



City of Perth

# Small Business Grants Program

2019-2020



# The City of Perth Strategic Community Plan 2029

Whilst Perth has a rich history as an older civilisation, it is a young city in comparison to other capital cities throughout the world. The feedback received from the City's community indicated that it wants to be a part of a city that is a great place for people to live, work and visit. The community want the city to be seen as a beautiful and connected place that provides vibrant, diverse and friendly experiences. Perth should be seen not only as a city that is bold and progressive in its way of life but also have the sense of distinctiveness that people can confidently promote. A community that knows itself and one that delivers a unique experience that is Perth.



THE VISION FOR PERTH IS:

***Vibrant, connected, progressive.***



### **Social – A vibrant, liveable and inclusive city**

Aspiration: Liveable, vibrant city where people want to work, live and visit. A safe and activated city that celebrates its diversity, sense of community and unique cultural, sporting and lifestyle choices.



### **Economic – A prosperous city**

Aspiration: A city with a diverse and resilient economy capitalising upon its unique competitive advantages and innovative reputation, attracting sustainable investment in tourism, entertainment, commerce, technology and trade.



### **Built Environment – A well planned and attractive city**

Aspiration: A well planned and functional built form, promoting world class architecture, appreciation of heritage, diversity of land use and a sustainable, affordable and accessible integrated transport system.



### **Natural Environment – an environmentally sustainable city**

Aspiration: We protect and enhance the environment and the connection between the built and natural environment. A city that respects, protects and fosters its natural environment, embraces the principles of sustainability, and acknowledges the causes and impacts of our changing climate.



### **Leadership – a competent and aligned city**

Aspiration: A City committed to good governance, excellence in customer service and effective and sincere engagement with all stakeholders. A City that embraces the objects of the City of Perth Act 2016 and acknowledges the social, economic, cultural and civic role it plays as the Capital City of WA.

# Introduction

*The City of Perth has undergone significant transformation in recent years in positioning itself as a thriving centre of business, continued employment and economic growth.*

**The City of Perth** recognises that small business makes a huge contribution to the vibrancy and energy of the City, and therefore looks to encourage our small businesses to thrive by seeking out new opportunities and developing initiatives to grow.

The City of Perth aims to engage and work with businesses in the City of Perth local government area who are contributing to Perth's vibrancy, sustainability, growth and employment prospects.

The vision is underpinned by a series of strategic priorities in order to deliver our community's goals.

The Economic strategic priority is supported by

# Grant Categories

1

SMALL BUSINESS GRANT

Up to \$5,000

2

MOBILE TRADING  
SUPPORT GRANT

Up to \$2,000

the community's goal to achieve 'a prosperous city', with a vibrant and diverse economy. This goal aims to position the city as a leader for diversity and excellence in business, tourism, education, technology and trade.

Applications should be aligned to and clearly meet the community goals and outcomes of the Strategic Community Plan.



1

# SMALL BUSINESS GRANT

Image: Caption here



Eat Drink Raw

## Types of Projects Supported

The Small Business Grant program has been developed to encourage businesses within the City boundaries to develop capacity, invest in their premises, encourage community visitation and ultimately build sustainability. The City of Perth encourages applicants who have a sound business idea and who can demonstrate the capability to implement it.

### The City welcomes proposals that:

- encourage the establishment, growth and retention of sustainable businesses;
- create employment opportunities and increase business investment in the city;
- encourages the night time economy;
- build resilience in a small business and improve ability to respond to market conditions; and
- support innovative businesses that demonstrate solid market potential and a sound business model, including financial viability.

### Examples of the types of initiatives the City may consider are:

- shop/office fit-outs or refurbishments;
- establishment or improvement of outdoor dining areas;

- activation of underutilised spaces;
- building façade improvements where there is interface with the public realm;
- improvement of safety and security including CCTV and passive security measures;
- new offerings or experiences to the city;
- extension of retail hours activity to leverage the night economy; and
- staff training and skills development.

