

## Economic Development and Marketing Grants Program Program Guidelines

### Background

A strategic priority of the City of Busselton is to assist and provide for the economic development of the region.

The City has developed a Business Development, Events and Marketing Program (BDEMP) that includes a pool of grant funding to support commercial and community events, economic development and marketing initiatives delivered by stakeholder groups.

The Economic Development and Marketing Stream supports and facilitates programs, services and projects that contribute to the City of Busselton's economic, social, environmental and cultural development.

### Funding Focus

There are two areas of focus that support economic development and marketing activity across the City:

#### Economic Development Initiatives

Support priorities identified in the Economic Development Strategy 2022-27 (EDS). Focus on supporting industry sector growth and not individual businesses, address Town Centre Activation, Place-making and growth of the night time economy or support initiatives that promote cross sector upskilling and workforce participation.

#### Marketing Initiatives

Initiatives that leverage to improve the visitor experience within the City of Busselton and strengthen the Busselton and Dunsborough brands, support and promote a unified Busselton brand and builds on the sub regional branding.

Examples of supported economic development and marketing initiatives:

- Promotion of local businesses (in a cluster/industry)
- Precinct activation
- Marketing and communication plans
- Conferences
- Workshops
- Networking events
- Training or educational events and programs
- Thought leadership events
- Award programs
- Initiatives for innovation, technology or STEM entrepreneurs/startups and investor/venture capital providers
- Initiatives or events that increase investment, trade, education, visitation, or economic connection to City of Busselton

### Funding Streams

Funds are allocated across two grant streams. Funding for these streams are generated through the City Of Busselton's Commercial, Industrial and Holiday Homes differential rates.

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### I. Economic Development and Marketing Grant

Applications must demonstrate alignment with identified Economic Development Strategy 2022-27 (EDS) Priorities.

- Grants from \$1,000 up to a maximum of \$30,000 per application.
- Funding requests of \$10,000 and above require confirmed 50% matched funding - this can be made up of cash and qualified in-kind contributions.
- A points system is allocated according to priority areas from EDS Implementation Plan as directed by City of Busselton Council.

### II. Economic Development and Marketing Quick Response Grant

These grants are designed to provide an agile response to small projects and activations.

- Grants of less than \$1,000.00.
- Easy application process, easy acquittal process.
- No need for applicants to provide matched funds.
- Uses same matrix and guidelines for grant assessment.

### Goods and Services Tax (GST)

The funding amount requested must not include GST. The quotes provided may include GST but the actual figures recorded in the budget must have had GST deducted. If the applicant (or auspice organisation) is registered for GST then Council will add GST to the grant when it is paid. If the applicant (or auspice organisation) is not registered for GST then Council will not add GST to the grant when it is paid.

### Grant Rounds

Economic Development and Marketing Grant applications are assessed at two 'cut off' dates, where the latest submission will be downloaded and assessed on the following dates:

- 30 October 2024
- 17 March 2025

Economic Development and Marketing Quick Response Grant applications are assessed as they are submitted.

### Funding Criteria

All projects and programs must demonstrate alignment with selected goals and strategies from the City of Busselton Economic Development Strategy 2022-27 as outlined on page six of these program guidelines.

Funding applications are assessed for new or extended services, programs and activities aimed at specific target groups to meet an identified need or address an identified gap.

All applications will be assessed against priority criteria that focus on key objectives and areas of focus as determined by the COB Council and Officers.

### Eligibility Criteria

The following entities are eligible to apply:

- Not for profit organisations
- Incorporated associations
- Peak bodies
- Business and Industry clusters – defined as a group of four (4) or more individually owned and operated for profit businesses from the same industry or of a similar nature working collaboratively in a given geographic area. Example: 4 or more retail shop owners along the same street, or 4 or more fresh produce producers in the region.
- Auspice administrator – an organisation may apply under an eligible auspice administrator if they do not meet the eligibility criteria, outlined in the Program Guidelines. The Auspice administrator will take legal and financial responsibility as the application of the grant and the initiative being delivered.

