



City of Perth

Business Improvement Grant Guidelines

2018-2019



The City of Perth Strategic Community Plan 2029

Whilst Perth has a rich history as an older civilisation, as a city it is young in comparison to other capital cities throughout the world. The feedback from the City's citizens indicated that they want Perth to be a city that is a great place for people to live, work and visit. Citizens want it to be seen as a beautiful connected city that provides vibrant, diverse and friendly experiences. Perth should be seen not only as a city that is bold and progressive in its way of life but should also have a sense of distinctiveness that people can confidently promote – a community that knows itself and one that delivers a unique experience that is Perth.

Application should be completed with an understanding of the goals City of Perth's Strategic Community Plan 2029.



THE VISION FOR PERTH IS:

***Vibrant, connected,
progressive; a friendly and
beautiful place to be.***

GOAL**A city for people****1**

A city that is diverse and community orientated; one in which all people want to live, work and visit.

GOAL**An exceptionally well designed, functional and accessible city****2**

As the city grows it is exceptionally well designed with accessible public and private spaces. Development emphasises Perth's unique location. The ability to move freely and easily throughout the city, in a safe and efficient manner, creates a strong sense of place that can be enjoyed by all.

GOAL**A city connected to its natural beauty****3**

A city that protects and enhances the environment, emphasising the natural beauty of the river and parks. It incorporates native flora to protect and connect green corridors throughout the city.

GOAL**A future focused and resilient city****4**

A city that is committed to sustainable principles that promote social, economic and environmental resilience for current and future generations. A focus on equity, social inclusion, economic prosperity and environmental integrity builds the city's resilience levels.

GOAL**A prosperous city****5**

A city that is recognised internationally and locally as a leader in the Indian Ocean Rim for diversity and excellence in business, tourism, education, technology and trade. It uses its competitive advantage to cultivate innovation and creativity, enhancing the city's resilience. It is a city with a vibrant and diverse economy.

GOAL**A city that celebrates its diverse cultural identity****6**

A city that has a diverse choice of formal and informal places that showcase and celebrate its heritage, identity and cultural narrative. The city is lively and creative which encourages participation and celebrates inclusion. The people are connected to the place through the use of arts, heritage and cultural experiences.

GOAL**An open and engaged city****7**

A city that involves community, citizens and stakeholders in its future direction. Citizens have trust in the City of Perth and comfort knowing they collaborate with community, governments and businesses alike, working in an open and transparent manner. People feel connected, listened to and engaged with their city.

GOAL**A city that delivers for its community****8**

A city that is focused on the needs of its communities. Recognised as a city that is committed to quality services and continuous improvement, placing its community first. A city that builds effective partnerships between its community, business and government bodies to create a great place to be.

Introduction

The City of Perth recognises that businesses and business activity largely contribute to the vibrancy and energy of the city. The ability to generate new ideas and turn those ideas in to profitable business ventures is a critical source of Perth's competitive advantage, community and growth.

The Business Improvement Grants Program aims to stimulate and encourage diverse inner-city commerce by supporting new and established local businesses to improve precinct amenity, stimulate business activity and provide direct benefits to Perth's community.

"Business Improvement" for the purposes of this grant funding program, involves improving the capacity of a business and/or a property to attract business activity and provide strategic community benefit.

Funding Categories

Business Improvement projects and initiatives:

Matched funding up to a maximum of \$20,000 (excluding GST) will be considered in **one competitive funding round** each financial year, for business improvement projects or initiatives within the City of Perth local government area.

Occasionally, Council may endorse additional Business Grant programs for specific locations and/or related to specific strategic projects within the city. While funding and other conditions related to these grants may be altered, these programs will also be informed by these guidelines.



Types of Projects Supported

The following types of projects or initiatives can receive Business Improvement Grants:

- capital works such as:
 - façade and/or awning (shop front) repairs and upgrades;
 - retail/office fit-outs or refurbishments;
 - works providing amenity to, and/or improvements interfacing, the public and private realm;
 - works required for fire, service and access upgrades to comply with Building Code of Australia requirements;
- activation of underutilised space and/or adaptive re-use of a property i.e., vacant upper floors, basements, rooftops and laneways;
- improvements to safety and amenity of a locality or property, including installation of approved security devices and/or alarm systems, security lighting and anti-graffiti treatment; and

- accredited acoustic audits for eligible venues seeking to offer live music and performance programs.

Items not supported include:

- business operating costs (e.g., staff wages, rent and utilities);
- consumables (e.g., food and office stationery);
- relocatable equipment (e.g., coffee machines and computers);
- standard operating equipment (e.g., cash registers and eftpos facilities); or
- advertising and/or marketing campaigns.

