

Small Business Enhancement Grants

A new small grants program for businesses in Inverell Shire.

Inverell Shire Council is launching a new grant program to help businesses connect with customers, markets and opportunities.

Small businesses based in Inverell Shire are invited to apply.

Apply now for grants to assist your business. The following types of projects will be considered:

- Developing websites or upgrading websites
- Upgrading in-store technology such as point of sale systems
- Adopting or improving technology
- Adopting mobile apps
- Upgrading e-commerce platforms
- Upgrading in-store layout, signage or shop fronts
- Responding to market opportunities

Applications are now open and close Friday, 24 April, 2020 at 4.30pm.

See inside for details on how to apply, including Application Form and Guidelines.

Further information

Contact Inverell Shire Council:

T: 02 6728 8288

E: council@inverell.nsw.gov.au

   inverell.nsw.gov.au



Australian Government



Inverell Shire Council



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Small Business Enhancement Program

Inverell Shire Council is pleased to announce a new small grants program for small businesses in our shire.

The program is supported by the Australian Government and aims to assist businesses in our community enhance their operations and respond to phenomena such as #BuyFromTheBush.

The below guidelines contain essential information on who is eligible to apply for the grant, how to apply and your obligations as an applicant. You should read these guidelines before completing an application.

This program contributes financial support for local small businesses in our shire to improve their capabilities, work smarter and take advantage of online business opportunities. The program aims to see small business:

- Access the latest digital technologies to increase their confidence, productivity and competitiveness. This may include creation of websites, adoption of mobile apps and purchase of business specific software;
- Upskill and train business owners and staff and benefit from new technologies;
- Upgrade in-store technology such as point of sale systems and resources;
- To work smarter, be more innovative and respond to opportunities in the market;
- Developing content for websites, including

accessing professional services to create audio and visual content, eg. a professional photographer;

- Create an environment that makes it easier to do business.

Please find the guidelines for the program, key dates and the application form in the following pages.

I look forward to seeing the results of this program and trust it will help local businesses respond to market opportunities and enable them to adapt to the rapidly changing business climate.

Cr Paul Harmon
Mayor



Guidelines

Small Business Enhancement Program

The below guidelines contain essential information on who is eligible to apply for the grant, how to apply and your obligations as an applicant. You should read these guidelines before completing an application.

This program contributes financial support for Inverell Shire businesses to improve their capabilities, work smarter and take advantage of online business opportunities. It aims to see small business:

- Access the latest technologies to increase their confidence, productivity and competitiveness;
- Upskill and train business owners and staff and benefit from new technologies;
- To work smarter, be more innovative and respond to opportunities in the market;
- Create an environment that makes it easier to do business.

What sorts of projects will be considered for funding?

Your application must clearly demonstrate how the proposed project will enhance the capabilities of the business and how they will impact on the growth of the business (be more competitive or improve efficiency). The following types of projects will be considered for funding:

- Projects to adopt or improve a business's use of technology, which may include creation of websites, adoption of mobile apps and purchase of business specific software;
- Upskill and train business owners and staff and benefit from new technologies;
- Upgrade in-store technology such as point of sale systems and resources;
- Upgrading in-store layout, shop-fronts, visual merchandising displays and/or signage to make it easier for customers to do identifying services and products available;
- Upgrading to smarter and more energy efficient alternatives including in-store lighting.
- Developing content for websites, eg. engage a photographer to create visual content.

How much can you apply for?

The minimum grant funding amount is \$500 and the maximum grant funding is \$10,000.

Your application must clearly demonstrate how the proposed project will enhance the capabilities of the business and how they will impact on the growth of the business (be more competitive or improve efficiency). For larger value projects, the applicant will need to demonstrate significant and long term benefits.

Applicants may choose to make a cash contribution to the project. It is not a requirement of being funded. If you are making a cash contribution to the project, please be sure to include this in the budget section of the grant application.

Who can apply?

All small businesses in Inverell Shire can apply.

To be eligible for this grant, the business must:

- Have fewer than 10 employees at the time of applying for the grant
- Have an active Australian Business Number (ABN) and be registered for GST
- Be owned by an Inverell Shire resident
- Not be insolvent or have owners/directors that are an undischarged bankrupt.

Only one application will be accepted from an individual ABN or a financial beneficiary of a business for consideration under each round.

What will not be funded?

There are a range of activities that will not be funded under this program:

- Projects under \$500 in value;
- Travel costs for staff, suppliers or any other party;
- Services delivered in-kind (funding will only cover services paid for via a financial transaction);
- Fees for services and/or goods provided by related parties (such as companies with common shareholdings and employees or immediate family of the applicant);
- Franchise fees or related costs;
- Direct-selling businesses (where sales of another business' goods or services are made in the customer's home, work or other meeting place through methods such as party plan and network marketing);
- Maintenance of existing digital technologies;
- Website hosting as a stand-alone cost. Website hosting will be covered up to 12 months if it is part of a new website build or upgrade but it is not eligible as a stand-alone cost and must be paid in full by the project completion date;
- Purchase of non-project related assets such as stock;
- Salaries;
- General business operating costs (including bookkeeping/accounting and tax returns);
- Paid advertising campaigns e.g. Google AdWords, Facebook advertising or similar expenses; and
- Goods or services purchased or any payments made prior to the grant funding approval date.

When must the project be completed?

All projects approved for funding must be completed by 31 October, 2020. If these timeframes are not met, the offer of funding may be withdrawn and you will be asked to return unspent funds.

When and how can you apply?

Applicants must complete the application form available at www.inverell.nsw.gov.au to be considered. An applicant who does not properly comply with the application process, will be ineligible to receive the grant. The table below summarises important dates in the application process.

