

## City of Cockburn Guidelines:

### Community Funding to support local Economic Development (Grants)

#### Objective

The purpose of these guidelines is to provide a framework for the provision of community funding to support Local Economic Development.

The City of Cockburn aims to engage and work with organisations in the City of Cockburn local government area who are contributing or wish to contribute to Cockburn's vibrancy, sustainability, growth and employment prospects.

#### Background

Council provides up to two per cent of the annual rates income to a budget for grants, donations, sponsorships and subsidies. To ensure that these funds are distributed in a rational way, eligibility and application criteria are required for the assessment and prioritisation of applications to be funded.

The funds allocated to applicants are to assist in the provision of activities and services that support local Economic Development and facilitate opportunities for local business, local activity centres and industry to thrive, and the objectives of the local economy outcome of the Strategic Community Plan 2020-30.

#### Program details

This program is divided into two categories (A-B) to encourage and cater for a range of applications and activities.

Community Funding Category	Description	Open for applications	Maximum amount available per application	Approval
Category A – Economic Development Grants	One-off projects, programs or activities that support local economic development	Twice a year	\$5,000	Delegated Authority
Category B – Economic Development Grants – Minor & Major	Major funding proposals, minor funding and requests outside of	Upon enquiry and invitation to apply	Dependent on funding type (in alignment with Policy 'Grants,	Council decision

	established categories.		Donations and Sponsorships – Community Organisations and Individuals')	
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These guidelines assist the City to respond to requests for financial assistance in line with the City’s Strategic priorities and aim to optimise the use of Council funds to support businesses and organisations to deliver economic benefits to the community. These outline the relevant selection criteria, application criteria and limitations of each funding category, and are to be utilised in conjunction with the associated Policy ‘Community Funding to support local Economic Development (Grants)’.

**Selection criteria**

Applicants for funding to be distributed from the Grants and Donations budget are required to apply and address the relevant criteria in one of the funding categories. Assessment and approval will be done according to the category and be done under the relevant delegated authority or recommendation by the Grants and Donations Committee to Council, and applicants cannot bypass these processes.

An applicant may successfully apply for and receive funding from two different Community Funding categories per financial year, provided they meet the criteria for the particular category.

This funding can be granted from either of the following categories:

- two different Community Funding to support local Economic Development (Grants) categories from this policy, or
- seven different categories from the Community Funding for Community Organisations & Individuals (Grants, Donations & Sponsorships) policy.

This is provided they meet the criteria for the particular category; however, the applications cannot be for the same project. Applicants that have been successful in previous years are eligible to apply provided all previous funding has been satisfactorily acquitted, and cannot apply for projects or activities that have previously received funding.

**Community Funding to support local Economic Development (Grants)**

**Who can apply?**

## **Eligibility Criteria:**

Category A - Economic Development Grants

Category B – Economic Development Grants – Minor & Major

To apply for Community Funding for Local Economic Development - category A or B, an applicant must:

- a. Have an ABN.
- b. Have a business based in the City of Cockburn or offer a project or initiative within the City of Cockburn local government area.
- c. If an applicant is not located within the City of Cockburn local government area, the project or initiative must demonstrate a clear link and direct impact on the City of Cockburn's strategy and objectives, for example - the local economy outcomes of the Strategic Community Plan.
  - o Where an applicant is not located within the City of Cockburn local government area the City will have full discretion to determine if the local Economic Benefit is sufficient such that a grant may be awarded.
- d. Be a micro, small or medium business (1 to 199 employees).
- e. Have all appropriate insurances and licenses.

Applicants that will be procuring from suppliers based within City of Cockburn will be favourably considered.

## **How do I apply?**

Applications are to be made online using the Smarty Grants portal and will be assessed and notified of the outcome within two months of the application closing date. Projects must not commence prior to notification of grant outcome, as funding cannot be awarded retrospectively.

## **Community Funding to support local Economic Development**

### **Category A – Economic Development Grants**

#### **Eligible activities:**

Category A: Economic Development Grants of \$5000 are available in the following streams:

- A. Technology/digital enhancements
- B. Enhancements to local retail and employment centres
- C. Promotion of innovation
- D. Assisting businesses with COVID-19 recovery

Projects must be delivered within 12 months, with an acquittal submitted within one month of completion.