If your project is not listed above, please contact the City of Perth to discuss your project prior to applying in this program.



Eligibility

To be eligible to receive a Business Improvement Grant from the City of Perth, the applicant must:

- be one of the following:
 - a legally constituted entity;
 - be an individual with an Australian Business Number (ABN);
 - be under the auspice of an Australian legal entity; or
 - an owner of a property located within the City of Perth local government area, who is undertaking development to attract business tenants and employment outcomes for the city;
- have a demonstrated investment in the city such as:
 - a lease arrangement for a space within the City of Perth local government area, extending at least two years from the time the application is submitted; or
 - an owner of a property located within the City of Perth local government area, who is undertaking development to attract business tenants and employment outcomes for the city;
- offer a project or initiative within the City of Perth local government area;
- have all appropriate insurances, development approvals, permits and licenses or can demonstrate commencement of these processes; and
- submit the application through the City of Perth's approved online management portal SmartyGrants (perth.smartygrants.com.au).

The following applicants or applications are ineligible:

- the Commonwealth, State or any Government Agency;
- an employee of the City of Perth;
- an individual without an Australian Business Number (except for a property owner undertaking development to attract business tenants and employment outcomes for the city);
- applications for unincorporated associations, branches, large and/or established franchisees or subsidiaries of larger companies;
- applications for online businesses or businesses operating from home or virtual/serviced offices/co-working spaces;
- applications for businesses that have an adverse effect on public health, safety, the environment and/or heritage;
- applications for one-off events, temporary or short-term projects;
- an applicant that has outstanding debts to the City of Perth;
- an applicant with prior record of non-compliance with City of Perth Environmental Health requirements;
- an applicant that has conducted themselves in a way considered to be injurious or prejudicial towards the City of Perth;
- an applicant that has repeatedly failed to provide satisfactory acquittal and/or reporting for any previous City of Perth funding;
- an applicant that has already received City of Perth funding (including in-kind) for the same project and within the same financial year; and
- an applicant that has already applied for City of Perth funding (including in-kind) for the same project within the same financial year and been refused.

Assessment Criteria

Applications should clearly outline the extent to which the project or initiative:

- contributes towards the achievement of goals within the City of Perth's Strategic Community Plan 2029;
- improves the streetscape and/or the overall desirability of the locality in which its located;
- improves Perth's competitive advantage;
- improves the capacity of one of the City of Perth's key or emerging industry sectors such as:
 - retail;
 - food and beverage;
 - tourism;
 - placemaking;
 - education;
 - student accommodation;
 - medical research;
 - commercial property;
 - resources and energy;
 - innovation;
- provides community benefit;
- demonstrates strong market potential through realistic planning and budgeting; and
- will be completed within the timeframe required to acquit grant funding (this can be assessed by including evidence of engagement with statutory planning and building approval processes within the overall schedule of works).

Documentation

Your application must include the following documentation to assist with the assessment of your application:

- project or initiative scope (including description, design plans and schedule of works);
- business plan (demonstrating financial viability of business undertaking project or initiative);
- documentation supporting demonstrated investment in the city such as:
 - a lease arrangement for a space within the City of Perth local government area, extending at least two years from the time the application; or
 - evidence of a property owner's intention to develop their property located within the City of Perth local government area, to attract business tenants and employment outcomes for the city; and
- budget and forecasting evidence.

All applicants must also disclose the following:

- any known established relationship between the property owner (or owner representative) and managing agent or lessee and all quote providers;
- any other funding sought or received from the City of Perth or any other funding body for this project; and
- any development-based incentives received for the property and/or business.

Note: An ABN Lookup search is undertaken on all supplied invoices and receipts.

Other Assistance Available

Business opportunities and support:

The City of Perth provides other business opportunities and support. These include Heritage Grants, Small Business Grants and targeted business support. The City may also be able to tailor individual incentive and grant packages for larger, more complex projects. Other opportunities, such a promotion through the City's social media channels, promotional videos and training, are also available to further assist your business. Talk to the City at an early stage to identify the various ways the City of Perth may be able to help.

Contact the Business Support to discuss whether you may be eligible to access these other opportunities:

BUSINESS SUPPORT

Business Support and Sponsorship

@ business@cityofperth.wa.gov.au

(08) 9461 3237

www.perth.wa.gov.au/business

Development approvals, permit and licencing assistance:

Prior to your project or initiatives' development and completion, it is recommended that you contact the City of Perth to confirm statutory requirements or design related issues related to your project or initiative.