APPLICATIONS OPEN	Thursday 9 April, 2020
APPLICATIONS CLOSE	Friday 24 April, 2020 at 4.30pm
APPLICANTS ADVISED OF OUTCOME	Week commencing Monday 11 May, 2020.

NOTE: Successful applicants will be required to provide proof of payment for all products and services purchased as part of this grant.

What should you include in your application?

Applicants must respond to all questions in the application form to be considered. Applicants may attach a **MAXIMUM of 6 pages** to the application, any additional material will not be considered.

Key items to include in your application are:

- A detailed quote for the product(s) or service(s) for which you are seeking funding;
- Details of the impact the project will have on the business, for example revenue growth, cost savings, time savings, employment outcomes
- A declaration of employee head count;
- Confirmation and breakdown of any financial contribution the applicant will be making towards the project.

How will applications be assessed?

This will be a competitive process and not all applications will be funded. In addition to meeting the eligibility criteria, applications will be prioritised on:

- The impact the project will have on the business (measured by revenue growth, increase in gross profit, time savings, employment outcomes)
- The extent to which the project will enhance the digital capabilities of the business, eg. a project that will allow a bricks and mortar store to sell products online for the first time.
- The potential and likelihood the activity will deliver jobs growth
- Value for money.

Frequently Asked Questions

What do I need to do if I receive a grant?

You must:

- Enter into a funding agreement with Inverell Shire Council;
- Purchase the product/s or service/s in full as per the funding agreement;
- Deliver the project as per the funding agreement; and

→ Complete a Final Report within one month of the project completion date.

When will funding be available and how will payments be made?

If your application is successful, the applicant will be paid 80 per cent up front and the remaining 20 per cent on completion of the project. Funding will be paid directly to the applicant via EFT following receipt of a valid tax invoice to Inverell Shire Council.

The participating business must complete and submit a final report outlining how the project has benefited the business. Once the final report has been approved by the project committee, the remaining 20 per cent of funding will be paid to the applicant.

Can I alter my application after funding has been allocated?

Any change to your project will need to be made in writing to Inverell Shire Council and will be reassessed to ensure funding will still be granted. If you change your project or purchase without approval, funding may be withdrawn.

Can I receive funding for a project I have already started?

No. Projects will not be retrospectively funded. This means if you have already started or completed a project, it cannot be considered for funding under this program. Applicants should wait until they have received a signed Project Agreement before making project purchases.

Is there a minimum financial contribution the applicant needs to make?

No. There is no prerequisite for applicants to contribute financially to the project. Applicants who wish to make a financial contribution to the project should note their contribution in the budget.

If I have more than one small business with a different ABN for each, can I submit an application for each business?

No. Only one application will be accepted from a financial beneficiary of a business.

Do I have to be operating an existing business?

Yes. Your application must be for an existing operating business.

Do I have to be located in Inverell Shire?

Yes. To demonstrate this, the 'Main Business Location' of the applicant's ABN must be listed as being in Inverell Shire on the Australian Business Register (ABR) at the time of application.

Further information

For more information about the grant, call Inverell Shire Council on 02 67288288 or email council@inverell.nsw.gov.au.

To find answers to your tax questions, go to www.ato.gov.au.

Applicants are to ensure they have:

- Read and understood the guidelines
- Completed the application form
- Attached a quote/s from the supplier/s (maximum of 6 pages of attachments)
- Submitted the application by 4.30pm, Friday 24 April, 2020
- Received a signed Project Agreement before commencing the project

Privacy statement

Inverell Shire Council may publish information relating to grant recipients such as business name, funding amount on the Council website and other details in the course of publicising the outcomes of the grants program, which may include details of outcomes achieved from the recipient's grant.

Your personal information will be handled in accordance with the *Information Privacy Act 2009* and will not otherwise not be used or disclosed unless authorised or required by law.

Application Form

Small Business Enhancement Program

Business name
Business owner
Location of business (address)
Contact details of applicant:
Phone number:
Email:
Postal address:
ABN:
Is your business registered for GST?
How long has your business been established?
How many employees does your business employ?
Provide a summary of your project and why it's important in 1-2 paragraphs

How will the project help your business?

What will the project allow you to do that you cannot do at present? Word limit is 200 words.

When will the project start?

What percentage of your project funds will be spent with Inverell Shire businesses?

How will you measure the success of the project?

How will you know if this project is successful?

Please provide a timeline / schedule for your project.

Note: Successful applicants will be notified in early May. Grant funds will be available late May and projects must be complete by 31 October, 2020.

If you are applying for more than \$2,000 funding, please explain what systems and skills your business has to ensure this project is completed on time and on budget?

Maximum 200 words.

Eg. Who will manage the project?

How will you keep track of expenditure and project progress?

Who will measure the impact of the project?

What experience does your business have with project management?

Budget

Please attach quotes for all items listed in your budget.
Please include GST in prices below.

Item	Business contribution	Grant contribution	Total
<i>Eg.</i>			
<i>Graphic designer to design new business logo</i>	200	200	400
<i>Website design by Inverell Web Design</i>	200	2500	2700
<i>Registration of domain name for 2 years</i>	0	300	300
TOTAL	\$	\$	\$

Applications close Friday 24 April, 2020 at 4.30pm

Enquiries: Call Council 6728 8288 or email council@inverell.nsw.gov.au

Late applications will not be considered for funding.

How to lodge your application:

Please attach a **maximum of 6 pages** of supporting documents, including quotations. Lodge your application via one of the following methods:

Post: Inverell Shire Council, PO Box 138, Inverell NSW 2360

In person: Inverell Shire Council, 144 Otho Street, Inverell NSW 2360

Email: council@inverell.nsw.gov.au

NOTE: A signature is not required on the grant application. If your application is approved, you will be required to enter into a funding agreement with Inverell Shire Council, which will be co-signed by both parties.