Application criteria can be found below for each grant stream.

### **A. Technology/Digital enhancements**

Costs associated with online and e-commerce activities, including the purchase of software, hardware and services in any of the following areas, to support a business's sustainability and promote economic growth:

- Website design and development
- E-commerce platforms (selling online and receiving payments)
- Online content development (web pages, mobile apps, audio & visual media)
- Digital marketing promotion
- Mentoring and training in online and e-commerce activities (where this is not readily available under the City's Business Advisory/ Business Development program)

Hardware purchases must be matched funding (i.e. The City will contribute 50% of the cost provided that the applicant contributes 50%)

### **Assessment Criteria**

- a. The applicant must meet the eligibility criteria
- b. The applicant must provide evidence that development of the online and e-commerce capabilities will benefit the business long term.
- c. Meets an identified need in line with one of the themes of the City's Strategic Community Plan.

### **B. Enhancements to local retail and employment centres**

Costs associated with enhancing the destination and visitor experience in local activity centres. A Local retail and employment centre is a community focal point, and can include activities such as commercial, retail, entertainment, tourism, civic/community, education and medical services.

Eligible improvements may include the following, *subject to council approval where required*:

- Painting of the existing façade
- Repairs to structural façade elements
- External architectural and or artistic façade features
- Upgrading entrance for accessible access
- Window treatments including vacant shopfront windows (ie. Vinyl artwork)
- Tiling or painting of external walls
- Awnings & canopies

- Creative lighting on facades, awnings and footpaths
- Removal of redundant signage, air conditioning units
- Verge upgrades
- Landscaping including planter boxes or vertical garden beds in private property
- Public art elements including painted murals, light boxes, window or footpath decals

### **Assessment Criteria**

- a. The applicant must meet the eligibility criteria
- b. If the applicant does not own their premises, they must have the consent of the property owner and have at least 12 months of their lease at time of application.
- c. The applicant must provide evidence that enhancements to local activity centres will offer benefits to the business and local area.
- d. Applications are also open to strata bodies and property owners (that lease to a small to medium business), who have the support of their tenant.
- e. Activities must improve street appeal and attractiveness of the premises, and be visible from the adjoining street or public space.
- f. The use of local suppliers.

### **Please note:**

Applicants must obtain the relevant approvals and permits, including compliance with the City's planning framework and the Building Code of Australia

Applicants that will be procuring from suppliers based in the City of Cockburn will be favourably considered.

### **C. Promotion of innovation**

Encouraging new and innovative practices and products in small to medium businesses in the City of Cockburn.

- Business Growth - Development of new innovative ideas to expand business
- Supporting Export Growth - Research and development of export-focused initiatives
- Start-Up - Support for launching an innovative business idea in the City.

Other projects with an innovation focus may also be considered, so please consider applying for this funding if your business is eligible.

## **Assessment Criteria**

- a. The applicant must meet the eligibility criteria
- b. The applicant must provide evidence that the activities undertaken will benefit the business in the long term.
- c. Detail the expected multipliers effects (how will the local economy and communities benefit from the activities).
- d. Applicants will not require commitment to ongoing funding from the City (application must show how the activity/ service will be viable after the grant funds have been received).
- e. The City will not fund business development activities that duplicate those provided to local businesses by the City's Business Engagement Officer (ie. Business Advisory programs)
- f. Innovation support is for businesses, business activities or projects that do not duplicate a service or activity already available in the local area
- g. Meets an identified need in line with one of the themes of the City's Strategic Community Plan.

### **D. Assisting businesses with COVID-19 recovery**

The City is committed to helping the local business community recover and rebound from the impacts of COVID-19.

This program will fund measures that will assist businesses to reopen and adapt following the COVID-19 pandemic. This grant has been developed to encourage businesses within the City boundaries to develop capacity, invest in their premises, encourage community visitation, attract new customers, build exposure and ultimately be a financially sustainable business.

