

Business Development, Events & Marketing Program Grant Application

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. The program includes grant funding supporting economic development and marketing initiatives delivered by stakeholder groups.

Grant Funding

- Economic Development Initiatives - supporting priorities identified in the City of Busselton's Economic Development Strategy 2022-27.
- Marketing Initiatives: Supporting initiatives that improve the visitor experience within the City of Busselton and strengthen the Busselton regional brand.
- 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.

All projects and programs must demonstrate alignment with selected goals and strategies from the City of Busselton Economic Development Strategy 2022-26 as outlined in the program guidelines.

Please read the [Economic Development and Marketing Grant Guideline](#) documents before completing this application. It is recommended that you contact the City Economic Development team to discuss your initiative prior to its submission.

Section 1 - Applicant Details	
Organisation Name:	
Type of Organisation e.g. Sole Trader, Company:	
Initiative/Project Title:	
Contact Person for Project:	
Position Held:	
Postal Address:	
Office Hrs Telephone:	Mobile:
Email Address:	Website Address:
ABN or ARBN:	Registered for GST Y N
Total Project Budget:	
Amount requested (Up to 50% of total project budget if request is over \$10,000): \$	

Section 2 - About Your Organisation

Please describe your organisation structure, and primary business objectives: (Include any other important information to build the picture for the assessment panel. How long has your organisation existed? What is the history and current membership?)

Do you have Public Liability Insurance? Yes No

Please attach a copy (must be current and provide cover for proposed program/event)

Will you be applying for this grant through an auspicing body? If so, please provide a copy of the written agreement between the applicant and auspicing body.

An Auspice Organisation ensures:

- the program/event for which the funding is sought, furthers the mission/objectives of their organisation in some way
- checks the constituent documents (constitution, rules, by laws) that entering into the auspicing agreement is consistent with the objectives and powers of their organisation.
- In the context of grant applications, an auspice organisation is legally and financially responsible to receive the approved grant money, ensure program/event is completed on time, submits acquittal and evaluation report.

Section 3 - Project/Activity/Details

Please describe the project you are planning to undertake. This section should include a concise, clear summary of what the project will entail. (Who, what, when, where, how).

State whether it is an economic development or marketing initiative:

Outline your project objectives:

Project start date:

Project end date:

Please provide a clear plan for delivery of your project including key dates/timelines. If you have a project timeline, calendar, or GANTT Chart to attach please do so.

Please demonstrate the need and demand for the activity/project (Provide any economic impact data to support your case).

Have you considered any partnerships for your program or event? e.g. local businesses; service, organisations; local not-for-profits. State what their role is (in the lead up to the event/program or on the day of the event/program)

In the table below, list any attempts to secure funding (specific to this program or event) through other sources:

Funding Agency	Amount	Approved/Pending

How does this align to the City of Busselton’s Economic Development Strategy 2022-27 identified priorities as per the Grant Guidelines? (please be specific)

What is the potential economic impact of this activity / project and how will the success be measured?

Please demonstrate how this activity / project represents good value for money for the City of Busselton?

Please demonstrate how the project or its outcomes will be sustained after City of Busselton funding ceases.

Section 4 – Budget Details

List all the expenditure and income details relating specifically to your activity/project including any supporting quotes and support of other funding partners. If this information exists in another format please attach a comprehensive budget document.

Please note: The City of Busselton does not provide grant funding for business operating costs (e.g. staff wages, rent, utilities and consumables)

Expenditure		Income	
Items	Total	Items	Total
Total Expenditure		Total Income	

Total amount requested from Council for this initiative (keep in mind funding caps in the Guidelines and Council’s support of up to 50%): \$ _____

Section 5 – Acknowledgement Of Funding

If your application is successful, please outline all methods you would use to acknowledge the support you have received from the City. Please also outline how will you collaborate with the City for joint promotion and marketing material?

Section 6 – Other Information

We welcome further information or attachments that may assist us in processing of your application.

Conflict of Interest

Is any member of your committee employed by an organisation that may benefit financially from this grant if successful? Yes (please state the nature of this interest below) No

Section 7 – Declaration

I hereby certify that I am the authorised person of:

(organisation name)

And

- I have read and understood the guidelines;
- The organisation has all the required insurances, permits and licenses to operate

The information contained herein, is to the best of my knowledge, true and correct.

Signature: _____

Applicant Name: _____ Date: _____

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Section 8 – Final Checklist

Before submitting the application, please ensure the following has been completed. Please note, this checklist is included so all the required information for assessment of your application is provided.

- Provide your ABN, and if you're registered for GST;
- Include a copy of Certificate of Incorporation. If your group is part of an auspice agreement with another organisation, please include a letter of confirmation to administer the funding and a copy of their Certificate of Incorporation;
- Clearly defined the purpose of the grant;
- Other fundraising sources are listed;
- Include quotes for requested expenditure items;
- Provide supporting documents as they apply;
- Keep a copy of this application for your records;
- Ensure the application is signed by the authorised person of the business

Helpful Hints

Data and Statistics

The City of Busselton engages REMPLAN for up-to-date economic and demographic data and statistics. This information can be helpful when developing your business case, funding proposals and grant applications.

[City of Busselton Economic Report 2021](#)

[City of Busselton live REMPLAN DATA](#)

In-kind contributions

An in-kind contribution is a contribution of a good or a service other than money. You do not need to submit written records of in-kind contributions received for your activity. However, it is your organisation's responsibility to keep written records (e.g. letter of donations or receipts) of the in-kind support committed or received.

How do you calculate your in-kind contribution?

The calculation of your in-kind contribution is based on your best estimates.

- calculate volunteer general labour at \$20 per hour
- calculate volunteer specialist labour (for example, engineer or architect) at \$45 per hour
- calculate donated goods at the price you would pay for them if they were not donated

Contact

For further information or to discuss a potential application, please contact the Economic Development Team at economicdevelopment@busselton.wa.gov.au or (08) 9781 0712.

Applications can be submitted to:

economicdevelopment@busselton.wa.gov.au

Economic Development Team
City of Busselton
2 Southern Drive
Busselton WA 6280