

BUSINESS GRANTS 2023-24 ELIGIBILITY AND ASSESSMENT CRITERIA

1. Business Grants Purpose

Economic development grants support projects, activities and initiatives that will benefit the local economy. Initiatives must provide a benefit to a group of businesses, an industry sector or the broader local economy.

2. Eligibility Criteria

2.1 2023-24 Eligibility Criteria

Applicants must:

- hold Public Liability insurance of \$10 million;
- own or hold the appropriate permission to use any intellectual property associated with the proposed project, activity or program;
- have no outstanding debt to the Town;
- have satisfactory acquittal of any previous grant;

Applicants must also be one of the below:

- a small business or medium business whose principal place of trading is within the Town of Victoria Park Local Government Area;
- be an Incorporated Association where the proposed project, activity or program is to take place primarily within the Town of Victoria Park Local Government Area; or
- be an unincorporated association, group or individual with formal support of an auspice organization, where the proposed project, activity or program is to take place primarily within the Town of Victoria Park Local Government Area.

Applications will be deemed in-eligible if:

- the applicant lobbies the Mayor, Councillors or Town of Victoria Park employees in relation to any grant application;
- the application is for operational funding such as wages, salaries or administrative overheads.

2.2 Eligibility Criteria Discussion points

- Are the eligibility criteria clear?
- What changes should be made to the eligibility criteria?
- Should Strata bodies and property owners that lease a commercial shopfront be eligible for business grants?

3. Assessment Criteria

3.1 2023-24 Assessment Criteria

The proposed project, activity or program occurs within, or substantially benefits economic development outcomes within the Town of Victoria Park Business (10%)

- High scores will be awarded to applications that demonstrate that the proposal will generate benefits for multiple businesses and the local economy.
- Low scores will be awarded to a proposal that will not generate outcomes that benefit local businesses and only assist a single business.

The applicant can demonstrate the feasibility of the proposed project, activity or program and their capability to successfully deliver the proposed project, activity or program (30%)

- High scores will be awarded to applications that have identified critical risks, budget, external approvals and delivery needs and have realistically accounted for these in their timeframes and budget.
- Providing clear examples that demonstrate experience in delivering similar projects or programs will show judges that the project is likely to be delivered successfully.

The proposed project, activity or program will deliver at least one substantial broad benefit to the local economy, including: (60%)

1. Substantial improvements to the amenity of the public realm that will attract visitors to the area;
 2. Substantial activation of underutilised or vacant spaces that will attract visitors or investment to the area;
 3. Provide a unique and visible retail or service offering that will attract visitors to the Town of Victoria Park;
 4. Foster networking and collaboration between local businesses;
 5. Provide unique, regionally significant promotion, development or investment for the Town of Victoria Park's local economy; and/or
 6. Foster innovation industries or innovative business practices in the Town of Victoria Park's local economy.
- The application demonstrates the project delivers exceptional outcomes in relation to one or two listed benefits, or very good outcomes for 3 or more listed benefits.
 - The application demonstrates the proposed project, activity or program is a discrete piece of work and is not, in the opinion of the Town of the Victoria Park, a standard operational expense.

3.2 Assessment Criteria Discussion points

- Are the assessment criteria clear?
- What changes should be made to the assessment criteria?
- Would you support adding shopfront improvements to the assessment criteria to make small-scale improvements to street character or should the grants focus on initiatives that bring broader economic benefits to the local economy? Shopfront improvements could include:
 - i) Cleaning, painting, structural repair or external architectural/artistic façade features.
 - ii) Opening a tenancy to the street with servery windows or bi-fold doors.
 - iii) Installing or upgrading canopies.
 - iv) Upgrading entrances for universal access.

