



WHITEHORSE BUSINESS GRANTS PROGRAM

ROUND 3 GUIDELINES 2021





KEY DATES

Grants Open

Monday 4 October, 9am

Grants Close

Friday 22 October, 5pm

Information Sessions:

Tuesday 5 October, 10am

Monday 11 October, 6.30pm

Monday 18 October, 10am

Box Hill Mall Drop in Sessions:

Wednesday 6 October, 12-2pm

Wednesday 13 October, 12-2pm

Nunawading Civic Centre Drop in Sessions

Thursday 14 October, 10am-3pm

Wednesday 20 October, 10am-3pm

Grant Writing Workshops:

Thursday 7 October, 10am

Tuesday 12 October, 6pm





APPLICATION SUPPORT

INFORMATION SESSIONS

- Show you how to register with SmartyGrants (council's grant management system).
- Explain the objectives, funding streams available and talk through the criteria and process.
- Identify the documentation you will need to provide with your application.
- Talk through the Frequently Asked Questions.

GRANT WRITING WORKSHOPS

The workshops will be presented by Debby Maziarz, who is an experienced grant writing professional. The aims of the session are to:

- Provide practical, useful and transferable information about how to approach grant writing;
- Encourage you to explore project ideas and clarify point of difference; and
- Provide practical, useful and transferable information about building budgets for grant applications.

To register your attendance or for further information visit **wbiz.com.au**



BOX HILL DROP IN SESSIONS

Q&A sessions with Grant Officers. A Mandarin and Cantonese interpreter will be available to assist applicants. Bookings not required

WHITEHORSE CIVIC CENTRE DROP IN SESSIONS

Q&A sessions with Grant Officers held in Nunawading. Bookings not required

Whilst the sessions are not mandatory, attendance will assist in giving applicants the best opportunity to be successful in receiving grant funding.



OBJECTIVES

The Whitehorse Business Grant Program has been developed to assist businesses to invest in innovative projects and to support viability. The objectives of the Whitehorse Business Grant Program are to support:

- Social and economic sustainability.
- Business growth and prosperity.
- Local procurement and facilitating connections.
- Creating business and employment opportunities.
- Industry development.
- Business compliance with State Government guidelines in relation to COVID-19.

The Whitehorse Business Grant Program has up to \$250,000 available for successful applicants. The grant program is competitive where applicants need to meet the criteria and demonstrate in their application how the funding will not only support their business during this difficult period but also help it grow and prosper.



There is also a requirement to demonstrate how the funding will benefit the broader Whitehorse business community.

Applications will be assessed and scored against a matrix that will determine successful applicants and the funding amount allocated.

Not all applications will necessarily be funded. In some cases, applicants may also be offered partial funding to run a reduced or modified project.

GRANT CATEGORIES



BUSINESS INNOVATION

between \$5,000 and \$10,000

Purpose:

To support small businesses with costs associated with substantial innovative projects (up to 20 grants available).

- Equipment that supports innovation.
- Introduction of a new service or product.
- Manufacturing projects.

Requirements

- ABN details.
- Public Liability Insurance Certificate of Currency of \$5M or more.
- Completed project plan/timelines.
- Detailed budget, including suppliers.
- 2 current quotes for project.
- Applicant **MUST** contact Council Officers to discuss project, prior to submitting application.



BUSINESS SUPPORT

between \$1,000 and \$3,000

Purpose:

To support small businesses build resilience and adapt to the COVID-19 environment. Costs associated with supporting a business to continue to operate for example:

- Marketing (excludes subscriptions e.g. social media and Google Analytics).
- Minor manufacturing projects.
- Branding development.
- Training and Professional Development.
- Business equipment excluding personal devices i.e. mobile phones.
- Equipment for commercial purposes (not small domestic appliances).
- Hygiene supplies and personal protective equipment. Max \$250 per application.

Requirements

- ABN details.
- Public Liability Insurance Certificate of Currency of \$5M or more.
- Detailed budget, including suppliers.
- Quotes will be assessed favourably.

*Businesses can apply for one grant stream only. Please note this process is competitive and there is no guarantee that applicants will receive the full amount applied for.

EXCLUSIONS

- Operational expenses and services that are considered ongoing such as rent, wages, utilities, routine maintenance or routine professional services.
- Projects that are part of the organisation's annual or regular program/activities or a duplication of an existing service or an ongoing activity.
- Projects or activities already completed. Retrospective projects and/or receipts will not be accepted.
- Expenses that are not aligned to the project.
- Servicing creditors or debts.
- Subscriptions including Google Ads, UberEats or similar social media listings.
- Ongoing costs such as web or email hosting.
- Purchase or subscription costs for software applications.
- Applications completed on behalf of a business by a professional service provider (i.e. accountant/ lawyer) cannot claim their grant writing services through the grant application or acquittal process.
- Purchase of general Business equipment ie. point of sale machines, registers. Personal devices including mobile phones. All other general business equipment to be assessed on a case by case basis.



CRITERIA

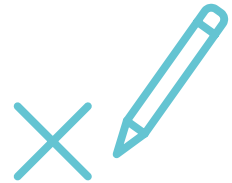


Whitehorse Business Grants are available to businesses located within the City of Whitehorse. Applicants must meet the following eligibility criteria.