### Funding Exclusions

1. Applications that do not demonstrate meeting the identified grant program objectives, as outlined in these guidelines.
2. Applications from a singular business entity that does not demonstrate collaboration and benefits to a defined business cluster.
3. Applications from one business owner, who owns multiple businesses within the City.
4. Recurring or pre-existing programs and initiatives that don't demonstrate significant changes, new initiatives or demonstrated benefits.
5. Activities or programs occurring outside the City of Busselton area, unless a demonstrated marketing benefit for the City can be determined.
6. Applications that duplicate an existing service or program that operates in the City.
7. Applications for business or feasibility case development.
8. Large capital expenditure e.g. lease payments, repair or maintenance of buildings, or purchase of major equipment.
9. Recurrent indirect costs including wages, utilities, rent, annual insurances etc.
10. Applicants who haven't acquitted on any previous Council funding or finalised outstanding debts.
11. Retrospective funding or reimbursement payments, projects or initiatives which have commenced.
12. Funding requests for training or education in government or private institutions, or research activities that will be offered for assessment in such institutions.
13. Individual applications for staff/ committee attendance at conferences, expo or tradeshow for personal development.
14. Funds for State or Federal Government departments, other councils.
15. Singular commercial organisations operating on an expected profit base. Joint business approach that demonstrate multiple business cluster benefits will be considered.
16. Activities that would involve the City in controversial issues or expose the City to adverse criticism.
17. Funding for programs or services that are the core responsibility of other levels of government (i.e. schools).
18. Political or lobby groups.
19. The application disparages or excludes any groups in the community
20. Funding for alcohol / tobacco purchases.

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### Assessment Criteria

Applications will be given numerical score against a funding criteria from the Economic Development Strategy Implementation Plan 2022-27.

Priority One	3 points	Key action to be progressed
Priority Two	2 points	Secondary action to be progressed
Priority Three	1 point	Action to be progressed when opportune.

In addition, applicants will also be assessed on a 1-5 scale for the following:

1. Ability to contribute to the objectives of the program
2. Demonstrated need for the project and anticipated community or industry benefit
3. Extent to which the budget is comprehensive, realistic and provides value for money
4. Evidence of effective consultation, networking and partnering
5. Capacity to undertake all aspects of the project including evaluating and documenting the results
6. Extent to which alternative and complementary funding sources have been explored and secured
7. Ability to sustain the project or its outcomes after funding ceases

### Additional Conditions

1. Applicants that have not received funding from BDEMP that financial year or other current COB Funding Streams will be preferenced.
2. Applicants collaborating with other agencies to avoid program/project duplication will be preferenced.
3. Multiyear funding agreements may be considered at the discretion of BDEMP and the CEO.
4. Other criteria as determined by the BDEMP committee or City of Busselton CEO as required.

### Applications Process

Applicants are encouraged to contact the City of Busselton Economic Development team to discuss their project or initiative prior to application. All grant round applications will be processed through the City of Busselton's online Smarty Grants platform. Applicants who do not have access to this service should contact the Economic Development team to discuss an alternate submission process.

### Application Assessment

- I. **Economic Development and Marketing Grant**
  - Applications be assessed immediately following closure of round.
- II. **Economic Development and Marketing Quick Response Grant**
  - Applications will be assessed as they are received.

### Funding Approval

Recommendations will be presented to the appropriate approval authority for consideration and endorsement. We retain the right to offer an alternate level of funding or decline proposals at our discretion and provide feedback where appropriate and requested.

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### Grant Approval

Approved applications will require a formal Grant Agreement between the City of Busselton and the Applicant. The Agreement will document the agreed level of financial and in-kind support, and the recognition required of the funding agreement.

### Grant Agreement

The Grant Agreement will be drafted by the City and require signatures from the Applicant and the CEO (or equivalent) of the City of Busselton prior to any financial support being released or in-kind works being completed. Failure to meet the requirements of the Agreement may result in the Applicant reimbursing funding provided and may impact any future sponsorship applications.

Once the Agreement has been signed by all parties, the Applicant is required to provide an invoice for payment of the grant funding.

### Grant Amendments

Grantees are required to contact the City with any proposed changes to their Project, including key personnel, project scope, timeline, expected outcomes and outputs as soon as possible.

### Reports and Acquittals

Reports and financial acquittals are required for all grants. Satisfactory progress reports are required for all multi-year grants before subsequent instalments can be paid.

A final report on the Project outcomes and expenditure is due within one month of Project completion. This may include an agreed outcomes and impact framework.

City Of Busselton encourage Grantees to submit case studies and testimonials (can be de-identified) as well as images for possible inclusion in the Economic Development annual report.

### Acknowledgement and Communicating Outcomes

A key element of City of Busselton's approach is the sharing of outcomes, and the short term and long term impacts achieved by the funded Projects. By agreement, this could include case studies on the website, participation in feedback or shared learning forums, and/or opportunities for further collaboration.