### The City is unable to provide funding for:

- staff wages;
- rent;
- utilities;
- consumables;
- relocatable equipment;
- standard operational equipment; and
- advertising/marketing campaigns.

If your initiative is not listed above, please contact a City of Perth Business Support Officer to discuss your project prior to applying to ensure eligibility.

# Eligibility

Before you continue, please check the criteria below to determine if your business is eligible for a Small Business Grant. Applicants who do not meet the requirements or do not provide the relevant documentation will not be considered.

To be eligible to receive a Small Business Grant from the City of Perth, applicants must:

- be an Australian legal entity or an individual with an Australian Business Number (ABN);
- have submitted the application not less than six weeks from the project commencement date;
- have a commercial lease agreement within the City of Perth local government area, with a minimum of two years remaining or own the property;
- have 20 or fewer employees or maximum turnover of \$2 million excl. GST (as per the Australian Tax Office and Australian Bureau of Statistics definitions of a small business);
- hold the rights to the intellectual property for your product and/or service;
- have all appropriate insurances and licenses;
- apply through the City's approved online management portal, SmartyGrants ([perth.smartygrants.com.au](http://perth.smartygrants.com.au)).

## The City will not consider applications from:

- the Commonwealth, State or any Government Agency;
- an employee of the City of Perth;
- an individual without an Australian Business Number (ABN);
- an applicant that has outstanding debts to the City of Perth;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- an applicant that has already applied for City of Perth funding for the same activity within the same financial year and been declined;
- An applicant that has already received City of Perth funding for the same activity within the same financial year
- unincorporated associations, branches, franchisees or subsidiaries of larger companies;
- online businesses or businesses operating from home or virtual/serviced offices;
- businesses that have an adverse effect on public health, safety, the environment, or heritage;
- businesses proposing one-off events, temporary or short-term projects;
- businesses proposing to purchase basic operational equipment, consumables and/or standard office equipment;
- an applicant that has received a City of Perth Small Business Grant in the current or previous financial year; or
- an applicant that has received a Business Improvement Grant in the current or previous financial year.

**Note:** Businesses receiving funding from the State and/or Federal Government remain eligible to apply for a Small Business Grant.

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# Application and Assessment Process

Applicants should receive notification of the outcome of an application within six weeks of receipt of application.

The City reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria.

The City receives more funding applications than it can support. Therefore, successful applications are those that best satisfy the assessment criteria.

## ASSESSMENT CRITERIA

All applications will be assessed against the below criteria. It is essential that the application addresses a minimum of two criteria. Businesses are required to explain how their project will meet the criteria.

### 1. Community benefit

- Does the project provide improvements to the amenity of the public realm?
- Does the project provide activation of underutilised or vacant spaces?
- Does the project contribute to improvements to public safety and security?
- Does the project provide a unique retail experience?

### Does the project encourage visitation to the City?

Does the project diversify the night-time economy?

### 2. Business sustainability and economic development

- Does the project create employment opportunity?
- Does the project build business resilience and/or enable the business to become more responsive to market conditions?
- Does the project increase business investment in the city?

### 3. Point of difference

- Does the project reflect new or innovative practices or involve new collaborations?

Businesses should also demonstrate the feasibility of the project with a realistic budget and ability to deliver the project within the specified timeline.

A business and marketing plan may benefit your application however may not be necessary for all projects.

## Funding Limits and Grant Terms

Grants of up to \$5,000 (excluding GST) are available.

- A minimum of two quotations will be required to accompany your application for any suppliers you will need to engage for the project. Any staff training/development must be sourced from an accredited registered training provider (RTO).
- Approved projects must be completed and acquitted in the current financial year.

## Closing Dates and How to Apply

The application period will commence on 1 July 2019 and will be open year-round until all funding has been allocated for the financial year.