- Have an active Australian Business Number (ABN).
- Public Liability Insurance of at least \$5 million. Certificate of Currency to be provided.
- Sole trader or a Small to Medium size business employing fewer than 20 FTE (or equivalent part time) at the time of application or have a maximum turnover of \$10 million per annum. (Under exceptional circumstances applications above 20 employees and \$10 million turnover will be considered at the discretion of the Assessment panel).
- Business must be located within the City of Whitehorse municipality.
- Must be an existing business trading in the City of Whitehorse for 12 months or more as at 1 July 2021.
- Own or have a commercial lease agreement within the City of Whitehorse municipality with a minimum of one year remaining or intend to take up an option to renew a lease, or are relocating to another premises in the City of Whitehorse. Alternatively the business operation is from your residence (home based business).
- Have all appropriate insurances, licences and permits for the current business operation and to undertake the proposed activity or operation funded by this program*.
- Demonstrate how this grant will help support your business to grow and prosper.
- Demonstrate how your business supports the local economy and/or community of Whitehorse.
- Meets all requirements of the Fair Work Australia Act and OH&S Act.

*Any proposed improvement works that result in the alteration to the existing approved layout of the building, may require a Building Permit to first be obtained. General works such as replacing of existing signage, painting, lighting or the like to improve existing conditions are seen as general maintenance and may not require a Building Permit. However it is requested that you make contact with Council's Building Unit on 9262 6421 to ensure any work you are proposing does not require a Building Permit. Should a Building Permit be required, this is to be obtained before any works commence or are undertaken.

NOT FUNDED BY RECOVERY GRANTS



The Whitehorse Business Grants program will not accept applications from the following:

- Businesses located outside the City of Whitehorse municipality.
- Current City of Whitehorse employees, Councillors, contractors, immediate family members.
- Political, religious or spiritual organisations.
- Trader associations and unincorporated associations.
- Community groups, sporting clubs and not for profit organisations. *(Please refer to Community grants available on the Whitehorse Council Website).*
- Owner's corporations (strata and company owned).
- Franchisees, branches, chains, subsidiaries or members of larger companies*.
- Businesses that have an adverse effect on public health, safety, environment or heritage.
- Educational Institutions and Colleges, including early learning child care, kindergartens and schools.
- Businesses with long standing financial arrears with Council or subject to any legal impediment, including bankruptcy or liquidation.
- Businesses or associated properties that are currently subject to open enforcement or compliance matters may not be eligible.
- Businesses registered under the Food Act 1984 or the Public Health and Wellbeing Act 2008 who have received a major or critical rating or are subject to any enforcement action or proceedings.
- Businesses/Applicants/Director/Owner that have not satisfactorily acquitted a previous Whitehorse grant.
- Owners of rental properties including Rooming Houses and Developers selling off the plan.
- Apply for funding to benefit businesses that are owned by the applicant.

*Franchisees, branches, chains, subsidiaries or members of larger companies will be considered on a case by case basis who can demonstrate that they do not receive marketing, financial and/or business planning support as part of the franchise agreement. Contact Grant Officers prior to submitting an application. Further information and documentation will be required.

GRANT TERMS AND CONDITIONS

SUCCESSFUL APPLICANTS WILL BE REQUIRED TO:

- Sign a Funding Agreement detailing the grant obligations.
- Submit an online Acquittal report with receipt/s included in relation to the project.

PROJECT COMPLETION DATE IS 31 AUGUST 2022.

Any variations to the grant's original purpose must have consent from Council. The Grants Officer will consider each request and the applicant will be notified of the decision. Approval must be received before changes can proceed.

The City of Whitehorse reserves the right to decline any application that is ineligible or does not meet the eligibility criteria. The decision of the Assessment Panel is final and no further correspondence will be entered into.

Canvassing or lobbying of Councillors or employees of the City of Whitehorse in relation to any grant application is prohibited during the application process. Failure to comply will make the application ineligible.

Assessment panel will comprise of the:

- Mayor
- Director - City Development
- Director - Corporate Services



ASSESSMENT PROCESS



Applications will be assessed against the following:

WHITEHORSE BUSINESS GRANTS PROGRAM - ROUND 3		
CRITERIA	KEY POINTS	WEIGHTING
Demonstrated alignment with grant stream and grant objectives	<p>Key Points (but not limited to*):</p> <ul style="list-style-type: none"> How well does the proposed project align to the identified criteria? Evidence in project description of alignment to funding streams as outlined in the Guidelines e.g. Comprehensive, clear proposal demonstrating a good understanding of the funding streams and project scope. The application aligns with the program objectives. Demonstrated feasibility to deliver expected outputs under changing and restricted circumstances. 	30%
Demonstrated plan with timeframes and budget	<ul style="list-style-type: none"> Does the budget accurately reflect the project? Have suppliers and their location been listed within the budget? Demonstrated ability to deliver proposal, key items identified in budget. Has the applicant supplied a detailed project plan that describes key tasks, considerations and timeframes? (<i>Business Innovation Stream only</i>). 	30%
Demonstrated local procurement	<ul style="list-style-type: none"> Does the applicant intend to procure from a local supplier? Is this detailed in the application budget? Full score for procuring in the City of Whitehorse. Half score for procuring in Melbourne's East, ie Manningham, Maroondah, Monash, Knox and Yarra Ranges. Half score if procuring outside of the East is justified and reasonable. 	15%
Supporting documentation	<ul style="list-style-type: none"> Provide a current Certificate of Currency for public liability for a minimum \$5 million. Provide legitimate quotes that are related to items listed in the budget . 	15%
Demonstrated financial impacts	<ul style="list-style-type: none"> Have financial and operating impacts been defined? The business is part of an industry that has been heavily impacted by COVID19. 	10%

*Preference will be given to applications that clearly demonstrate adaptation and resilience through innovation, transition, diversification and change.





ALL ENQUIRIES

Investment & Economic Development

Telephone: 9262 6453

Email: businessgrants@whitehorse.vic.gov.au

Website: wbiz.com.au

Facebook: Whitehorse Business

NRS: 133 677 then quote 9262 6333
(service for deaf or hearing impaired people)

TIS: 131 450
(Telephone Interpreter Service. Call and ask
to be connected to Whitehorse City Council)