Grantees are encouraged to acknowledge City of Busselton's support and use the City's logo on public documents relating to the Project, with prior written permission. Logo and style guides are available on request.

### Confidentiality

The City of Busselton and BDEMP seek to maximise openness and transparency in its decision making process. Please note some of the details in the application (excluding those justified as being confidential) may be considered in a committee meeting where the public is present and minutes are made available publicly.

### Additional information

For further information or to discuss a potential application, please contact the Economic Development Team [economicdevelopment@busselton.wa.gov.au](mailto:economicdevelopment@busselton.wa.gov.au) or phone (08) 9781 0444.

## Economic Development and Marketing Grants Program Program Guidelines

### Economic Development Strategy 2022-27 Priority Initiatives

Goal	Strategy	Activity
<b>SUSTAINABLE ECONOMIC DEVELOPMENT</b>	Preserve and protect the natural environment	<ol style="list-style-type: none"> <li>1. Foster regenerative tourism practises from business and consumers (2 points)</li> <li>2. Support and model best-practice approaches to clean technology, circular economy, waste elimination, resource recovery and renewable energy production (2 points)</li> </ol>
	Progress actions from the City's Smart Cities Strategy	<ol style="list-style-type: none"> <li>1. Support technology interventions that enhance sustainability in urban places, parks, waterways and building management (2 points)</li> <li>2. Support for use technology and data to encourage sustainability in resource use, and improve the efficiency of waste collection and processing (2 points)</li> </ol>
	Foster clean energy and circular economy	<ol style="list-style-type: none"> <li>1. Support and encourage research and development in circular economy activities (1 point)</li> <li>2. Investigate and foster public and private investment opportunities in clean energy production (1 point)</li> </ol>
<b>ENHANCE LIVEABILITY</b>	Advance transport connectivity	<ol style="list-style-type: none"> <li>1. Support increased public transport services (3 points)</li> </ol>
	Advance digital connectivity	<ol style="list-style-type: none"> <li>1. Support delivery of for high quality, accessible, affordable mobile and internet connectivity (2 points)</li> </ol>
	Town centre Activation and Place making	<ol style="list-style-type: none"> <li>1. Grow and support place-making and activation initiatives across town centres (3 points)</li> </ol>
<b>DIVERSE EDUCATION, TRAINING &amp; EMPLOYMENT</b>	Diverse employment opportunities	<ol style="list-style-type: none"> <li>1. Programs that work with industry to diversify and deepen employment choices (2 points)</li> <li>2. Initiatives that advance workforce capability and accommodation options (3 points)</li> </ol>
	Progress industry-aligned skilled workforce	<ol style="list-style-type: none"> <li>1. Hospitality Training (1 point)</li> <li>2. Aged Care and Allied Health training (1 point)</li> <li>3. Aviation Maintenance and Pilot Training (1 point)</li> <li>4. FIFO Induction Hub (1 point)</li> <li>5. Environmental Sciences Training (R&amp;D, Marine and Terrestrial) (1 point)</li> </ol>
<b>INVESTMENT ATTRACTION AND MARKETING</b>	Promote the City as an attractive place to visit, work and invest.	<ol style="list-style-type: none"> <li>1. Support initiatives and projects that promote the City locally (1 point)</li> <li>2. Nationally and internationally (3 points)</li> </ol>
	Advance emerging industries	<ol style="list-style-type: none"> <li>1. Foster Technology &amp; Creatives sector (3 points)</li> <li>2. Foster Manufacturing Industries (2 points)</li> <li>3. Foster Research and Development across sectors (1 point)</li> <li>4. Foster other emerging industries (1 point)</li> </ol>
<b>GROW, DIVERSIFY, SUPPORT BUSINESS &amp; INDUSTRY</b>	Support and grow business	<ol style="list-style-type: none"> <li>1. Facilitate business support services in conjunction with industry partners (3 points)</li> <li>2. Facilitate business networking and clustering (2 points)</li> <li>3. Facilitate collaboration, skill-building and shared learning (3 points)</li> <li>4. Foster business resilience (2 points)</li> <li>5. Support business to understand and mitigate economic leakages (2 points)</li> </ol>
	Diversify and grow industry	<ol style="list-style-type: none"> <li>1. Facilitate value add and diversify opportunities (2 points)</li> <li>2. Foster innovation and entrepreneurship (3 points)</li> <li>3. Foster investment across industries (2 points)</li> </ol>