All applications must be submitted electronically via the City's online grant management system SmartyGrants. Applications not received through SmartyGrants will not be considered.

Go to [perth.smartygrants.com.au](http://perth.smartygrants.com.au) to register an account and complete your application.

## ② MOBILE TRADING SUPPORT GRANTS



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### Types of Projects Supported

These one-off grants are intended to support the City's bricks and mortar businesses to engage with independently operated events taking place throughout the city. The purpose of this grant is for businesses to build further sustainability by getting involved in mobile trading at city events, it is not intended for the business to undertake its own events.

#### Examples of the types of projects the City may consider are:

- portable bar equipment;
- portable kitchen equipment;
- food carts/trucks;
- signage; and
- staff uniforms.

#### The City is unable to provide funding for:

- staff wages;
- event fees/licences;
- utilities;
- rental equipment;
- consumables; and
- promotional material.

If your initiative is not listed above, please contact a City of Perth Business Support Officer to discuss your project prior to applying to ensure eligibility.



# Eligibility

Before you continue, please check the criteria below to determine whether your business is eligible for a grant. Applicants who do not meet the requirements or do not provide the relevant documentation will not be considered.

## To be eligible applicants must:

- be an Australian legal entity or an individual with an Australian Business Number; and
- have submitted the application not less than six weeks from the event commencement date;
- be located within the City of Perth local government area with a minimum of two years remaining on their commercial lease or own the property;
- have 20 or fewer employees or maximum turnover of \$2 million excl. GST (as per the Australian Tax Office and Australian Bureau of Statistics definitions of a small business);
- be participating in an event taking place within the City of Perth Local Government Area;
- have all appropriate insurances and licenses;
- apply through the City's approved online management portal, SmartyGrants ([perth.smartygrants.com.au](http://perth.smartygrants.com.au)).

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- an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- an applicant that has previously received a City of Perth Mobile Trading Support Grant;
- unincorporated associations, branches, franchisees or subsidiaries of larger companies;
- online businesses or businesses operating from home or virtual/serviced offices;
- businesses that have an adverse effect on public health, safety, the environment, or heritage;
- businesses proposing to purchase basic operational equipment, consumables and/or standard office equipment;
- an applicant that has already applied for City of Perth funding for the same activity within the same financial year and been declined.

*Image: Caption here*



# Assessment process and timing

Applicants should receive notification of the outcome of an application within six weeks of receipt of application.

The City reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria.

The City receives more funding applications than it can support. Therefore, successful applications are those that best satisfy the assessment criteria.

## ASSESSMENT CRITERIA

All applications will be assessed against the below criteria. It is essential that the application addresses a minimum of two criteria.

### Community benefit

- Does the project contribute towards increased hospitality and activation in the city?

### Business sustainability and economic development

- Does the project increase opportunities for the business to promote its City of Perth premises?
- Does the project increase employment opportunity?
- Does the project build business resilience and/or enable the business to become more responsive to market conditions?

### Businesses should also:

- provide details of engagement with event organisers to demonstrate participation in an upcoming event to be held in the City of Perth local government area; and
- demonstrate how the grant will benefit your businesses (intention to use equipment on an ongoing basis).

## Funding Limits and Grant Terms

Grants of up to \$2,000 (excluding GST) are available.

A minimum of two quotations will be required to accompany your application for any suppliers you will need to engage for the project. Equipment purchased using grant funding must be clearly branded with the business name/logo for promotional purposes.

Applicants must obtain all the relevant licences, insurances or permits related to the project when applying for a Small Business Grant before the funding can be provided.

## Closing Dates and How to Apply

The application period will commence on 1 July 2019 and will remain open year-round until all funding has been allocated for the financial year.

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# Other Important Information

## Information for successful applicants

If you are successful with your application, you will be notified in writing and will be asked to sign a letter of agreement which will include but is not limited to:

### Payment terms

All funded projects (excluding training) must be completed within four months of the date of the grant approval, or by the end of the financial year, whichever is first.

