business Entity

Please select your organisation's entity type from the options below:

- | | |
|---|--|
| ☐ Not-for-profit entity – charitable organisation | ☐ Social enterprise |
| ☐ Not-for-profit entity – incorporated association | ☐ A co-operative operating as a not-for-profit organisation |
| ☐ Not-for-profit public company limited by guarantee | |

Workforce

Total number of active volunteers	
Total number of paid employees	

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Sample Form Only



Director's Details

Director's First Name	
Director's Surname	
Director's Email Address	

Your organisation

What is your organisation's mission? (50 words)

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Provide an overview of your organisation, including the work you do and the communities you support. (150 words)

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Website and Social Media

Please share your:

Website (if applicable)	
LinkedIn page name (e.g., Chobani Australia) (if applicable)	
Instagram handle (e.g., @chobaniau) (if applicable)	
Facebook handle (e.g., Chobani Australia) (if applicable)	

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The BIG Pitch (Video)

In a video of up to **2 minutes**, tell us about your organisation and how your project will make a BIG difference by **directly addressing food insecurity** in Victoria.

We're not looking for a polished production — we're looking for clarity. A simple phone video is perfect.

- To help us understand your organisation and project, consider covering:
- A brief overview of your organisation and mission
- Who you support, and what challenges they face
- The project you're seeking funding for: what it is, why it's needed, and how the funds will be used
- The specific food insecurity challenge you're addressing — and why your approach is a good fit
- The change you expect to see (your intended impact) and how you'll measure progress
- How this grant would help your organisation deliver the project — aligned to at least one 2026 focus area below:
 - **Build Capacity:** Strengthening systems, tools, training or ways of working that help your organisation better address food insecurity.
 - **New Ideas & Programs:** Testing a new idea or approach, piloting new work, or expanding an early-stage initiative that your organisation hasn't tried before.
 - **Scaling Proven Models:** Growing or replicating a program that is already working well and demonstrating impact.
 - **Organisational Sustainability:** Creating sustainable improvements that help your organisation thrive long term.

Get creative! This is your chance to bring your project to life and show us how we can be part of your journey.

How would you like to share your BIG Pitch?

• Option 1: Direct Upload

Supported files types:

- MP4
- AVI (DivX, Xvid)
- WMV (Windows Media Video)
- FLV (Flash Video)
- MPEG (MPEG-4)

• Link

Supported services:

- YouTube
- Vimeo
- Instagram

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Project Description

Focus area selection (recommended)

Which focus area best describes your project? (Select one)

☐

Build capacity

☐

Drive innovation and growth

☐

Help you scale

☐

Build organisational resilience

Project title:

Project overview (150 words):

Describe the project you outlined in your video — what you will do, who it's for, and what will change as a result.

How this grant helps (150 words):

Explain how the funding will help your organisation deliver this project

(e.g., what it enables you to build, test, scale, or sustain) and how it links to your selected focus area.

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Addressing food insecurity (250 words):

How does your project directly address food insecurity?

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Project Timeline

Project start date	
Project end date	

Application Experience

Please rate your application experience from a scale of 1 (poor) to 5 (excellent)	
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- Please provide feedback in relation to completing the application, or explain why you gave the rating you did. (100 words):

Sample Form Only

How did you hear about The Big Difference?

- | | |
|--|--|
| ☐ Local Council | ☐ Radio |
| ☐ Instagram | ☐ Outdoor advertising (billboards or signs) |
| ☐ Facebook | ☐ Word of mouth |
| ☐ LinkedIn | ☐ Grant listing website |
| ☐ In the news (Television, newspaper) | ☐ Another charity |