To assist with COVID-19 Rebound examples such as the following may will also be considered on a temporary basis:

- General safety and hygiene supplies
- Safety screens, barriers, railings
- Safe distancing decals for internal or external use
- External thermometers, hand sanitisers, masks.

#### **Contracting services**

- Visual merchandising services
- Social media services and social analytics
- Store counters / pedestrian counters
- Rebranding, and the purchase of new packaging.

## **Assessment Criteria**

- a. The applicant must meet the eligibility criteria
- b. The applicant must prove the degree to which the business has been negatively impacted by the COVID-19 pandemic.
- c. How the project or activity improves the ability of the applicant to retain operations and existing staff and/or increase the number of staff as a result of the project.
- d. The use of local suppliers.

## **Community Funding to support local Economic Development (Grants) Category B – Economic Development Grants – Minor & Major**

### **Major and Minor Funding**

This Category incorporates a range of funding opportunities subject to Council Decision.

### **Major Funding Proposals**

Most of the Cockburn Community Fund budget is distributed to community groups, organisations and individuals through established grants, donations and sponsorship programs and application processes in accordance with Council Policy 'Community Funding for Community Organisations and Individuals (Grants, Donations & Sponsorships)' and the associated guidelines. It is the intention that most of the Community Funds to support local Economic Development will be distributed via category A .

However, similarly to the Community Funding for Community Organisations and Individuals guidelines, occasionally, the City may receive new requests for funding that fall outside of the scope of the category rounds and other limitations.

Hence category B was established to include a process and assessment criteria for funding requests received that do not fit within category A.

1. Eligibility Criteria:
  - a. As per the relevant category from the guidelines from Community Funding to support local Economic Development (Grants) that the funding request would normally apply to.
  
2. Project Selection and Evaluation Criteria:
  - a. Funding requests that align with the evaluation criteria of one of the funding categories described in these guidelines, must follow the process below for consideration.
  
  - b. A proposal for funding must be submitted to the City which outlines:

- (i) How it meets the evaluation criteria of one of the funding categories of the Policy 'Community Funding for Economic Development (Grants) and within these guidelines and a statement addressing the eligibility, assessment criteria of the category.
- (ii) The justification for the funding request and why it cannot be accommodated within the established programs and processes outlined in the other categories within these guidelines.
- (iii) The amount of funding requested.
- (iv) The proposed term of funding or partnership.
- (v) Key terms and conditions.
- (vi) An activity/project budget showing expenditure
- (vii) Quotations from suppliers
- (viii) Evidence of any other income sources used to fund the project
- (ix) Insurance certificates
- (x) For Category B applications over \$5000 Audited Financial Statements must be provided
- (xi) Proposed economic outputs, outcomes or benefits of the proposed funding arrangement to the Cockburn community, and how these will be evaluated.
- (xii) Detail the expected multipliers effects (how will the local economy and communities benefit from the activities).
- (xiii) Applicants that utilise local suppliers where possible for project/activity delivery will be considered favourably.
- (xiv) Any contractual considerations.

### 3. Process:

- a. The proposal must be submitted to the City's Grants and Research service unit for initial assessment at least two months prior to the next scheduled Grants and Donations Committee Meeting.
- b. The City will review the proposal and provide a report with a recommendation to the Grants and Donations Committee for consideration at its next meeting, which will be available to the public via the Ordinary Council Meeting agenda. The City may exclude a proposal from being considered by the Committee if the applicant does not provide adequate information or does not meet the evaluation criteria of one of the funding categories.
- c. The Grants and Donations Committee will make their recommendation for consideration by Council.

## **Limitations and conditions**

For Categories A and B funding will not be provided:

- Retrospectively for any projects or events that have already occurred or commenced
- If previous City of Cockburn funding has not been acquitted
- To political parties, government departments and agencies, or individuals.
- For projects or programs that rely on existing funding from the City of Cockburn
- Multi-year funding will not be considered within this program
- For expenses without documentation
- Payment of debts to any entity
- Items covered by state and federal government funding packages
- Utility charges
- Council rates
- Insurance payments
- Consumables
- Franchise fees
- Projects/ activities which exclude or offend segments of the community
- Projects/ activities which could present a hazard to the community or environment or promote antisocial behaviour
- Wages or salaries