Recipients must complete and submit a Claim Form (to be provided to the recipient on grant approval) before the end of the financial year (30 June 2019). Invoices and receipts evidencing that the grant money was spent on approved items and was spent after the grant was approved (not before) must be submitted with the Claim Form.

Recipients are required to engage with the City of Perth to provide updates on the use of the grant money (when/if required).

### Variations

Changes to the project being funded must be by agreement with the City in writing only. Supporting documentation may be requested by the City before a variation is considered.

## Permits and approvals

Funding is subject to the applicant obtaining all relevant permits and approvals.

### Acquittal Terms

Acquitting a grant means accurately reporting on the funded activities and the expenditure of City of Perth funding. Recipients must provide before and after photographs of the project undertaken using the grant funding, along with a short testimonial that will be used for promotional purposes.

Business recipients must acknowledge and promote the City of Perth's funding support on promotional material and/or agree to a publicity opportunity arranged by the City of Perth.

Business recipients must allow the City of Perth to publicise information about their business in promotion of the City's Business Support, Grants and Sponsorships Program.

### Other funding

[GrantFinder.gov.au](http://GrantFinder.gov.au)

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# Frequently Asked Questions

1

## **How will I know if my application has been successful?**

A Business Support Officer will contact you within six weeks after the application is submitted to inform you of the outcome.

2

## **How long does it take to receive the funding once my grant is approved?**

Payments are made 30 days from the end of the month in which an invoice is received by the City. For example, if the invoice is received in August, the payment will be scheduled for the end of September.

3

## **Can I claim GST?**

Yes. GST should be included on your invoice to the City when claiming your grant.

4

## **Can I claim retrospectively for projects already completed?**

No. Grants will not be paid retrospectively for projects that have already started or completed. Applications must be submitted before the project commences.

## The Local Context

The City of Perth is progressing a city neighbourhood planning approach, in which six distinct city neighbourhoods are defined. The city's neighbourhoods are Central Perth, Northbridge, West Perth, East Perth, Claisebrook and Crawley-Nedlands. Each of these neighbourhoods have distinct identities, opportunities and challenges, which this neighbourhood approach will work towards addressing.

