



Matched Funding Business Grants 2011/12 Information Kit

City of Perth Matched Funding Business Grants

What are the matched funding business grants?

The City of Perth recognises that small business owners personally take on substantial risks in their businesses and are typically resourceful and inventive in their methods. The City appreciates that entrepreneurs and small businesses thrive on their own ability to innovate and create, and they make a disproportionately large contribution to the vibrancy and energy of a city.

The ability to generate new ideas and turn those ideas in to profitable business ventures is a critical source of competitive advantage for Perth and for our region. In recognition of that, these matched funding grants aim to stimulate diverse inner city commerce by supporting and rewarding local business creativity and pioneering entrepreneurial activities. These grants may be provided up to a maximum of \$20,000 for each business and the recipient business must demonstrate at least an equal financial investment for the specific business project.

What kinds of business projects are supported?

Suitable business projects include (but are not limited to):

- New product development
- Capital investment (e.g. purchasing equipment)
- Intellectual property management including patenting or commercialising a new product
- Activation of underutilised areas of the city such as re-fitting a vacant upper floor
- Establishing a business in a laneway

Businesses may apply for a matched funding grant for a combination of these items, or for other items that help to meet the objectives of the grants (below).

NB. Grants will be provided for specific business projects and not to fund business overheads, general operating costs or loan repayments. Businesses may not claim the working time of staff employed by the business as a financial investment. The financial viability of the business should not be dependent on approval of a grant application and the business must demonstrate the financial viability of the specific business project.



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What are the objectives?

1. Encourage and promote diverse business projects that improve Perth's competitive advantage.
2. Activate underutilised areas of the city such as laneways and upper-floors.
3. Support local businesses that demonstrate strong market potential and a sound business model.
4. Build and retain a larger stock of creative and innovative people, and businesses in the City of Perth.
5. Recognise the economic value of creativity and innovation to the City of Perth.



City of Perth Matched Funding Business Grants

What businesses are eligible to apply?

The City of Perth is welcoming applications from any small business that is based or located within the City of Perth Local Government Area [LGA] (see map on next page, or call if unsure in which LGA the business is located). To be considered for a grant, the business **must:**

- Have a valid Australian Business Number.
- Have the appropriate insurances, permits and authorities.
- Be defined as a small business as per the Australian Taxation Office (ATO) definition:
 - An Individual, partnership, company or trust that:
 - Carries on a business for all or part of the income year, and
 - Has less than \$2 million aggregated turnover.

The City of Perth will not consider applications from:

- Government departments or agencies
- Unincorporated associations, branches, franchisees and subsidiaries of larger companies
- Not-for-profit groups
- Businesses that primarily operate outside of the City of Perth LGA (even though the main premise is located within the LGA)
- Businesses that have an adverse effect on public health, safety, the environment, or heritage

NB. Businesses that are receiving funding from the State and/or Federal Government are still eligible under this grants policy. Successful applicants for this grants policy are not restricted in any way when applying for other existing or future grants, or sponsorships (e.g. marketing, heritage) offered by the City of Perth.

However, businesses may not receive matched funding business grants for the same business project on more than one occasion. For example, grants are not to be provided for annual business projects such as festivals, recurring events or projects.



City of Perth Local Government Area (LGA)

Your business must be located within the City of Perth local government area (i.e. inside the blue boundary line). Visit this website for more detailed information: <http://www.id.com.au/profile/Default.aspx?id=284&pg=101&gid=10&type=enum>



City of Perth Matched Funding Business Grants

What are the criteria for selection?

Businesses will be assessed on the extent to which the application contributes to the policy's objectives (above) and on the submission of a detailed business and/or project plan that includes detailed business finances. Businesses must also clearly demonstrate the financial viability of the project and prove that they will make at least an equal financial investment in the business project (the funds of which can not be derived from other sponsorships or grants).

Additional criteria include demonstration of at least one of the following:

- Prior business success
- The project activates underutilised areas such as laneways and upper-floors
- The business has a strong connection with the city (e.g. family owned businesses or established professional networks or groups)
- That the business is a pioneer in creating or introducing a new product or activity to the city
- That the business creates or passes on knowledge, skills and/or capabilities to other West Australians
- Active community engagement
- An environmentally responsible approach to business, or environmental sustainability business projects
- That the business attracts a significantly greater number of people to the city, or retains people in the city for longer
- That the business contributes positively in other ways to the City of Perth

What do the businesses get from the City of Perth?

Successful applicants will receive:

- A matched funding grant of up to \$20,000 to be used before 30 June 2012.
- Networking support from the City of Perth
- Referral to a qualified business advisory corporation for training and development courses, and other learning opportunities (e.g. Small Business Development Corporation, Business Growth Centre).

The City of Perth **will not** provide grants for business operating costs (e.g. staff wages), or as reimbursement for money spent before approval of the business grant.



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Payment terms

In order to receive the grant, all successful businesses must sign a letter of agreement that clearly details each of the approved expenditure items that are covered by the grant and agree to the following conditions:

- All grant money must be spent before 30 June 2012.
- All successful businesses will be required to provide proof that the grant money was spent on approved items and that their own expenditure at least matches the grant funding provided by the City of Perth.
- All successful businesses will be required to provide proof that the grant money was spent after the grant application was approved (not before).
- All successful businesses will be required to meet the reporting requirements set out by the City of Perth (no more than three reports per grant).
- All successful businesses will be required to be available to meet with the City of Perth, with reasonable notice, to provide updates on the use of the grant money and the development of their business project.
- Each successful business must acknowledge and promote the City of Perth's funding support for their business project. This may include the placement of City of Perth's corporate logo on promotional materials for the business project.
- All successful businesses must allow the City of Perth to publicise information about their business in promotion of the grants, including photographs.

Reporting requirements and payment terms are to be negotiated with each successful applicant. In most cases grant funding should be provided in two instalments of equal amount.



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How do I apply?

Download an Information Kit from the City of Perth website at www.perth.wa.gov.au/ecodev

Request an Application Form by calling (08) 9461 3414

Submit the completed application, marked 'confidential' to:

Economic Development Unit
City of Perth
G.P.O. Box C120, Perth
Western Australia 6839

NB. Businesses must also submit a copy of a business/project plan or proposal including financial assessment with their application. For templates and business planning tools visit www.business.gov.au.

All shortlisted applicants will be required to discuss their application in person.

When is the deadline?

Applications are accepted **from Friday 1st July until Monday 18th July 2011.**

Results will be announced **10th August 2011.**

Have a question or need more information?

Please call the City of Perth Economic Development Unit on (08) 9461 3414 or email ecodev@cityofperth.wa.gov.au.