Contact the Development Approvals to discuss your project or initiative:

PLANNING

Development Approvals

@ planning@cityofperth.wa.gov.au

(08) 9461 3352

www.perth.wa.gov.au/planning-development



Application and Assessment Process

- 1 Contact the City or Perth to discuss your application and any other ways the City may be able to help with your project or initiative.
- 2 Submit your application and supporting documents online via SmartyGrants at perth.
smartygrants.com.au.
- 3 The City of Perth will contact you if any further information is required prior to assessment of your application.
- 4 The City of Perth may receive more applications than it can support. Therefore, successful applications are those that best satisfy the assessment criteria.
- 5 An assessment panel will consider all applications received. The assessment panel may recommend part funding. This decision is carefully considered with the view of still enabling projects or initiatives to progress. The City reserves the right to reject any application that does not meet the assessment criteria.
- 6 A report will be prepared for Council's consideration based on the assessment panel's recommendations.
- 7 The City will advise you on the outcome of your application in writing and any relevant conditions following the Council's decision (which is subject to its prior adoption of the budget for this funding program). This decision is final and there are no mechanisms for appeal.
- 8 The City aims to have a decision back from Council within eight (8) weeks of application submission, subject to the timing of Council rounds.
- 9 Successful applicants will need to sign the Business Improvement Grants Funding Agreement which details the funded project or initiative, approved items and conditions.
- 10 Once the project or initiative is complete, you must contact the City and organise a site visit to confirm that the works have been undertaken as agreed, prior to a claim being processed.
- 11 To claim the grant funding, you must complete a Business Improvement Grant Claim and Acquittal Form at perth.smartygrants.com.au, and attach copies of relevant tax receipts as evidence of payment towards project or initiative, equal to or above grant funding amount, and invoice the City for the grant funding amount (the invoice must include a purchase order number).
- 12 You will receive the grant funding from the City of Perth within 30 days following the end of the month in which a Claim and Acquittal Form is received and processed. For example, if the acquittal and invoices are received in November, the payment will be scheduled for the end of December.

How to apply

All applications must be submitted electronically via the City of Perth's online management system SmartyGrants (perth.smartygrants.com.au). Applications not received through SmartyGrants will be deemed ineligible for funding.

- provide before and after photographs (or other determined appropriate) of the project or initiative to be used for promotional purposes;
- provide a detailed testimonial of their experience with the City of Perth in assisting with the project or initiative, to be used for promotional purposes; and
- be available to meet and/or provide updates on the project or initiative as required.

Information for Successful Applicants

Acquittal Terms and Conditions:

- All grant funding must be claimed between 1 July and 30 June;
- Grant funding will be paid as reimbursement of expenditure;
- Claims for funding will not be processed until the project or initiative approved by Council, is complete;
- Requests for extension on claiming grant funding should be made before the expiry date (30 June) and may be referred back to Committee or Council for determination.
- Successful applicants must:
 - provide proof that their own expenditure at least matches the grant funding provided by the City of Perth;
 - provide proof that money was spent after the application submission date (not before) through invoices and tax receipts;
 - promote the City of Perth's support of their project or initiative i.e., on websites, social media and media releases;

Disability Access and Inclusion

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The Disability Access and Inclusion Plan (DAIP) is available on the City of Perth website here (www.perth.wa.gov.au/our-capital-city/getting-and-around/universal-access).

The City of Perth encourages applicants to consider ways in which to make their places more accessible for people with disabilities. Applications including works related to accessibility will be considered favourably.

Frequently Asked Questions

1

What should I keep in mind when considering applying for a City of Perth grant?

The City of Perth will not fund the entire cost of your project or initiative, therefore, it is worthwhile thinking about other sources of funding for your project or initiative. Also ensure you have all the appropriate insurances, development approvals, permits and licenses for your project or initiative.

2

Can I assume my project will receive the funding I ask for?

The City of Perth is committed to ensuring the assessment process is fair and equitable. Funding is limited and may be over-subscribed. Council may have to prioritise in accordance with your application's assessment and may not always be able to allocate the full amount you request.

3

How many times can I apply?

Applicants may apply for grants for several projects or initiatives, however, each project or initiative may only receive grant funding once in each financial year.

4

Are the details of my application confidential?

No. The City of Perth must comply with the *Local Government Act 1995* with regards to making information available to the general public. The assessment of your application will form part of the Council Report which may be made publicly available on the City of Perth website.