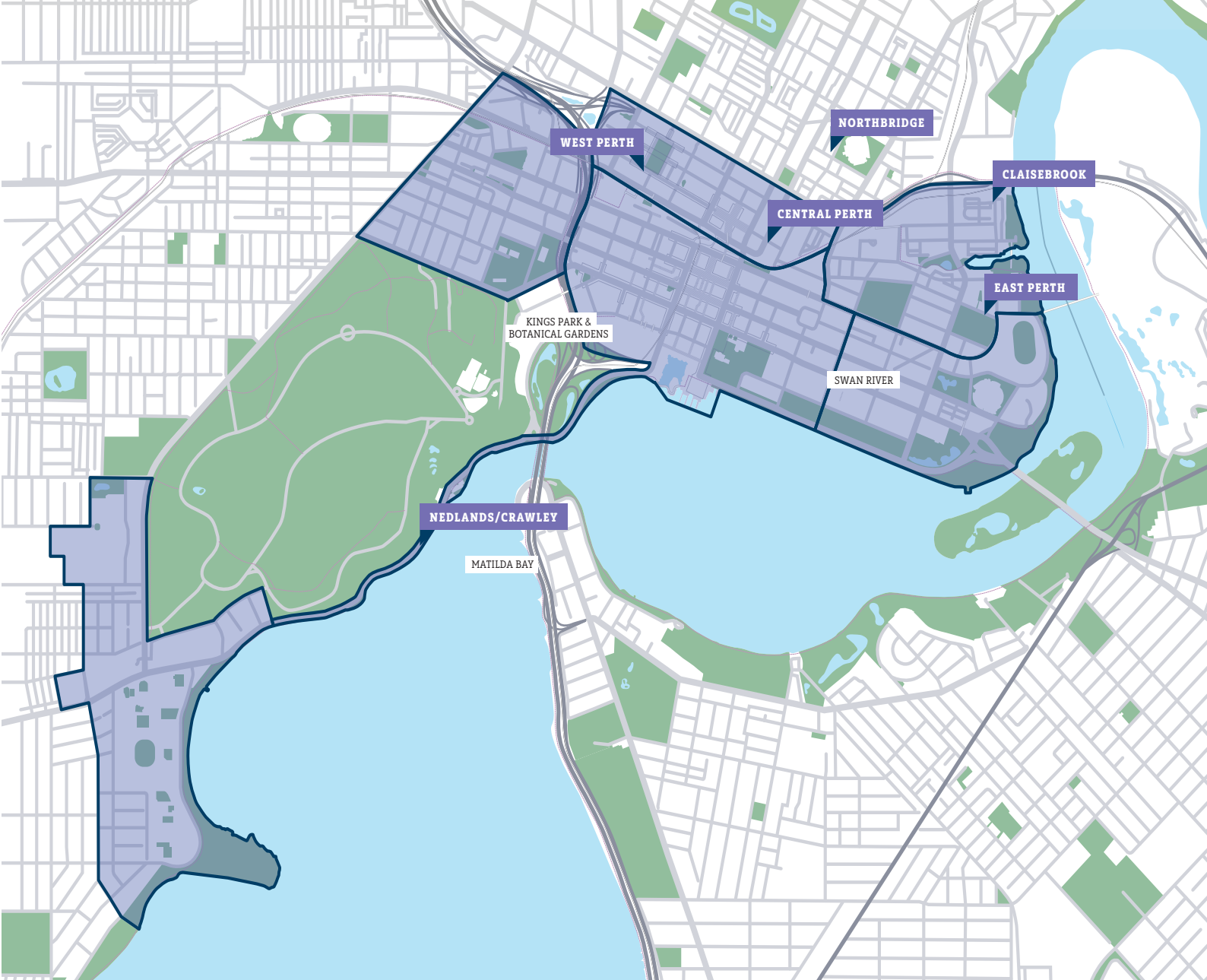
## Disability Access and Inclusion

Access and inclusion is about ensuring that all public services are available to all community members, including those who have a disability, so that they have the opportunity and choice to participate in all aspects of community life.

To the extent that it is practicable, the applicant is required to provide universal access to sponsored events, as outlined in the City of Perth's Disability Access and Inclusion Plan. The applicant will need to be able to provide a copy of their Disability Access and Inclusion Plan for the sponsored project if requested.

You will be required to report on accessibility of your project on the conclusion of your project as part of the acquittal report.

A copy the Disability Services Commission's Guide to Disability Access and Inclusion Plans for Local Government Contractors is available for download at: [www.disability.wa.gov.au/business-and-government1/business-and-government/disability-access-and-inclusion-plans/](http://www.disability.wa.gov.au/business-and-government1/business-and-government/disability-access-and-inclusion-plans/)



## Canvassing of Elected Members

If prior to the determination of funding by the Council or Committee, an applicant (or any agent) canvasses any Elected Member of the City of Perth, or attempts to provide additional information, either directly or indirectly, on any matter relating to the sponsorship or grant to an Elected Member, the person/organisation may be disqualified and the sponsorship or grant excluded from being considered for approval.

In the event supplementary information is requested to be provided to Elected Members, please contact your Business Support Officer to disseminate this.

## Contact Us

### BUSINESS SUPPORT OFFICER Business Support and Sponsorship

- @ [business@cityofperth.wa.gov.au](mailto:business@cityofperth.wa.gov.au)
- (08) 9461 1518
- Information on other sponsorship and grant programs offered by the City of Perth can be accessed here: [perth.wa.gov.au/council/grants-and-sponsorships](http://perth.wa.gov.au/council/grants-and-sponsorships)