5

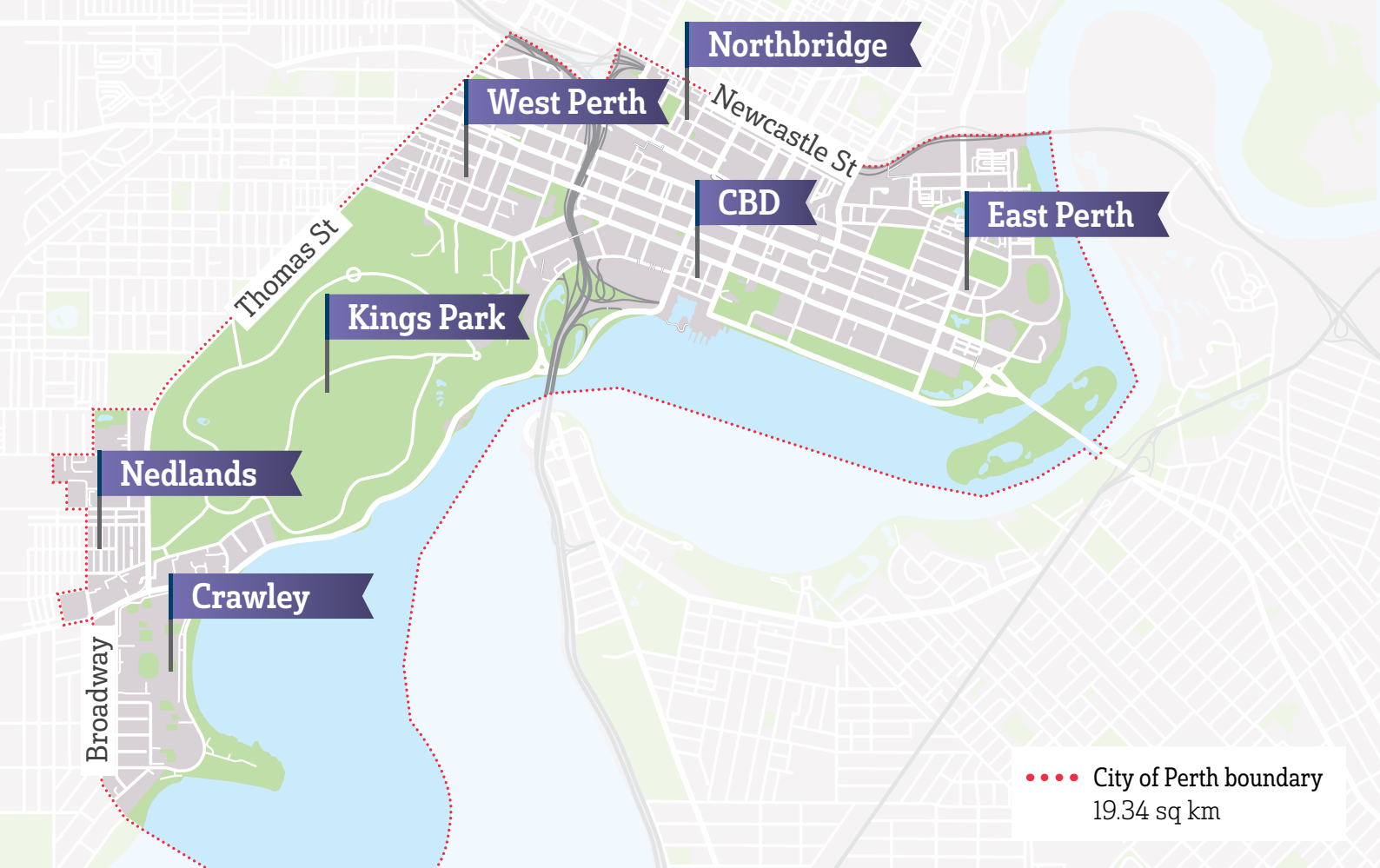
How will I know if my application is successful?

You will receive a formal letter informing you of the outcome of your application. The City of Perth aims to have decisions on applications within eight (8) weeks of your application submission. However, this timeframe may be longer if further information is required and depending on the timing of Council rounds. Please discuss any time constraints you have the City of Perth.

6

How long does it take to receive my funding once my event is approved?

Business Improvement Grants are paid after the work on the project or initiative is complete and once acquittal requirements have been satisfied. The payment policy for the City of Perth is 30 days following the end of the month in which acquittal requirements are finalised. Please note that a site inspection may also be required prior to finalising release of the funding.



Canvassing of Elected Members

Applicants (or any agent) are not permitted to canvass Elected Members of the City of Perth, or attempt to provide additional information, either directly or indirectly, on any matter relating to the grant prior to the determination of the grant by the Council or Committee. In the event of canvassing an Elected Member, the person/organisation may be disqualified and the grant application excluded from consideration.

If supplementary information is requested via an Elected Member, please contact the City of Perth to discuss the appropriate mechanism to disseminate information.

Contact Us

ECONOMIC DEVELOPMENT

@ ecodev@cityofperth.wa.gov.au

(08) 9461 3417

invest.perth.wa.gov.au